

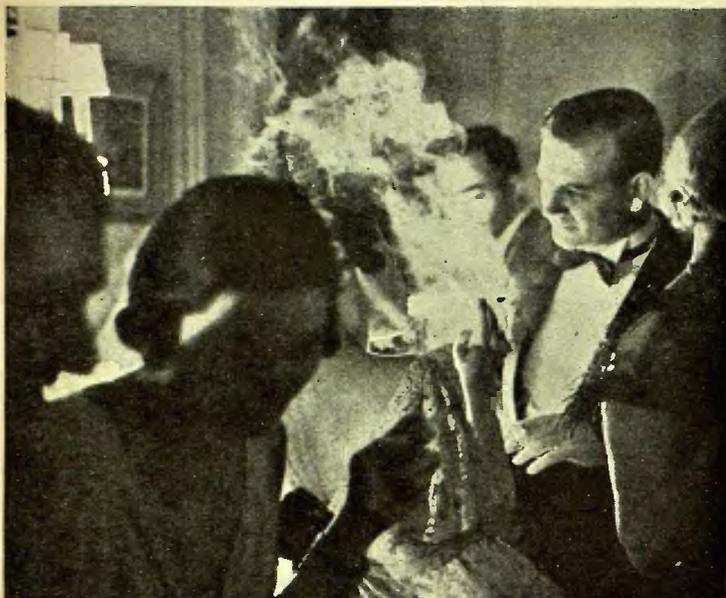
JAN. 6, 1934

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The Billboard

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The Billboard

Vol. XLVI
No. 1

The World's Foremost Amusement Weekly

January 6,
1934

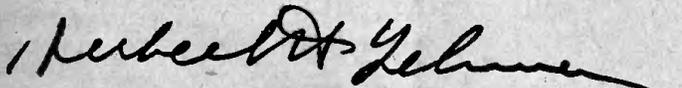
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TOM MIX-SAM DILL COMBINE

Greetings!

It gives me great pleasure to have the opportunity, through the medium of The Billboard, to extend New Year's Greetings to my friends of the theatrical profession, who have done so much not only in the year ending but year after year to be of assistance to those less fortunately situated, whatever may be their walk in life. It has been my experience that whenever the call has been made for service in behalf of a humane cause the theatrical profession has responded nobly, promptly and unselfishly. I know of no instance in which the profession has failed in behalf of charity. In these days of stress, clean, instructive and amusing recreation provides one of the most wholesome vehicles for maintaining and bolstering the morale of our people.

In extending the felicitations of the season to all those in the theatrical profession, who have contributed so much in the past year, I wish them well for the year upon which we are about to enter and express to them my earnest hope that they will continue to realize upon the opportunity for vast service in the community as a whole which their profession offers, and which obligation they have discharged so unselfishly in the past.



Governor, State of New York.

Big Names Join ABA; Elections, Reorganization Thursday Night

NEW YORK, Jan. 1.—With the ABA election of a new administration slated for Thursday evening at the Hotel Edison, the ABA reports an increasing number of big names joining in time to participate in the reorganization. Among the more important names that have just joined are Victor Moore, Bob Hope, Belle Baker, Fred Keating, Bill Robinson, Dorothy Stone, Duke Ellington and Paul Whiteman.

According to Secretary Ralph Whitehead, Thursday's meeting will be a mass gathering open to all performers of vaude, cafes, clubs and outdoors. These assembled will be told what the ABA has been doing to help enforce the vaude code, to fight free performances, to prosecute gyp agents, bookers and theater operators and to make suggestions to the NRA for relieving unemployment among performers.

The mass meeting will adjourn, while those holding AFL cards meet privately

Another English Vaude House

LONDON, Dec. 23.—The Hippodrome, St. Helen's, provincial theater, closed since April, 1931, goes vaude Tuesday with a fine-act vaude bill. House is independently owned.

to adopt a new constitution, elect new officers and reorganize along union lines.

The ABA has sanctioned the benefit show to be given by the Zitomer Talmud Torah Darchei Noum organization at the Imperial Theater here January 21.

Western Star Forms Partnership With Motorized Circus Operator

New organization captioned Sam B. Dill 3-Ring Circus and Tom Mix Roundup—one of the largest truck shows in the world planned—opening slated for early April

DALLAS, Jan. 1.—Tom Mix on Saturday entered into a partnership with Sam B. Dill, head of Sam B. Dill's Three-Ring Circus, whereby the world-famous screen and circus cowboy will combine his vast stables, his outfit of cowhand performers and equipment to appear under the Dill big top for a period of a year, beginning the coming season. Mix is at present on the final stretch of a five months' theater tour with his Tom Mix Roundup, comprising Tony and other horses, cowboys and Aerial Ward Sisters, which yesterday finished a three-day engagement at Shreveport, La. The new show will be known as the Sam B. Dill Three-Ring Circus Combined With Tom Mix Roundup, starring Tom Mix and Tony. The Dill show comprises 90 motorized trucks and

Para Pushes Reorg Deals

Dent - Hoblitzelle plans await consideration—West Coast deal approved

NEW YORK, Dec. 30.—Negotiations for incorporation of Dent Theaters, Inc., of Texas and New Mexico under a new name by sale of capital stocks were withheld today for further consideration by Referee in Bankruptcy Henry K. Davis, awaiting an explanation and opinion of attorneys for Karl Hoblitzelle, who had made previous bids for the circuit and under whom the circuit has operated recently.

Hoblitzelle was to pay Paramount trustees \$50,000 for all Class A stock under the original plan as decided October 6, and the plan carries with it the right to elect two directors, the president and treasurer of the new corporation.

Paramount receives two income debenture issues of \$700,000 and \$800,000 each of the new corporation. Under the deal Paramount has the right to repurchase after six months.

Referee Henry K. Davis approved readjustment of a bond deal yesterday for (See PARA PUSHES on page 79)



TOM MIX

the Mix fleet of trucks will be combined with them, the entire outfit to undergo complete redecoration, etc., at winter quarters here.

Mix will bring his complete stable of more than a score of horses and outfit and cowboys to Dallas within three weeks. Show is scheduled to open early in April at Little Rock, Ark. A huge amount is being expended to make this one of the largest motorized shows in the world.

Circus, Carnival Code Hearings Set for Third Week in January

WASHINGTON, Jan. 1.—The date for the general hearing on the circus code under the National Recovery Act has been finally set by Assistant Deputy Administrator William P. Farnsworth for 10 o'clock Friday morning, January 19, in the south lounge of the Ambassador Hotel.

The date for the carnival code hearing has been fixed for 10 o'clock Wednesday morning, January 17, but the place is yet to be announced.

CINCINNATI, Dec. 30.—An article in last issue stated that Bob Morton, of the fraternal circus bearing his name, planned asking for a separate fraternal circus code of the NRA. A telegram to The Billboard from Mr. Morton today advises that he has received a telegram from William P. Farnsworth, assistant deputy administrator, making an appointment with him for January 3, and Mr. Morton is preparing to leave Jacksonville, Fla., for Washington on January 1.

In This Issue

	Pages		Pages
Bands	28	Letter List	65-67
Broadway Beat, The	42	Little Theaters	33
Burlesque-Tabloid	38	Magic	40
Carnivals	54-58	Minstrelsy	41
Chicago Chat	42	Motion Pictures	34-37
Chorus Equity	31	Night Spots-Gardens	29
Circus and Corral	44-48	Out in the Open	72
Classified Advertisements	63-64	Parks-Pools	52-53
Coin Machines	74-82	Pipes	60-61
Fairs-Events	50-51	Possibilities	42
Feature News	3-5	Radio-Orchestras	22-28
Final Curtain	68	Repertoire-Stock	39
Forum, The	43	Rinks-Skaters	49
General Indoor News	40-41	Routes	70-71
General Outdoor News	72-73	Song Tips	28
Hartmann's Broadcast	72	Thru Sugar's Domino	41
Legitimate	30-33	Vaudeville	6-21

ACTORS' NRA AID UNDER WAY

N. Y. NRA Weeding Out Plans For Relief; Ready for Action

Special committee swamped with plans to relieve unemployment among actors, musicians, house workers—Sunday legit shows become relief issue

NEW YORK, Jan. 1.—The NRA's attempt to relieve unemployment among actors, musicians and theater workers finally got under way last week when the local NRA board held its first meeting with representatives of various theater interests. The local NRA board called the first official meeting to tackle the theatrical situation Thursday at its 45 fuddle talk, William H. Charlton, head pointed a committee to meet privately and bring up the most feasible plans at the next meeting of the leaders of the various theatrical factions. This committee consists of Ralph Whitehead, Gustave Blum, Dorothy Bryant, Bernard Levy, Antoinette Perry, Bessie Beatty, Frank Gillmore, Joseph N. Weber, Edward Canavan and Henry Brenner.

Representatives of Equity, Chorus Equity, ABA, Local 802 of the Musicians' Union, Local 1 of the Stagehands' Union, NVA, Actors' Dinner Club, Stage Relief Fund, and also J. P. Muller, the advertising man, and Walter Reade, for the managerial interests, met at the invitation of Charlton. He asked Henry P. Woolf, deputy city administrator, to preside.

Walter Reade led off with a vitriolic denunciation of Frank Gillmore and Equity, charging Equity with killing legit in this city by refusing to permit Sunday performances. He claimed theatrical real estate from 39th to 59th street, assessed at \$125,000,000, was suffering because of the ban on Sunday legit. He asserted that at least 5 musicians, 10 stagehands and 15 to 25 actors would be put to work in each of 40 legit houses Sundays if the ban were lifted. He charged Equity with making it impossible for legit houses to compete with film and vaudeville opposition and asked the NRA step in and correct the situation.

Reade's demand for Sunday legit was backed by the musicians' and stagehands' unions, by Miss Perry, Henry Chesterfield and Miss Beatty. Chorus Equity and the ABA backed the Equity stand, and Gillmore explained the necessity of the ban on Sunday shows and pointed out the State law upholding the ban. Reade and others suggested that Sunday legit be tried out New Year's Eve without necessarily establishing a precedent and with a percentage of the grosses going to charity in order to keep within the law. Gillmore answered he could not get a decision from his board quick enough for such action.

Miss Perry said she conducted a survey thru the personnel bureaus of 65 large department stores and discovered that most of the employees who did not attend legit theaters would do so if they (See ACTORS' NRA on page 79)

OUT-OF-TOWN OPENINGS "Days Without End"

(BOSTON)

A play by Eugene O'Neill, directed by Philip Moeller, with scenes designed by Lee Simonson. Presented by the Theater Guild.

Cast includes Earle Larimore, Stanley Ridges, Selena Royle, Richard Barbee, Robert Lorraine, Caroline Newcombe, Ilka Chase, Frederick Forester, Margaret Swopes.

Opened December 27 for 10 days.

The regeneration of John Loving, played by two men, one his outer, the other his inner self, who, loving his wife, has been unfaithful to her, and in the course of telling the story of a novel he is about to write reveals his faithlessness. She sickens and would have died but for his disavowal of atheism and subjection to the church.

Reviews treated the play as tho the subject matter and treatment of the play were beyond their reach. Seemed grateful to O'Neill for giving them something bordering on the supernatural thoughts of a man. Traveller said: "No one but O'Neill could have written *Days Without End*. No group but the Theater Guild could have produced it. We have them (See OUT-OF-TOWN on page 33)

Boston Chatter

BOSTON, Dec. 30.—Not since his father, James O'Neill, played the Christus in America's only Passion Play has so great a religious drama been projected upon the stage as Eugene O'Neill's newest play, *Days Without End*, which had its world premiere here Wednesday at the hands of the Theater Guild at the Plymouth Theater. It is a magnificent piece of writing, a sermon of unswerving depth, power and beauty . . . a really great O'Neill at last. . . . In it he has given materialization to his device of *Strange Interlude*, the hero being played by two persons, Earle Larimore and Stanley Ridges, instead of the same person speaking both his thoughts and his vocal lines. Selena Royle is flawless as the heroine. It is great drama, magnificently dreamed, beautifully played, superbly staged in scenery of exceptional suitability by Lee Simonson; an O'Neill masterpiece, a Guild triumph and a refreshing gift of true theater for everyone, everywhere.

Last-minute information from Al Duffy, jamming on his typewriter brakes at the Shubert office, says *Ten-Minute AMB*, due at the Plymouth January 8, will come on January 29 instead, barring further changes in plans. . . . Instead A. E. Thomas' new one, *No More Ladies*, with Melvyn Douglas, comes in on the 8th. . . . Guy Bates Post, for Messrs. Casey and Isaacs, at the Tremont, is doing a good job with *The Play's the Thing*. Business not so good. . . . Pauline Frederick, in *Oriminal at Large*, follows. . . . *Bitter Sweet*, beautifully done at the Shubert, will not

linger longer than a second week. . . . In its place will come the new musical with Guy Robertson, *All the King's Horses*. . . . *Whatever Possessed Her* is trying its luck at the reopened Wilbur. . . . After a long, long fight the Scollay Square, home of vaudeville for 18 years, quits the flesh deal tonight and will team with the Modern with two features, and shorts, of course. Given reason, none; actual disagreement over union regulations, I hear. . . . Picture people run it and have fought vaudeville from the start. . . . and vaude is what brings in the money. . . . Uptown also quit its vaude and is on film diet now. . . . And that, my friends, is the end of another week. G. B. B.

Unions Join To Organize House Workers; Ushers Protest \$10 Wk.

NEW YORK, Jan. 1.—Organization of those theater workers not already under the AFL wing went on rapidly this week when the Theater and Amusement Employees' Union, Local 118, settled a jurisdictional dispute with the Association of Theatrical Agents and Managers and agreed to co-operate in organizing theater workers. Meanwhile Local 118 has been pressing complaints of ushers with the local Regional Compliance Board, claiming they are being paid below the blanket code minimum of \$15 a week, and at the same time completed arrangements for a mass meeting of house workers next Monday.

Local 118 is linked with the Building Service Employees' International Union, which is now pushing a terrific campaign to unionize every theater worker not already in the AFL fold. When the BSEIU started organizing theater workers last summer, it ran against a claim of the managers and press agents' union, which insisted it had AFL jurisdiction over managers, assistant managers, treasurers, ticket sellers, advance men, publicity men, company managers and all those usually identified with "front of the house." This union has been in existence since 1928 and has an international charter, altho it has been active mainly in this city and Los Angeles.

Theodore Mitchell, president of the ATAM, and Charles C. Levey, organizer of Local 118 of the TAEU, met Thursday and signed an agreement whereby the

No Goose, No Contract

NEW YORK, Dec. 30.—Ann Johnston had to forfeit her contract with a musical show opening in January because of the death of her trained goose, "Bozo," who inopportunely swallowed a safety pin Thursday. The goose was seven months old and could roller-skate and do other tricks at Miss Johnston's bidding. Miss Johnston is a legit and rep actress.

HPPAE Alleges Studio Code Violations

LOS ANGELES, Jan. 1.—Hollywood Picture Players' Association of Extras filed complaints Friday against Paramount, Warner Brothers, Columbia studios and Central Casting Bureau, charging violation of the motion picture code. Complaints charge studios have violated code at least 100 times since it went into effect by hiring extras and paying less than \$15 as required by code.

Further charges are made that studios failed to rotate work. Central Casting is charged with three violations: Failure to rotate work, favoritism and employing married women who have husbands working in various studios.

Heads Committee

NEW YORK, Dec. 30.—H. Wayne Pierson, vice-chairman of the Democratic National Committee, stage and screen division, has been appointed head of motion picture and theatrical activities in connection with the "National Birthday Ball for the President," to be given thruout the nation January 30.

linger longer than a second week. . . . In its place will come the new musical with Guy Robertson, *All the King's Horses*. . . . *Whatever Possessed Her* is trying its luck at the reopened Wilbur. . . . After a long, long fight the Scollay Square, home of vaudeville for 18 years, quits the flesh deal tonight and will team with the Modern with two features, and shorts, of course. Given reason, none; actual disagreement over union regulations, I hear. . . . Picture people run it and have fought vaudeville from the start. . . . and vaude is what brings in the money. . . . Uptown also quit its vaude and is on film diet now. . . . And that, my friends, is the end of another week. G. B. B.

Mitchell organization would definitely get the treasurers, ticket sellers and cashiers, while the TAEU would have the rest of the field clear for itself. This involved shifting 300 ticket sellers and cashiers in this city alone from the TAEU to the ATAM.

This pact will strengthen immensely the ATAM, which has never been strong, and will eliminate any friction between the two unions in their joint effort to completely unionize theater workers in this country and Canada.

Locally, Levey filed a complaint against the Springer-Cocalls Circuit of 38 picture houses Thursday, charging it with reducing ushers' wages from \$15 to \$10 a week as soon as the film code was signed. J. W. Springer, general manager of the circuit, said he was observing the picture code, and that it provides for 25 cents an hour on a 40-hour week. He denied his circuit reduced salaries, claiming ushers formerly received \$7 or \$8 a week. Robert Strauss, vice-chairman of the Regional Compliance Board, where the complaint was heard, said the board could do little except urge ushers to organize and appeal to the Labor Advisory Board in Washington for a revision of the code.

Norman Thomas, Socialist leader, issued a public statement denouncing the joker in the usher clause of the film code and pointed out that theaters are using this to legally reduce wages below the actual code minimum of \$15.

Federal Aid For Theater

Federal Relief Administrator studying three plans to stimulate employment

WASHINGTON, Jan. 1.—While the New York division of the NRA has already started working on the theater's unemployment problem, Federal Relief Administrator Harry L. Hopkins has also begun looking for a practical plan to help the theater on a national basis. He is now considering three plans: Eva Le Gallienne's plan for a national theater, Antoinette Perry's plan for government-backed units to tour each State and a plan to stimulate little theater activity.

Miss Perry's plan is the most recent to be submitted. Miss Perry was here last week at the invitation of Mrs. Franklin D. Roosevelt, who had also invited Miss Le Gallienne recently. Her plan uses the success of the Long Island group of 14 unemployed actors last summer as a basis. According to Miss Perry, the State relief fund had paid the performers the usual relief dole and advanced them \$50. With this start the group grossed \$4,000 playing Long Island schools and institutions. More recently, another group of performers in Westchester did the same thing with the aid of local relief groups.

Miss Perry proposes that the government finance, to begin with, one flesh unit in each State. These units, composed of at least 25 per cent native players of that State, would barnstorm thru the State, playing halls, institutions and other spots not competing with established amusement places. Miss Perry insists, however, that the talent be first-rate so that the shows help build up audiences for flesh.

Denver Musicians Keep Busy

DENVER, Jan. 1.—The rotating system inaugurated by the international musicians' union will not be put into effect at present. Most of the local musicians are employed at present, and there is not enough assortment of instruments to organize a competent theater orchestra to rotate with those working at the Orpheum and Tabor. Seventy-five musicians are being employed in the Denver Musicians' CWA Symphony Orchestra and are averaging better than \$25 a week.

Novel Accepted

ROCHESTER, Minn., Jan. 1.—*Court House Square*, a novel depicting newspaper life and experiences, written by Phil LaMar Anderson, former member of *The Billboard* editorial staff and at present a reporter on *The Rochester Post-Bulletin*, has been accepted for publication in January by Augsburg Publishing Company, Minneapolis. First publication will be a limited edition of autographed copies to celebrities and public officials whom Anderson has contacted in his reportorial work.

ASCAP Sting Violators

CHICAGO, Dec. 30.—John N. McFarland, investigator for the American Society of Composers, Authors and Publishers, advises *The Billboard* that suits have been filed against the following alleged violators of ASCAP regulations as to playing copyrighted tunes:

Louis Falkenstein, Hi-Hat Club; Charles Fidler, Fashion Theater; Joseph Bell, Bell's Sudway Cafe; Philip Kitzler, Cuckoo Club; Leland and Broadway Cafe, Moonlight Gardens, Logan Gardens and several others.

JAMES HONE, perpetual secretary-treasurer, Allied Amusements of North-west, says: "We believe the co-operative organization can do it better than the other fellow. If it does not, then there is no excuse for its existence!"

CODE NOT HURTING VAUDE

Enforcement a Code Problem

Vaude code being violated everywhere — ABA and CE sifting compliments

NEW YORK, Dec. 30.—Enforcement of the vaude code is the big problem now. The code is being violated in probably every indie house in the country. Acts are being offered salaries in violation of the code, and chorus people are not

being paid for layoffs or getting code salaries. Both ABA and Chorus Equity are being swamped with violation complaints from acts, but neither organization (See ENFORCEMENT on page 79)

Night Clubs Burn

NEWARK, O., Dec. 30.—Explosion of an oil stove left the Villa night club, near here, in ruins with a \$28,000 loss. L. C. Foechner, Columbus, manager, was badly burned and hospital treatment was necessary.

ZANESVILLE, O., Dec. 30.—Fire of undetermined origin recently destroyed Mayfair Manor, one of the best known dine and dance clubs in this section of the State. Owners estimated the loss at \$10,000. Pianos are being considered to replace the club.

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Some Fun, Eh, Kid?

SAN FRANCISCO, Dec. 30.—A 3,000-mile collaboration on 20 songs was consummated this week when a book entitled "Sing 'Em, Cowboy," written by Sterling Sherwin, of San Francisco, and F. Henri Klickmann, of New York, was accepted for publication by Jack Robbins, of the Robbins Music Corp., of New York. Sherwin is the writer of many Western song books published by Carl Fischer, Southern Music Corp.; Sam Fox, Sherman & Clay, etc., while Klickmann is Eddie Cantor's musical director and arranger for the Chase & Sanborn hour. The two writers collaborated with the aid of long distance telephone, wire and air mail.

Detroit's Newest Black and Tan Draws

DETROIT, Dec. 30.—Plantation Cafe, newest Detroit black-and-tan, is drawing a well-mixed crowd with plantation style entertainment, under the management of Walter Norwood, with Jap Sneed in charge.

Sneed was formerly operator of several theaters thru the South and a founder of the former T. O. B. A., colored stock association. The Plantation is decorated with a picket fence, with red background and large black figures, giving a unique atmosphere.

Jennie Le Grande is mistress of ceremonies, with Chuck Lewis' Plantation Orchestra playing. Calliber of entertainment (See DETROIT'S NEWEST on page 79)

"Little Theaters" Stir Theater Interest, Says UP Professor

NEW YORK, Dec. 30.—National Theater Conference, organization representing non-professional and so-called little theaters of the country, held a convention here this week, and various matters that have been kindled for a long time thruout the stix burst into a blaze. Most of the talk was in a manner of speaking subtle slaps at the system of Broadway, which they feel is as much an artist as the usual "butter and egg man."

John Dolman Jr., of the faculty of the University of Pennsylvania, stated that

Faith Bacon Joins Selkin-Borde Revue

CHICAGO, Dec. 30.—Faith Bacon, World's Fair fan dancer, has been signed for A Century of Progress Revue, the revamped Oddities show produced by Lea Selkin and Al Borde. Alfredo and Delores, rumba team from the fair; Bernice Marshall and several other acts also have been added, together with a line of girls. Along with the revue a number of "oddities" are presented.

The show is set for a route over the Loew time, opening at Loew's Palace, Indianapolis, January 13, with possibility of a break-in date being played week of January 5.

Milwaukee Curfew Set

MILWAUKEE, Wis., Dec. 30.—Amending the ordinance which it passed two weeks ago, providing for a 12:30 a.m. closing hour for local taverns and night spots, the common council on December 26 set the curfew for these spots at 1 a.m. during the week and 1:30 a.m. Sunday mornings and holiday nights.

SUPERIOR, Wis., Dec. 30.—An ordinance providing for the opening of cabarets at 5 p.m. to remain open until 3 a.m. and permitting the sale of liquor and dancing during these hours has been adopted by the city council. Taverns are required to close at midnight and must remain closed all day Sunday, while cabarets may remain open on Sundays, according to the new ordinance.

Countrywide Reports Reveal No Curtailment Despite Squawking

Checkup on major cities shows no dropping of flesh because of code requirements—code generally inactive due to lack of knowledge and enforcement—unions attacked

NEW YORK, Dec. 30.—Dire effects of the vaudeville and de luxe house section of the motion picture code, which, operators squawked, would drive all indie and small-time flesh out of business because of the minimums and working conditions, seem so far to be conspicuous only by their absence. The code has not as yet got under way—even tho it is officially in force—because of the chaotic state of its administration at present; but indications seem to bear out the contentions of actors' representatives that those houses needing vaude would play it regardless of the increased wage scales and those houses not needing it wouldn't play it anyhow.

Pickford in Chi Theater
CHICAGO, Dec. 30.—Mary Pickford will appear at the Chicago Theater, Loop Balaban & Katz house, for a week, starting Friday, January 5. With her company she will present an act from The Church Mouse, in which she has been appearing in the East.

Miss Pickford's salary is understood to be \$14,300 for the week, of which \$12,500 goes to her and \$1,700 to her supporting cast.

Plum for Borzage

HOLLYWOOD, Dec. 30.—Frank Borzage has been appointed by Warner Bros. to direct Edward G. Robinson in Napoleon, one of the prize plums of the season.

Small houses and offices, as reported, have been curtailing activities, awaiting clarification of certain clauses. That also goes for indies in other larger centers and vaude houses in a few smaller towns. But for the most part, nationally speaking, the code has had no effect on flesh, larger houses going on with their policies regardless. Some spots seem to feel that the added costs of house operation under the code will tend to increase flesh, making it less of a comparative hazard, making it less of the increased costs will not be enough to swing things one way or the other.

More important to the outlook of flesh at present, according to nationwide reports, is the attitude of the public (See Code Not Hurting on page 16)

YORK'S NATIONAL THEATRE LIST

Containing names of about 10,000 Theatres in the United States and Canada arranged by States in alphabetical order, indicating which theatres have a stage. Price of entire list \$25.00; sold by States at the rate of 35c per hundred names. Send for schedule showing number of theatres in State.

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RKO Bars Trade Paper Men From Vaude Booking Office

Attempt to have all news clear thru Bob Sisk spreads to vaude branch—Thompson claims it's the result of congestion—follows on the heels of derogatory rumors

NEW YORK, Dec. 30.—Major L. E. Thompson, RKO's theater operations head, issued an order this week to bar trade paper reporters from the circuit's vaude-booking office. This is not the first time that such a move has been made, and its issuance now is in accordance with the trend of the new regime to have the press avail itself of only one source in the organization, namely, Bob Sisk, publicity head. Thompson, however, said this morning that it was done simply because of the congested condition of the booking floor and that he is attempting to solve the problem. When a *Billboard* reporter visited the floor early this week the two attendants informed him cogly that the Major requested that the booking office be closed to the trade papers and that they would have to contact Sisk. The Major, when queried this morning, said that the congestion was the cause for the ruling and that he is trying to find some way to relieve the crowded condition. He said that he was seeking to get another office where the agents could congregate and that until that time asked that patience be exercised.

This situation, however, follows on the heels of widespread rumors derogatory to the booking office and which have come to the attention of circuit execs. Many agents have been squawking sotto voce about favoritism practiced by the bookers, charging that one agency is grabbing off the bulk of the business. This agency is alleged to have first crack at all bookings and that many times sells acts after office hours. The rumor hounds even try to convince you that an outside vaude exec is a partner in the agency and that he's closely aligned with an RKO exec. Criticism also has been spread by the agents against certain units, charging that the producers have an in, even going so far as to have a booker sent 1,000 miles or so to cover them. Anonymous letters have been making the rounds also, both to the circuit and trade papers.

The attempt to have all news clear thru Sisk was begun when J. R. McDonough, the new prexy, sent out a letter to all departments that they were to give out no news and that they were to direct all reporters to Sisk. The notice carried a threat if it was discovered that anybody disobeyed the order. It was not supposed to have applied to the vaude-booking office, however. In the past there have been occasions where the circuit attempted to keep the newspaper representatives out of the vaude office, but it never worked out.

"La Vie Paree" Hangs Out SRO Sign at Charleston

CHARLESTON, W. Va., Dec. 30.—The ministers' association failed in a last-minute appeal to Mayor R. F. DeVan to stop the A. B. Marcus show, *La Vie Paree*, which played a one-performance stop at the Kearse Theater after midnight Christmas. Ads had been advertising La Fanette, fan and fanny dancer, and Ha Cha San, "silver goddess" dancer, without fans and not much silver.

Ministers' visit got noised about and the show sold out. Show seats 3,000. Five hundred got standing room. About 1,000 were unable to get in at 1:30 in the morning.

Detroit Para Opens With a Combo Policy

DETROIT, Dec. 30.—The Paramount, closed for about three years, has reopened under the management of A. J. Cooper, of the Hippodrome in New York, with stage shows and feature pix. House has a 35-cent top, a low for Detroit. Band is under the direction of Samuel Benavie, formerly of the Michigan Theater. Acts are booked by Boyle Woolfolk, Chicago, who produces the shows. Jack Chastkin is producer of the chorus numbers.

Marvin Schenck to Springs

NEW YORK, Dec. 30.—Marvin Schenck, Loew vaude booker, will leave January 6 on his annual trip to Hot Springs, Ark. He will be away for a month.

Material Protection Bureau

Attention is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve Vaudeville and Radio fields.

Those wishing to establish material or idea priority are asked to inclose same in a sealed envelope, bearing their name, permanent address and other information deemed necessary. Upon receipt, the inner packet will be dated, attested to, and filed away under the name of the claimant.

Send packets accompanied by letter requesting registration to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Cost of Units Troubles Cirks

Waning grosses can't meet heavy nut — seek break from stagehands

NEW YORK, Dec. 30.—While the circuits are still content to play the unit shows, the somewhat waning interest of the theater-going public and resultant falling off of grosses is prompting them to seek reduction in the costs of the shows. One of the biggest problems is to bring the stagehands' union around to the point of being lenient in its demands for stagehand requirements.

Both Loew and RKO revealed this week that unless the union saw fit to go easy it would be necessary for them to discontinue booking the shows.

Louis K. Sidney is understood to have been contacting the IATSE headquarters here and locals throughout the country in an effort to bring down the required scale of men. The meetings have been frequent, but so far it is understood that no headway has been made. Major L. E. Thompson, of RKO, said today that some relief would have to be given by the union in order for his circuit to continue playing the shows.

Most of the units carry two and three stagehands, but the theaters played are taxed heavily by the units. In a number of the towns where the houses ordinarily carry five and six men the houses are required to put on six men or so more when the units come in. Vanities, which carries three men, had to have house staffs of 11 men, which meant 14 stagehands in all to work the show. Then in towns like Boston, Indianapolis and Washington the playing of units is practically prohibitive because of the demands by the locals for double shifts of stagehands. This also is trying to be corrected by the circuits.

That the grosses are nowhere near those during the first weeks of the units is seen by the attempts of the circuits to buy them cheaper. Whereas they have been bought at \$6,500 and \$7,500, plus deals, the circuits are trying to have the acts cut down a grand or so but giving a better break on the deals. And instead of giving full dough for cold openings as in the past, the circuits are asking that the producers take a cut just the same as the cast members do on opening weeks.

"Crazy Quilt" at Para Without Billing or Cast

NEW YORK, Dec. 30.—Billy Rose's *Crazy Quilt* unit opened at the local Paramount yesterday, but without benefit of billing or principals. The house asked for some relief on a prior contract because the unit had played neighboring spots. Rose made a deal for the theater to buy just the production, probably for a two-week stay.

The house put in its own principals, while Rose put Smith and Dale and Cardini of the original unit into his Casino de Paree. Eleanor Powell, Charlie King and Anita Page, other original principals, were contented to lay off. The unit will resume playing after its two-week Paramount stay.

Cowan, Oumanskys in Bklyn.

NEW YORK, Dec. 30.—Larry Cowan, former press agent at the Albee, Brooklyn, has landed a similar berth with the neighboring Fox, Brooklyn. The Oumanskys, also formerly of the Albee, are at the Fox house, too, producing the shows.

Campbell With Gus Sun

DETROIT, Dec. 30.—Val Campbell, of the Michigan Vaudeville Managers' Association, operated by Ray Conlin, has joined the local branch of the Gus Sun office. He will be associate booker under Jack Dikstein, specializing in the club department.

Diamond Gets State, Detroit

DETROIT, Dec. 30.—State Theater will shift to a vaude policy for the first time in three years on January 5, according to Thomas D. Moulle, manager of downtown houses for United Detroit Theaters, the operating company. House will play five acts, booked by Billy Diamond, of Chicago.

Act Complains of Extra Canada Fee

NEW YORK, Dec. 30.—American acts have been squawking for some time about being soaked extra charges when going into Canada for dates. Finally one act, the Herbert Renard Trio, filed a complaint with the ABA, which has written the Surveyor of National Revenue, Customs Excise Division in Toronto, for an official ruling on the situation.

The Renard Trio complains it was given an official convoy as soon as it crossed the Canadian border at Niagara Falls by car. This officer accompanied them to Toronto and, after the date, accompanied them back to the border. The act then had to pay a bill for "bed, breakfast, overtime and railroad fare back to Toronto" amounting to \$22.50. The excuse for the act having to take along the officer was that the car was carrying "dutiable goods."

Acts claim this extra cost makes it more impossible than ever to pick up profitable Canadian dates.

Slate Bros. at Palace With Cully a Ringer

NEW YORK, Dec. 30.—Jack Slate, of the Three Slate Brothers, broke two of his fingers Wednesday night at the Paradise, Bronx, but the act opened yesterday at the Palace anyhow, with Cully Richards replacing the injured member. Arthur Willis, the Palace booker, asked that the act go thru with its date.

Cully jumped in on short notice, getting but a two-show rehearsal Thursday night at the Prospect, Brooklyn. He is formerly of King Brothers and Cully, and is now doing act of Richy Craig Jr.

Otto Gray in Springfield

SPRINGFIELD, O., Dec. 30.—Otto Gray and his famous aggregation of cowboys are current at the Fairbanks Theater. Gray has one of vaudeville's outstanding acts and is in Springfield with the same personnel and stage repertoire that played at the Roxy Theater, New York.

Harris Heads New Unit

CHICAGO, Dec. 30.—Bud Harris and Curtis Mosby will head a new 40-people colored unit now being produced here by Harvey Miller from the West Coast. The show is as yet unnamed. Harris played the State-Lake this week.

Albee, Providence, Gets Show

PROVIDENCE, Dec. 30.—The Albee here will get its first stage show in about two months when *The New Yorkers*, unit show, opens January 19. House will play occasional shows of such nature.

Dr. Park Not Urging Adviser to NVA San

NEW YORK, Jan. 1.—The Department of Social Welfare of New York State has declined to suggest the appointment of a definite individual to any office in the NVA sanatorium in Saranac Lake. Dr. David W. Park, who made an investigation of the san conditions for the State, says the function of the State is to "point out the proper plan and setup of the administration" of the san, "leaving the selection of the executives to the board of directors.

Dr. Park's statement is the result of *The Billboard's* inquiry as to the status of Mrs. William Morris, who was reported recommended officially by the State as an adviser to the san's administration. Mrs. Morris had written Dr. Park December 21, mentioning the suggestion of Sime Silverman last summer that she serve as a consulting adviser to Dr. Edgar Mayer on the social problems of the patients. The late William Morris had served in a similar capacity, but had resigned in protest of existing conditions and was immediately followed by Eddie Cantor, then president of the NVA.

The NVA Fund administration has denied Mrs. Morris' name was being considered for such an advisory post, pointing out the present administration is capable enough.

Rochester Flesh Picks Up

ROCHESTER, N. Y., Dec. 30.—With success of vaude policies at two downtown houses proved, flesh shows last week began to move into neighborhood houses in a revival indicative of good receipts after three years of no flesh. Monroe Theater, neighborhood film house equipped for combo productions, staged a music show with the Manhattan Opera Company and a cast of 30. Other big neighborhood houses that have had stage shows in the past kept eyes on the box office for results.

Meanwhile the RKO Palace, 2,800-seat downtown house, packed them in with class stage shows taking the road for the first time from New York. Loew's Rochester, 4,000-seater and largest in Rochester, found it could stage combo shows without endangering meeting its heavy overhead.

Riverside on Bramson Book

CHICAGO, Dec. 30.—Starting December 29, the Riverside Theater, Milwaukee, is on the book of Sam Bramson, of the William Morris Agency. House is playing five acts, full week.

ABA Plan To Reopen 600 Dark Houses Being Studied by NRA

NEW YORK, Jan. 1.—The ABA has submitted to the NRA a plan to reopen around 600 dark theaters in the country and supply them with flesh shows as a means of re-employing hundreds of actors, musicians and theater workers. Ralph Whitehead, secretary of the ABA, has already talked over the idea with William H. Charlton, head of the editorial and radio division of the local NRA board.

The ABA proposes that the NRA supervise the reopening dark theaters that are equipped with stages and the sending out of one unit a week over this

route. Three units would be eight-act vaude shows and each fourth one a legit show. The NRA would guarantee salaries, and the theaters would be run by the community on a co-op basis or under government direction.

Realizing such a plan would take weeks to get under way, Whitehead has also proposed an immediate relief idea in which small vaude units would be organized quickly all over the country and sent to entertain hospitals, churches, community centers and institutions, the NRA to pay the salaries as part of the local relief campaign.

Hey Rube!!

WE ARE living in a selfish age. Performers are engaged in a selfish profession. But socially and industrially this wonder era of world history cannot progress without the aid of powerful forces working in behalf of groups with similar interests and desires. So it is with the actor. He sells himself as an individual to bookers, agents and the public. Most of his problems are his own. But in the final analysis his seemingly individual welfare is identical to that of his fellow artists.

Actors must have their own organization, particularly in the vaudeville field, if they are to better their lot by improving working conditions and establishing on a sounder basis their struggle for security. The Actors' Betterment Association, outgrowth of a sincere but unsuccessful attempt to stamp out the benefit racket, has found its bearings as a real actors' organization. It has reshaped its course along general labor lines and is now ready to present itself before the Four A's as a highly recommended candidate for a charter that will embrace authority to organize actors in vaude and various other fields.

All young organizations, particularly actor groups, have to sail thru rough seas before touching the comparative calm of solidarity and harmony. The ABA is no exception. In fact, it is having more than its due share of disloyalty, lack of response and antagonism from short-sighted managers.

Ralph Whitehead, executive secretary of the ABA, has been left holding the bag. But the bag contains treasure for the actor. Eddie Dowling swung out of line. Georgie Price also dropped out. Both Dowling and Price had acceptable reasons for their action. But it must be made clear that their resignations were almost entirely personal. Regardless of other factors that might be brought in to stretch out an endless discussion nobody who really knows all the circumstances entering into the case will dispute the bald truth of the assertion that the exit of Dowling and Price will not in any way affect the future progress of the ABA.

On Thursday night of this week Whitehead will gather together his forces, and as many thinking actors as will show up, to hold the organization meeting of a new ABA. Elections will be held, a constitution and by-laws will be adopted and certain other formalities will be enacted with the express purpose of making the new ABA eligible to receive the old White Rats' charter. The meeting will take place at the Edison Hotel. The first part of what promises to be a historical event in the labor history of the actor will consist of an open meeting at which Whitehead and others fired with the spirit of constructive organization will explain the purposes of the movement. The second part of the meeting will be open only to those who have applied for membership in the labor group and who have shown their good faith by the payment of dues.

Every actor near enough to the Edison Hotel to get there by 11:30 Thursday night should make it his business to turn up. Actors forced to be out of town at the time can do much worse than wire their greetings and encouragement to the new ABA. From that night on the ABA will be flying the union banner. There will be no hitch.

Actors who fail to jump on the band wagon then will eventually join the procession; of that we are confident. But it will help the valiants who are working to get the ABA off to a flying start if an overwhelming turnout eventuates on Thursday night.

Aside from the helpful influence of its impending labor affiliation the ABA presents the only constructive movement launched in behalf of the vaudeville actor in recent years. Another vitally important element in its favor—one that many thinking actors will agree is the most important—is the crying need of a representative actors' organization to take the comic opera vein out of the portion of the Motion Picture Code that relates to theaters using stage shows. It is agreed that the actor gained little by the code. But even this small gain is theoretical unless it is backed up by the vigilance of an organization devoted to the best interests of the actor.

There are many fine specimens of manhood among managers of today, but the actor cannot expect any single one of these gentlemen to police the code for him. This must and can be done by the ABA. Without this organization functioning with the encouragement of the actor the code as far as the acting profession is concerned is hardly worth the paper on which it is printed.

President Roosevelt has made very clear in his various pronouncements that the rights of employees to organize shall be respected. This comes from the most humane dictator world history has known. It is backed up by the law of the land and the united sentiment of a people. If the actor does not take advantage of this God-given opportunity to organize we doubt whether he will ever get another chance in our time.

Don't knock the ABA from the outside. If you have anything to say come in and close the door. The organization will be what the actor makes it. The actor can depend on us to watch only for his interests in our persistent observation of this group. The actor on the outside loses much for himself and his colleagues. The actor on the inside has his fate in his hands to be fashioned as he chooses.

There must be a real response on Thursday night. Otherwise the cause is lost.

Chas. Ungerman

Palace, New York

(Reviewed Friday Afternoon, Dec. 29)
(First Show)

The house is looking more like itself this week with no Artists and Models to plague it. There are five acts of vaude this time, and booker Arthur Rubinoff, press agent to fame by Eddie Cantor, is the headliner, and this draw is needed to carry the current pix. *Havana Widows*, with Joan Blondell. Rest of the show fits in well, and for 64 minutes the cash customers, and even those in on passes, are seeing something worth while. Business at this show found almost a full lower floor, so it's apparent that the small of last week's show didn't carry over.

Karre, LeBaron and Company give the opening spot a flash—nothing sensational, but nice. A trio offer neat adagio routines, trying hard for class effect. Good assist is given by Caroline Dyne, a clever toe stepper, and Edgar Hunt, who can sing a good song as well as tickle the ivories. Pit crew didn't help any, but it was the first show.

Slate Brothers do fine in following despite the fact that Cully Richards jumped into the act on a hurry call to replace Jack Slate, who broke a couple of fingers last week. The average on-looker would not notice the change. Got a lot of laughs for their steady flow of hoke and were mitted well at the bowoffs.

Rubinoff came on to a grand reception, swelled by a canned announcement from Eddie Cantor. From then on he's on his own with his violin, but that's as good as two people. The fiddle responds to his every touch. Dave's a showman all right, getting in a few bits of mugging and always that showmanly stance. A canned Cantor finish would have been in order, but as it is Dave walks off into a spot from the wings. Got show-stopping applause that called for a couple of encores.

Jack McLallen, with the familiar Sarah (Doris Ellington) and Tony Labriola, went over tremendously also in the next-to-closing spot. Still work the same way, but have added a flock of new gags, a few of them blue. Certainly afford you a lot of laughs, mainly the result of the clever way the gags are sold. Jack's a corker for that stuff, while Sarah and Tony are no slouches, either. Besides, Sarah sings and Tony works on the squeeze box.

Honey Family are glove-fit for the last crack at the audience. Leave them

still pounding the mitts heavily as the curtain rings down. This acro sextet are skilled workers, doing their Risley stuff with ease and sureness. That girl catcher can be matched with most men, and the others in the act are there on flying and catching as well. Tumbling is spotted also. **SIDNEY HARRIS.**

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 29)

The overture *Song Hits of 1933* is, as the name indicates, a potpourri of popular tunes during the past year. It started with *Reflections on the Water*, and included a nicely rendered vocalization of *The Last Roundup*, by Billy Scott, and Josef Charniavsky's comedy version of *The Three Little Pigs*. Went over big.

The Evans Girls, half of them dressed as men, opened with a neat routine, and were followed by Betty Jane Cooper and the Lathrop Brothers with a tap dancing act that has class written all over it. It had team work by the trio, a solo tap by Betty, some marvelous tap work by the boys without music, a cane dance by Betty and a fast finale by the three and they left a hit. Ray Huling and his versatile seal were next and gave a complete catalog of tricks to the enjoyment of all. Seal is wonderfully trained and his bass solo *Asleep in the Deep* was the signal for heavy applause. One of the most artistic efforts of the production department and a musical novelty was next. Curtains parted showing twin pianos played by LeRoy and Lyons, on a raised platform. After a couple of numbers, another set of curtains parted revealing Ruthe Farley, organist, at the console on a higher platform. During the playing by the three, the Evans Ballet, dressed in black and white costumes, went thru a graceful number in keeping with the music. This *Symphony in Black and White* was a treat and went over great. Roy Atwell in the next spot had them howling with his tongue-twisting monolog and walked off to heavy applause. Borrah Minevitch and His Rascals closed the bill with several tunes by his harmonica ensemble, interspersed with dancing and singing bits and comedy hokum. Nice hand at exit. **F. LANGDON MORGAN.**

Palace, Chicago

(Reviewed Saturday Afternoon, Dec. 30)

Milton Berle is back and with him comes familiar gags and stories. As is usual when he is headlined, the show

has been built in revue style with Berle making an appearance in every act. He is at times very funny and at other times he should have his mouth washed with strong soap. Some of the business he uses, particularly the rear end stuff with the Maxellos, should be cut. Altho he is supposed to be the star of the show it took little Mary Small to wrap it up and take it home.

After a trailer asking the audience to give him a great big hand, he enters from the back of the house, very modestly, on the shoulders of a brass band mounting the stage and immediately going into a monolog with a couple of off-color gags that have no place in a theater that caters to women and children. A blackout follows wherein he has the assistance of Madeline Killeen and Herbert Barass. Grace Edler and the Reed Brothers contributed some neat challenge tap work, and were followed by another blackout and then a parody by M. B. with lots of blue lines. The Five Maxellos with their foot balancing, somersaults from feet to feet and other acrobatics and who used Berle for some tossing about instead of the usual stooge from the audience. Norman Prescott, with comedy mental work, using M. B., who kept pretty close to the slit in the curtain where the answers were relayed to him by Prescott's partner, was a hit. Mary Small, 11-year-old local radio star, socked over the applause hit of the bill with several songs rendered in excellent voice for one so young. She opened with *Roll Out of Bed With a Smile*, and did *Alice in Wonderland*, *Uptown Lowdown*, *Did You Ever See a Dream Walking?* and *Gonna Lose Your Gal*. The youngster has a smooth easy delivery, not forced like the average child singer, a good tone, and should have an excellent future. Berle wound up the show with a repetition of his radio-announcing burlesque, with the dirty *River Stay Way From My Door* bit still in. **F. LANGDON MORGAN.**

Loew's Orpheum, N. Y.

(Reviewed Wednesday Evening, Dec. 27)

Good vaude at this Yorkville spot for this half except for the act in mid-position, a flash, which left the rehearsal hall too soon. It's the only new act on the bill. Rest of them are veterans, comprising Monroe and Grant, Paul Mall, Lewis and Ames and Carl Freed and ork. That's the makings of solid entertainment for a nabe house, and that is what it proved to be here on its 72-minute running time. The folks laughed aplenty and weren't hesitant about coming across with the applause. Film was Dorothea Wleck in *Cradle Song*. House was full at this show.

Monroe and Grant got things started well with their tried and true acro novelty. Old as the hills, but just as enjoyable as ever for the opening position. Still do skillful trampoline bouncing and get in the delightful comedy touches.

Paul Mall had no trouble in catching on in the duce spot with his familiar single. The boy still has those mammy pipes and that A-1 salesmanship. That makes it all the more reason in the world why he shouldn't swing to gags. They're not for him.

Romeros and Duclay, a baby flash, proved a letdown of a bill that was headed somewhere. Dressed and staged okeh, but falls short on entertainment. The fem is no shakes as a dancer and doesn't even seem to have music sense. Three boys with her are all right, but it'll take time before they get really set as a dance trio.

Artie Lewis and Peggy Ames brought the show back on its feet in next-to-shut. They're a clever couple in possession of a corking stock of gags and the ability to sell them. Artie's few Nazi cracks were kind of daring for this nabe. After knocking the audience over for laughs and applause, the duo encoered even bigger by bringing on their giant stooge.

Carl Freed and orchestra proved the thing for bringing the curtain down on this bill. A good act for such houses, plenty of music and comedy. Carl continues to do his harmonica blowing and wielding other instruments. His band is plenty brassy, but still the goods for vaude. A big spot in the act is given to the prop horse, Daisy, which was there in piling on the laughs.

Ted King and the pit boys overtured okeh. **SIDNEY HARRIS.**

Earle, Philadelphia

(Reviewed Friday Afternoon, Dec. 29)

Ted Lewis' *Four o'Clock Revue* opened at the Earle today to the tune of top-notch business. Capacity crowds all day, with plenty of standees behind the tapes.

The Lewis outfit opens its musical numbers with a smooth rendition of *Medicine Man* from the *Musical Clowns*, with Ted presenting a clarinet obligato. Next Lewis sings *Loneliest Three* and *Me and My Shadow*, with Charles "Snow-Ball" Whittier, Negro comic and dancer, doing the "shadow" imitation to perfection.

The dance team of Carroll and Shalita scored a hit with their *Black and White* modernistic ballet, a clever dance arrangement. Lewis followed with another song, *She's a Pretty Thing*, with another dance number from Mildred Gaye.

Next on the program was the ever-popular Ted Lewis favorite, *St. Louis Blues*, played as only this band can. Doris Dean, piquant entertainer, was next seen in a toe dance, and the band followed with a clever imitation of a small-town band on parade.

Following was another orchestral number, *Mary Ann*, which served as a background for the waltz of Esther Pressman. *Peanuts* was the next specialty, during which Lewis distributed a carton of the goobers among the audi-

Season's Greetings

DANNY RUSSO

AND HIS

PALACE THEATER ORCHESTRA

CHICAGO

HERE'S HOPING WE'RE NOT TOO LATE TO WISH YOU A MERRY XMAS AND A HAPPY NEW YEAR.

CHIC YORK and ROSE KING

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NOW ON TOUR WITH GREENWICH VILLAGE FOLLIES JACK CURTIS, PILOT

once while the three girls, Misses Gaye, Pressman and Dean, performed a speedy rumba and Whittler did a fast tap. Joining the musical melee was the Dixie Four, a quartet of fast-stepping Negro hoofers.

Lewis then introduced Gracie Barrie, the Earle's mistress of ceremonies, who sang *Did You Ever See a Dream Walking?* and *Uptown Lowdown*.

The act ended on a quiet but very effective note, an arrangement of *Taps*. The film is *The Girl Without a Room*.
H. MURDOCK.

Roxy, New York

(Reviewed Friday Evening, Dec. 29)

Good to the last drop, Dave Schooler made his finale with the Roxy this week after a year, and the show was neat and fresh with Gae Hester girls for decoration and a vaude show of class.

Buck and Bubbles of course copied off the applause, but George Prentice made this particular reviewer laugh out loud for the first time in many moons, and Prentice's marionettes brought him back almost for a show-stop. Incidentally, Prentice played the Capitol last week to a similar reception.

Dave Schooler became an animal act performer with Al Gordon, and his Comedy Canines, and those doggone dogs

certainly were comical, taking a nice round of applause also.

Paul Remos and his Wonder Midgets is another one of those things that just brings out the most enthusiasm an audience has. The three Wonders are very teeny and cute, and do some slick tricks with Remos. One is a balance stand by a short bar held by Remos between his teeth, and one of the teeniest of the midgets does a head stand by his teeth. Grand finale is a pole stand with one playing bells very well at a height of 20 feet, with another standing horizontally on pole and twirling a lasso. This went over in a big way.

Gae Foster gals started the show with a stair routine that had speed and the originality of these ballets at the Roxy. Dave Schooler played a piano solo.

A radio broadcast was a separate show of a half hour, featuring Billy Jones and Ernie Hare, and advertising WOR and some kind of bread.

BILL WILLIAMS.

Loew's State, New York

(Reviewed Friday Evening, Dec. 29)

The Marx Brothers in Duck Soup and Bill Robinson heading the five-act vaude bill make up this show. Not a bad show at all. The first three acts have a tough time warming them up, but Robinson finally cracked the applause open and Benny Davis' Gang, closing, had them applauding heavily all the way thru.

Janet May, aerialist, opened the show with her stunting on a high rope. After a few preliminary poses, she goes into her one-arm planges, this stunt giving the act a sock close. Miss May cuts a fine figure and has nice appearance.

Jean Sargent, from radio, sings directly into the mike, backed by a male pianist. Looking charming in a white gown and neat haircomb, she sang *Give Me Liberty Or Give Me Love, This Time It's Love*, and for a set encore, *Melancholy and Ain't Misbehaving*. Has an effective radio voice in addition to fine stage appearance.

Jesse Block and Eva Sully, on to a reception, drew a steady run of laughs with their skillful handling of dumb chatter. Miss Sully is getting to be an even better comedienne than before, while Block is still the smooth straight man. Drew a nice hand.

Bill Robinson, so long a Palace standby that seeing him in this house seems strange, had the customers eating out of his hand. His nimble stepping and gracious personality, together with a bit of light comedy, made him an easy sock.

Benny Davis and Gang of new "coming stars" closed and they were a house on fire. Davis did emcee and sang a few of his own songs, while his proteges trotted out and did their stuff.

The biggest applause-getters are Jimmy Shea and Guy Raymond, eccentric comedy dancers, who stopped the show cold. Bobby Lane, young acrobatic dancer, was a big hit with his amazing rubber body stunts. Jackie Green, who will go on a half with Davis, shows polish in his impersonations of Cantor, Tolson, Jessel, Arlis and Durante. Edith Mann is outstanding with her strenuous acrobatic dancing on toe. Ruby Bart, a cute little brunette, stopped the show with her hot blues warbling. Tony Angelo sang a few pop numbers and drew huge applause.

The boy has a sweet throaty voice and should develop. Jack and Jane Blair, brother-and-sister eccentric dance team, made a fine impression with their spirited hoofing. Ruthie Barnes, redhead cutie, is a neat little tap dancer. All in all, the most promising bunch of proteges Davis has yet assembled.
PAUL DENNIS.

Capitol, New York

(Reviewed Friday Evening, Dec. 29)

In spite of its shortness, this show was right to the point and concentrated to the one purpose of offering a kick. Lasting but 12 minutes, the stage show proper was one good scene of the inside of a cage holding many leopards and black panthers, who really were the Chester Hale Girls, and their movements were befitting of the animals.

Stone and Vernon, impressionistic dancers, offered their excellent act as the master cracked the whip, and the usual fight between the leopard girl and the ringmaster, and a 12-foot fall backwards into the arms of her partner. If that isn't enough for a kick, an audience is certainly dead. Reason for the brief bit was of course the length of picture *Dinner at Eight* and another so-called comedy picture *Air Flight*, which was bad enough for an audience to like greatly. Also ork overture and solo number.

BILL WILLIAMS.

Grand Opera House, N. Y.

(Reviewed Wednesday Evening, Dec. 27)

Anyone who knows the wants of patrons at this house should know that the sock-'em-dead acts are those that count. As a complete vaude show the sock-'em-dead demand was not satisfied this half and the show didn't reach the proper height of speed.

Lady Barbara's Circus is that good old pony, dog and mule-kicking act that's always surefire for opening, and it did swell here.

Betty Boop (Little Ann Little), with her cartoonist of the Fleischer Studios, brought on cheers for a cute act showing folks how animated cartoons are made. Betty's voice is enough to wow an audience, and her figure and face are enough to wow 'em again. As a hooper, tho, she'd do well to stick to the voice. Her cartoonist draws several fast sketches. Act could be improved, even tho it is a sure clicker.

Nelson, Mayo and Wells were just right for this audience. They've got very good voices and, in blackface, make quite a hit. Miss Mayo's mulatto make-up was noticeably bad at show caught. Plenty applause.

Eduardo Blanco, Spanish ork, is of definite appeal to a class house, but the whole act was rather flat, there being no sock. Ork is pleasant to hear, serving mostly Spanish tunes unknown to Americans. Dancers were fascinating enough, yet nothing out of the ordinary. Prima Donna Senorita Carita was liked at this house and fits okeh.

Picture was *The Prizefighter and the Lady*.
BILL WILLIAMS.

Paramount, New York

(Reviewed Friday Evening, December 29)

The stage show this week is supposed to be *Crazy Quilt*. But on a special deal between Paramount and Billy Rose, the principals dropped out for this date and the house put in its own acts. The *Crazy Quilt* billing, of course, is not being used.

Joe Penner, billed as the newest sensation of radio, is given top billing, along with Mary McCormic, the blind opera canary. Conrad Thibault, radio baritone, is in for a return date, while the swell Danny Dare ballet and a vocal ensemble round out the show.

The show is preceded by a tricky overture of pop numbers by Charles Previn and the pit orchestra. Previn is more of a showman than a conductor, but he knows what de luxe house audiences want and he gives it.

A sexy cooch number by the 24 Dare girls opens the show. The girls offer four styles of hip waving, while one steps out for solo wriggling.

Miss McCormic, in svelte brown gown, follows and offers two light numbers. She has a lovely voice, of course, and drew fine applause and a reception.

The Dare girls are on again for a novel formation number in the dark, with the costumes illuminated in a novel effect. Joe Penner, assisted by Monk Purcell and Dick Ryan, works hard with his amusing voice tricks and mannerisms, but he seemed to be ineffective in such a large house as this. He's much better on the radio.

Conrad Thibault, the radio heart-thumper, is giving a moonlight setting for his romantic sighings. He sings *If You Believed in Me* and *Everything I Have Is Yours*, his voice coming over fine thru the p-a. system.

The girls close the show with a mirror illusion and formation dance routine, the principals then coming out for the final bow.

The picture is *Design for Living*, which had a first-run only across the street last month.
PAUL DENNIS.

State-Lake, Chicago

(Reviewed Sunday Afternoon, Dec. 31)

Williams and Charles, two men in clown makeup, started the bill with a novelty musical act, and, while seated at a table, they played tunes on the knives, forks, goblets, etc. One of them played *My Gal Sal* with glass discs spun upon a slab of marble, and they closed with contraptions on their ankles, wrists and heads, consisting of bells and colored lights. Went over big.

Chester Fredericks, in the next niche, assisted by Marion Dale, was a disappointment. Chester insists upon doing comedy instead of his forte, which is dancing. He works hard, but it is of no use.

The act needs routining and material. Most of his jokes laid flat. When he dances he is great. He should cut out most of his talk and dance more. Exited to good head.

Johnny Woods socked over several (See REVIEWS on page 12)

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FROM THE

THREE SLATE BROTHERS

To All Our Friends and Critics for the Splendid Notices

THE STAGE

By ARCHIE BELL

The Slate Brothers, at the RKO Palace Theater this week, are assisting vaudeville mightily in fulfilling its mission—variety. It is particularly opportune that they arrive at this hour, when the top-liner of the bill is Miss Ethel Barrymore, the most celebrated as well as one of the most dignified ladies of the stage.

Nobody knows exactly what the word vaudeville means; but it has come to have a meaning for the average theatergoer. Miss Ethel Barrymore divided honors on the same bill with Katherine Cornell and George Arlis, each playing dramatic sketches their particular fans would be pleased, no doubt; but it would not be vaudeville.

As it is, the bill is almost an ideal program, because it hops around through various performances, from grave to gay, from keen satire and humor to just about the last word in slapstick, because the Slate Brothers are present.

In the days of old, the boys had a dancing act and nobody paid very much attention to them. Now, you think that they had a grudge against dancing, because they burlesque it in several forms and make you think that you'll never see the husky males throw a little lady around the stage again, without laughing.

It is called "adagio" dancing, you know. Well, the Slaties have a dummy, attired very much in routine style. They not only whirl her, flip her over their shoulders, sway her about like a hammock, but finally, in a mad frenzy, wipe up the floor with her—and afterwards, a living model comes on the stage to take the bow, dressed exactly like the dummy.

If this doesn't almost spell the end of adagio dancing of the popular sort, we're not as keen theatergoers as we ought to be. It is genuine burlesque of the sort that made such people as David Warfield, Fay Templeton, Blanche Ring and Marie Dressler famous.

Transportation Pointers

By SAM THALL

IN MY 40 years in the show business, 25 of which have been spent in direct contact with railroads, I've found that there is only one thing consistently wrong with the transportation of the actor. And that is the actor himself. I have been in charge of transportation for the Orpheum Circuit, Keith, Albee and RKO, and I have come in contact with almost every act in the business. I have taken care of them and taught them how to travel, and as a general rule find that they knew very little more than that, the majority of vaudeville actors whose budgets depend upon constant travel, and remain ignorant of many things which could save them time, money and comfort.

Questions pour in upon me constantly all kinds of questions about the most elementary things in transportation. Acts have to be told, two and three times frequently, what station to go to—and even then they often have their baggage delivered at the wrong terminal. Sometimes it almost seems necessary to give them printed directions about what to tell the transfer men and what to tell the ticket takers.

Acts should get wise to themselves. The primary and most important way to improve your transportation arrangements is to read up on the transportation problem as it affects you, to study your own problems, to speak to passenger agents, to watch rates and rules, and then to work out your own problems for yourself. You'll have a thorough understanding of them then. Pay attention to what's happening on each trip and

let any mistakes teach you lessons for the future.

Any other business in which people engage demands that its successful practitioners have a thorough knowledge, not only of the business itself, but of all its sidelines; all other things that affect it. The actor, much of whose success and peace of mind depends on his transportation, insists upon remaining blissfully ignorant of all transportation problems and conditions, no matter how closely they affect him. That is bad thinking. What is more, it's bad business.

All of this, of course, does not include every act in vaudeville. There are some that have a working knowledge of transportation, and they benefit accordingly. But the great majority not only know nothing of the field, but they refuse to learn—or even to pay attention when they are given specific instructions.

In arranging your transportation one of the chief things to watch for are the holiday and excursion rates that so many railroads are now featuring. The reduced fares are being introduced in practically every railroad in the country, and almost any act, routed almost anywhere, can take advantage of one or two of them. There is no use paying full fare for a ticket when an excursion rate can get you there as quickly and comfortably—and a great deal cheaper.

As an example, practically every road in the country, as this is being written, is offering a Christmas excursion rate, with its round-trip tickets at exactly one and one-ninth the regular prices of a one-way fare. The excursion rates started December 14, and tickets could be bought until the first of the year, with the privilege of using the round trips at any time until January 15. This, is, of course, a tremendous saving. Take, for example, the Chicago trip. The regular fare is \$32.70 each way, with \$18 extra for a berth. That totals \$83.40. At the present holiday rates a round-trip ticket can be bought for \$36.35, with the price of the berth reduced to \$13.50, making a total of \$49.85, or not a great deal more than half of the regular price. As stated above, these prices (a round trip at one and one-ninth of the regular one-way fare) are being offered by practically every road in the country.

Of course, these are not the only excursion fares that can be used to the actor's advantage. Special excursions are constantly being planned by particular roads, and even week-end excursion rates, which are common everywhere, can be used to advantage for certain near-by one-night and split-week dates.

Also in this connection, a great deal can be saved on Pullman fares if an act carries five or more people. Instead of the regular rate for berths, money can be saved by getting a drawing room, which seats five people. Of course, another popular method, demanded by many producers, is doubling up on sleepers.

Another great advance for legitimate shows, band acts, vaudeville units and other companies of the larger type is the fact that in all but one section of the country the plans of the Interstate Commerce Commission have gone thru allowing a baggage car with 20 tickets instead of the former 25, at a rate of 3.6 per mile.

This is a great reduction of the former standard. Up until this year New England railroads demanded 50 tickets for the free baggage car, but they have now reduced that figure to 25. Eastern and Southwestern lines have already come down to 20, with the West observing a 20-ticket requirement the last two months.

Aside from the special excursion rates which the actor can take advantage of, general transportation prices are coming down throughout the country, to a certain degree. The fare between New York and the Coast was recently cut down, a round trip, good for a year, now costing \$189.90, against the former \$201.14. The one-way fare across the continent has been slashed from \$111.40 to \$99.17. First class from New York to Chicago and tourist sleeper from there to the Coast is now \$77.06, and a one-way by coach from New York to the Coast is \$67.20.

Of course, the chief thing is to plan ahead—if possible. Whenever possible, routing should be so arranged that advantage can be taken of "direct ticketing." That means, for example, if you are to play Cleveland, Pittsburgh and Baltimore, obviously an attempt should be made to arrange the route so that you play first Baltimore, then Pittsburgh and then Cleveland. Or, if necessary, vice versa. Doubling back should be avoided whenever and wherever possible. Stopovers may now be had on tickets, which makes this point doubly important.

All of this, of course, is elementary—but it is completely overlooked in many cases.

In the case of wild-cattling units or acts playing small one-night circuits, the difficulty of transportation is, of course, much greater than with those playing only the larger cities. With present rail schedules it is almost impossible to move from one small town to another in scheduled time. Trains still run, but they seldom serve if you have to move out at 12 at night and get to the next spot in time to open.

Many acts, of course, have taken to driving in order to overcome both this obstacle and the payment of fares. Many

large acts have their own busses or trailers with which to make jumps. With approved equipment that is one way of doing it, altho it takes longer and is far more tiring than traveling by train, but the small act that starts out for a date in a broken-down flivver and then motors against time is taking a long chance. The hazards are greater than going by train, and there is always the chance of a breakdown, getting stranded and then paying more for transportation in the long run than they would have paid if they had taken an approved means of conveyance in the first place.

Bus lines solve the problem in many cases, but they fail to benefit acts which carry much scenery. And if you use your own truck for the scenery the license rulings in the various States—if you intend to cross State lines—are difficult and expensive.

With vaudeville in its present precarious position and budgets in the smaller independent houses cut down to next to nothing, first-class travel is, unfortunately, sometimes almost impossible. Because of the small vaude budgets in many independent houses, bookers must become almost automotive transportation experts in order to get acts to the date at the smallest possible cost.

Many instances of this type of travel prove the fact that railroading is far safer and in many cases less expensive. Managers of the indie houses, knowing that their players will depend on cars, often figure at the start that the full show will be unable to be on hand until the evening of the first day. Many accidents and unavoidable holdups have been reported. Flat tires and similar happenings have kept acts out of the first show of many an engagement. There is one case on record in which an act, traveling by car, arrived two full days late. It had breakdowns, encountered blizzards and lost its trailer.

In mapping out a route, and particularly in getting a store of general information about transportation problems and conditions, the theatrical passenger agents of the railroads must be taken into consideration. The agents have always been at the disposal of acts. More concessions than ever can be had from them at present, with the railroads very eager now for any business, and the agent will often go to bat for troupes 100 per cent.

Chiefly, however, it is a question of the act itself getting a working knowledge of its own problems. They should study the situation so that they know what they are up against and what they have to do, along with the best ways of avoiding difficulties and of saving money en route. If they do that they can follow advice carefully and well, and from an entirely business standpoint they will be far more successful. If they lack the time and energy to work out their problems or to get a good working knowledge of transportation problems as they affect the show business, then at least the actors should listen carefully to what they are told.

In the many years that I have been in the game, each week, more times than you would believe, acts land at the wrong station or have their baggage put in the wrong car. They call me two or three times to get the instructions straight, and then wind up at the wrong terminal. If they would pay more heed to their problems, the problems would not be nearly so great.

My wide acquaintance with many important railroad executives has made it possible for me to help many acts and executives in their transportation problems to a greater degree even than they had expected. In my time I have had the rare distinction of being able to hold up trains, even such nationally known trains as the Twentieth Century and the Broadway Limited, which I have held up on occasion for E. F. Albee and Martin Beck.

Undoubtedly, a wide knowledge of the business enables one to save a great deal of money in transportation. This is the reason for my long stay in RKO as head of transportation. It has been my privilege to save the company much money, both for the company directly in the traveling of home office employees and thru the bookers by showing them how to get their acts cheaper by savings in traveling expenses.

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Season's Greetings

180 American Acts Play Europe in '33

LONDON, Dec. 23.—Exactly 180 American vaude acts played engagements in Europe during 1933. Of these, 42 were held over from 1932; 29 were return engagements; 10 played cabaret dates only, and the remaining 99 were entirely new to Europe.

Practically every one of the American acts debuting proved successful and no direct flop is recorded. A good many acts, especially dance and acrobatic items, proved unusually versatile, and in some instances they played in seven, eight and more European countries. The biggest individual success recorded by any imported act was that of Ramon Novarro, film actor, who in his one week at the Palladium achieved a triumph. Duke Ellington and band came a close second.

The following American acts proved to be the most consistently successful of the visiting turns, 19 of them still playing European time: Fred Sanborn; Ganjou Brothers and Juanita, in *A Parcelain Romance*; Franklyn D'Amore and Jack Lane; Mae Wynn Foursome; Wilson, Keppel and Betty; Sellar and Wills; Garner, Wolf and Hakins; the Great Yacopis; Peter Higgins; Hazel Manganen Girls; Nice, Florio and Lubow; De Wolfe, Metcalf and Ford; Darlene Walders; Russell, Marconi and Jerry; Lassiter Brothers; Oma, Chevalier Brothers, Chilton and Thomas, Buster Shaver and Olive and George, Betty Jayne Cooper and Lathrop Brothers, Max and His Gang, Brookins and Van, and Rosette and Luttmann.

Ken Murray at Cincy Palace

CINCINNATI, Jan. 1.—Ken Murray's 1934 *Hilarity Revue* ushered in the new year at the Palace in a manner entirely to the liking of the packed house. The entire show is built around Ken and his ability to knit the various units into a pleasing whole.

At the first show Murray encountered one of those audiences that had to be shown. But Ken had what it took and

they soon warmed to his easy informality. Working right along with him were the Charlestons, Helen and Milt; the Hudson Sisters, Wills and Davis, Limberlegs Edwards, Jack Whiting, Kay Hamilton and the 12 Abbott Girls.

English To Probe Tax Dodgers

LONDON, Dec. 23.—Upon the complaint of the income tax authorities that several American acts recently left England for America without paying their income tax dues, the British Labor Ministry is investigating the situation. It is believed that steps will be taken to guard against future infringements.

REVIEWS

(Continued from page 9)

satirizations of radio stars that included those of Chevalier, Eddie Cantor, Walter Winchell, Bing Crosby, Tony Wons, Ed Wynn and Rudy Vallee among others. Landed solidly.

Charles (Slim) Timblin, in the next spot, got the biggest laughs of the show with his colored preacher takeoff, which is chock full of uproarious material. The second half of his act, in which he is assisted by Val Russell and Warren Boyd for the marriage scene, while not as funny as the first half, nevertheless managed to send them off to a rousing hand.

The stage revue opened with the State-Lake Dancing Girls, the capable and pretty house line doing a tambourine number. This was followed by Miss Lee Morse, with Bob Downey at the piano, who sang four numbers, *The Tune That Never Grows Old*, *Shadows on the Swanee Shore*, *Moonlight on the River* and *Crazy 'Bout My Baby*. Miss Lee was very plainly perturbed about something and the annoyance reflected in her work. She may have been working under a disadvantage, but this was no excuse for her side remarks, which were amplified to the audience, who sensed that something was wrong and let her go with one bow. Jack Waldron and Miss Harriet, in a weak talking and singing routine, had them clapping at the end. Finale had the girls parading in elaborate costumes while lighted strings of colored bulbs were let down from the flies.

F. LANGDON MORGAN.

. Season's Greetings . .



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VAUDEVILLE ACTS

Indoor Show, Corn Palace, Feb. 8-10. Write W. D. FISHER, Secretary, Mitchell, S. D.

Bridgeport Burly House Folds Again

BRIDGEPORT, Conn., Jan. 1.—The Park Theater, Bridgeport, operated by Max Wilner, reopened two weeks ago, license having been revoked before for indecent burlesque performances, closed suddenly last night before intermission when Alice Duval soubret, stepped out of character and told 75 patrons to get their admission back at the box office, thus outwitting the sheriff, who had slapped an attachment on the box office, wardrobe and scenery.

Business had been consistently bad since opening. One performance had only 20 paid admissions.

Strict police censorship is blamed for the flop. Theater employees, local newspapers and theatrical hotel are all holding the bag.

Eddie Cantor's Vaude Show

NEW YORK, Dec. 30.—Eddie Cantor's vaude show was lined up this week. Will comprise Florence Desmond, mimic; Chilton and Thomas, Bob Elpa, George Prentice, Norman Gast and a line of 16 girls, borrowed mostly from the local Paramount Theater. Opens this Friday at the Paramount, Brooklyn.

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Season's Greetings

From

JOE CHARLES

SMITH AND DALE

With

BILLY ROSE'S "CRAZY QUILT"

Direction—William Morris Agency

CODE NOT HURTING

(Continued from page 5)

lic, its willingness or ability to pay increased admissions and the attitude of labor unions. Far more spots that are weak on flesh have dropped it because of the blowup of union negotiations than because of anticipated effects of the code.

SAN FRANCISCO, Dec. 30. — Motion picture and vaudeville code has had little effect on local flesh situation, there being little local flesh to be affected. Vaude was discontinued four weeks ago in major de luxers because of union difficulties and no reinstatement of flesh policies is contemplated.

PHILADELPHIA, Dec. 30.—Signing of the code has made no appreciable difference in flesh entertainment in the Philadelphia territory. The local problem with stage shows was in existence B. C. (before code) and will probably continue for some time.

It is mainly one of labor, with the stagehands and musicians concerned. Most local stage men have agreed that the overhead on flesh entertainment is too high even under code agreements and unless substantial reductions can be secured flesh enterprises are not likely to take on any immediate increase.

With the exception of the Fox and Earle, flesh in Philly is to be found mainly in theaters which have to bolster second-run or indie pictures. Keith's, using second-run Fox, now runs five acts weekly, after first trying a straight picture policy. The Met, Carman and Pays, large key neighbor filmmen, run flesh with second-run Fox product in the first two instances and with indie films in the last named. Keswick and Oxford have part-time flesh entertainment and several of the Stanley-Warner houses, including the Circle and State, offer vaudeville one night a week.

BOSTON, Dec. 30.—The code has as yet had no effect on either theaters or flesh policies here.

DETROIT, Dec. 30. — A survey of opinion upon operation of the Motion Picture Code among theater men here reveals an amazing apparent indifference. Part of this is due to complexity which has made the code incomprehensible to many managers, but uncertainty as to how it will work out and resentment at being forced under the code without consent were largely responsible.

Little immediate effect upon the stage was revealed anywhere, altho the Washington Theater at Bay City will definitely drop vaudeville if the minimum vaude salaries are put in, according to P. Laehey, manager. A similar trend, without mention of definite houses, is apparent in statements from agents. According to Jack Figaro, of the United

Booking Association, "The code means death to the independent agent. The minimum prices will mean the end of acts in most houses. A \$3 to \$10 scale for doubles is to be \$15 and houses can't pay it. There is no effective provision in the code for raising prices of admission and vaudeville will be out."

Jack Dickstein, of the Gus Sun Office, stated that while theaters are cutting the number of acts, this is only temporary. We think the code figure is the lowest decent minimum for booking, anyway," he said.

Sam Carver, Affiliated Theatrical Agency, said: "The code will not touch vaude. If the managers want acts and can draw the business they will pay the price."

Art Rowland said: "Recent flood of inquiries from houses never having flesh before indicates that managers are turning to vaude as a relief from competitive policies under the code. If musicians, stagehands and actors could get together on salary agreements there would be work for all."

No change is being planned in stage-show policies by the Butterfield Circuit, controlling Michigan out-State entertainment. Uncertainty of code effect is one reason for delay. The Butterfield organization is known to favor flesh policies, but has dropped nearly all at the present time.

Speaking for the major Detroit circuit, the Publix-owned United Detroit Theaters, George W. Trendle, manager, said: "As far as we can anticipate the code will have no effect whatever upon us. We were already operating under code regulations and minimum scales."

Thomas D. Moule, manager of the Publix downtown houses, felt that there is a probability of increased chance for the stage-show policy among class houses. With costs of operation increased for most houses, among mechanical help, ushers, etc., the extra cost of the stage show would probably draw enough patronage to cover more than the total increase of the code. This definite benefit to the stage from the code was among the most important revealed by the survey. An experimental policy toward stage shows of various types was confirmed by L. H. Gardner, manager of suburban houses for United Detroit Theaters.

The Publix houses have led locally in the effort to use a vaude-film policy as a substitute for dual bills for several months. Since adoption of the code the number of first-run houses having stage shows has more than doubled. A part of the credit for this may be ascribed to the code, tho some losses among subsequent-run houses must also be recorded, largely thru failure to eliminate dual bills.

CLEVELAND, Dec. 30.—The signing of the Motion Picture Code will not exert any definite effect on flesh policies in this area, most of the acc houses being governed by and thru standard policies

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set by their respective headquarters in the East.

Indie houses have no standard or permanent flesh policy, but base their attractions on special, week-end or holiday dates. Local managers are inclined to the opinion that a revival of flesh is on its way, but this revival is by no means influenced by the recently adopted code.

There appears no inclination upon the part of local managers or House operators to become alarmed over the signing of the code. However, should the future present the need for a change in the present setup, then, and then only, will such a change become effective insofar as the local situation is concerned. This area will continue to follow the policy of least resistance, preferring to watch and wait, acting only when necessary, making only those changes which of absolute necessity must be made.

ST. LOUIS, Dec. 30.—The code has had practically no effect upon conditions here. Not one of the large picture houses has changed policy, altho several of the managers are under the impression that the code will eventually force them to raise admissions.

Flesh has not been affected in any manner so far. The Ambassador, Fox and St. Louis, all of which run stage shows, plan to continue with the same policy. Loew's State and the Missouri, both straight pix, also plan to continue on the old basis.

NEW ORLEANS, Dec. 30.—Return of flesh here depends more upon public opinion and ability to meet increased admissions than any code action. While the fixed minimums for hours and the establishment of union scales as of August 22, 1933, may prove a stumbling block to any house which would like to bring flesh back, the code in itself is not as serious a problem as admissions, attendance, labor troubles and the sympathetic attitude to pictures of houses which are either owned by picture subsidiaries or by interests close to picture producers.

Until this year the city was never without flesh, even during the worst business years. But long jumps, slashed admissions and fixed labor charges made flesh too risky. Besides, all houses had picture commitments, and if the public would pay the same price for a picture why add the flesh overhead? Receipts dropped in some instances, but reduced overhead played an important part in cutting losses.

At present managers deny the possibility of vaude return, code or no code. Actually, no management favors the code. All comply with it apparently. Indications are that if the public makes known its desire for flesh and general conditions enable houses to raise admissions vaude will return.

CINCINNATI, Dec. 30.—Local theater men agree that the vaude and presentation house code will have no effect

on flesh here or in the surrounding territories. No changes in flesh policies are contemplated.

DENVER, Dec. 30. — The code apparently will exact its toll of the flesh on Denver stages. While no decisions have been made as yet, local theater men understanding they have until January 10 to make a decision, there are certain things that many look for.

Harry Huffman, as managing director of the General Theaters pool, operating eight theaters here, said that unless concessions are made in wages that must be paid chorus girls in subsequent run houses, he will give notice to the line at the Tabor. The girls are being paid \$15 and \$18, while the code calls for \$25. The increase in the nut at the Tabor alone, including the chorus and other items, amounts to \$170 a week, which means about 800 paid admissions at 20 and 25 cents. Notice has been given at the Tabor and it is running on a week-to-week basis.

Frank Milton, old-time vaude star and owner of the Rivoli, running grind and a tab show, employs seven chorus girls at \$15 a week. The jump to \$25 would mean \$70 a week for the chorus alone, with the admission only a dime. The Rivoli has been using a tab show regularly for years.

At the Orpheum the comparative difference will not be so big. The girls are getting \$25 for the most part, with some already being paid \$30.

SYRACUSE, Dec. 30.—There is a difference of opinion among theater managers as to the probable effect the motion picture code will have upon flesh here. Some say that undoubtedly there will be an increase in flesh, while others assert that the code will make no material change in the theatrical situation.

One indication that the code will result in a larger number of flesh bookings is the fact that in the next four weeks three attractions will appear at Loew's State, the largest number in a similar period in more than a year. This, however, may be public demand rather than a direct result of the code.

LOUISVILLE, Dec. 30.—Flesh has not been influenced in Louisville by the signing of the motion picture code so far as theater people can see. There have been no important changes in movie admissions since the downward slide about a year ago. Altho overhead has been increased in some cases under the code, the increase has not been sufficient to require an admission raise which might brighten the field for flesh.

Louisville has a vaude-film house and a legit theater, with road shows, which have opened within the last two months. Neither opened as a result of the inauguration of the code and neither has been affected by it.

One small studio theater is preparing to open downtown, but no new flesh projects are under way.

Best wishes and success
in the New Year
and
with the New Deal
to show folk everywhere

SEASON'S GREETINGS



F+M
STAGE SHOWS



Season's Greetings
Foremost Theatrical Artist Photographer
Mayfair Theatre Building

MRS. CATHERINE FITZMAURICE MULLEN
FOUR MULLEN SISTERS
AND MULLEN BROS.
EXTEND SEASON'S GREETINGS

to all who have helped to keep our home fires burning and wish in particular to mention Steve Trilling, Jesse Kaye, Jack Partington, Lawrence Golde, National Broadcasting Company, Mort Millman, Riley Bros., J. Walter Thompson, LeRoy Prinz, RKO, Arthur Fisher, Universal Shorts, General Motors and many others. Also, The Billboard, whose criticisms have been kind and constructive since we were 5-7-9 and 11 respectively.

SEASON'S GREETINGS
TERRY PARKER and BILLY WYNN
MIRTH MAKING MONTE BANKS
NOW PLAYING LOEW CIRCUIT

JACK MANDELL

Thanks to
JOHNNIE SINGER

AL WESTON

VAUDEVILLE NOTES

THE STERLING ROSE TRIO presented their comedy gymnastic act for the Crosley Christmas Show, Music Hall, Cincinnati, and were also on the bill at Taft Auditorium December 27.

FREDDIE LIGHTNER, brother of movie actress Winnie Lightner, headlines the current vaude unit at the Pitt, Pittsburgh, in a comedy act with Roscella. The same bill includes Jack and Betty Willing, dancers; J. Robert Pauline, French psychologist; the Texas Rangers, Joe Schuster and Johnny Tucker.

GEORGE SHAFER, manager of the Pitt, Pittsburgh, gave a Christmas party at the Roosevelt Hotel on Monday for the ensemble of the Bottoms Up unit, which played his theater last week.

ACTS RETURNING from New England say there's quite a bit of time around there, but it's all last halves. It takes two years to play one year's work.

ACE BRIGODE and his Virginians furnished the music for the annual charity ball, Springfield, O.

The craze for fan-and-fanny dancers is dying out. For a while it seemed the whole country wanted to see them. This died out soon, tho, and producers had to put out whole ensembles of them to get a stir out of the audience. Now this is fading, and it appears that our fanny girls will have to hike back to burlesque or hideaway night clubs.

JOE JACOBSON, owner of Chez Paree, Chicago, was in New York last week trying to line up a show. He had his troubles galore, finding a scarcity of performers.

WILLIAM HALL, the radio singer, is now at the head of a band act for vaude.

SMITH AND DALE, Cardini, Bill Robinson and Eleanor Powell are in the new show at the Casino de Paree, New York. Max Baer dropped out.

RUBINOFF'S contract at the Palace, New York, this week specified that it was agreed that his performances would not interfere in any way with his radio broadcasts or rehearsals.

JACK MARKLE, former manager of RKO's 81st Street Theater, New York,

spent the recent holidays around Connecticut. Went for those home-cooked meals.

FOUR ROBEYS are currently appearing in England, moving there from Paris.

ELTON A. ROGERS, working the Freeze act for the last year, spent the holidays with his folks in Memphis, Tenn. He has been dividing his time between vaude and fairs.

TEXAS RANGERS are heading an all-radio unit playing vaude in New England. The Neapolitana are subbing for them at the Green Gardens Club in Boston.

THE GARDEN THEATER, Milwaukee, did a quick foldup recently when it opened and closed with vaude after two days' time. All acts were paid off, altho they had to wait around for a couple of days.

JUNE CARE and Harry Martin, new combo, are opening for Loew this week in Canton and Akron.

AL BAYES AND HARVEY SPECK have just returned to New York after six weeks of Midwest time.

TEDDY JOYCE, while playing Pittsburgh last week, renewed old friendships which he made in that city during his long stay as an emcee a couple of years ago.

Only a few weeks ago several name acts were dismissed backstage at a benefit show because the union musicians and stagehands would not continue after 11:30 p.m. unless paid overtime. The musicians and stagehands got their dough and would not work a minute for nothing, while big stars hung around backstage just dying to go on without pay.

JORDAN AND JACKSON, two goofy gobs, are in Kansas City working theaters and night clubs. They came to

DAISY & VIOLET HILTON (THE SIAMESE TWINS) Send Christmas and New Year's Greetings to All Their Friends. 707, 1482 Broadway, NEW YORK CITY.

A HIGH HAT FULL OF HOLIDAY JOY and a HAPPY PROSPEROUS 1934 TO ALL MY CO-WORKERS AND FRIENDS

ted lewis

BELLE BAKER

EXTENDS GOOD WISHES TO EVERYBODY EVERYWHERE

SEASON'S GREETING

FRANK and MILT

BRITTON

ON TOUR WITH MORTON DOWNEY

Compliments of the Season

VIRGINIA

TOMMY

Lee and Rafferty

Direction—IRVING YATES

Merry Christmas and Happy New Year!

From MA and PA

AND THEIR

FOUR FRANKS

Personal Direction—FERD SIMON, Simon Agency

GREETINGS TO ALL
OUR FRIENDS



Geo. A. Godfrey
Jack Linder

SEASON'S GREETINGS
ART FRASIK
ORCHESTRA DIRECTOR,
Harding Theatre, Chicago.

Season's Greetings
TO MY FRIENDS EVERYWHERE.

Verna Burke
POPULAR RADIO STAR.
Under Personal Management of
W. T. KIRKEBY,
1775 Broadway, New York City.

Laurence Schwab

234 West 44th Street



In and Out of the Theatre and Movies

Season's Greetings
FROM
HARRY OLIVER

Kansas City from the West Coast after several picture engagements. Among the clubs played are the million-dollar Fla-Mor Ballroom and Co-Co Nut Grove.

PHIL BERLE AND MANNY FRANK have spotted Theo Phayne with General Motors in Detroit, now shooting commercial films. They also are placing Ruth Brandy in pictures.

ARMIDA is back in New York from Hollywood, joining Eddie Cantor in vaude.

ARKANSAS TRAVELERS have been booked by Charles Freeman for a tour thru Texas, according to Gus Edwards.

BROADWAY THEATER, New York, may come back to vaude soon. Management feels it didn't get a fair chance during holidays. Has played straight pix for last two weeks.

Performers will get a break in Germany, if we believe the news dispatches. We learn that the Kultur Chamber is working out an entertainment program for the nation. "Houses of Labor" will be built and they will be provided with a theater and movie hall. "Leading artists with the highest salaries" will be drafted. Not a bad idea. With an industrial age (once it is controlled) giving us more leisure, governments should give more time to healthy entertainment for the masses.

ERMA AND LARRY FLOWERS are back in the States, arriving in San Francisco from the Hawaiian Islands recently. They were in Hawaii for nine weeks with E. K. Fernandez.

BOULEVARD, Bronx, Loew house, will be a full-weeker for just one week, starting this Friday. Occasion is the playing of the Joan Crawford pix, *Dancing Lady*.

WALTER H. EHRHORN and Charlotte Delancing are now polishing up a new act. It's a Chinese comedy musical act.

SHORTY SUTTON, whip act, showed at the Pontiac Theater, Detroit, for Butterfield Circuit and got booked, embracing several split-week stands in Michigan.

THREE FLACK BROTHERS, xylophone act, touring east from California, are now playing the Detroit territory.

ELEANOR JOURNAY, Wampas star, is playing the Colonial Theater, Detroit, for Sol Berns. She is doing an impersonation act.

Season's Greetings

To

BORIS MORRIS
And My Associates in
the Paramount Theater
Production Department
and My Friends From
Coast to Coast.

Paul Osgard



HOLIDAY GREETINGS

From

CASS, MACK & OWEN

TO ALL OUR FRIENDS ALL OVER THE WORLD

Direction—SAM LYONS

CHARLOTTE JOHNNY
ARREN & BRODERICK

Extend a Merry Christmas
and a Happy New Year
to Everybody

BOB HALL

*That
Extemporaneous
Chap*

**TIMELY TOPICS
IN
RHYME**

**Never Two Shows
Alike**

*Wishes the Whole
World*

**A Real Merry Christmas
and
A Happy New Year**



NEW ACTS Reviewed in New York

Lee and Rafferty

*Reviewed at the State. Style—Dance
flash. Setting—Full stage (special).
Time—Fourteen minutes.*

Virginia Lee and Tommy Rafferty head this dance flash. They are assisted by Adeline Bendon and a boy hooper and a girl pianist billed as Tommy and Billy Joyce. Act is fortunate in that it is peopled with talented young folks yet unfortunate because its setup is stereotyped and thus it's in the category of just another flash. Could get places if it were given true production.

There are four soloists, and the other member of the act, a girl, sticks to the piano thruout. Miss Lee shows up splendidly with her tap routines. Besides being a good hooper she's there on looks and personality. Of course, she does a stair dance. Rafferty's a good hooper, too, handling eccentric routines. One of his solos has a Will Mahoney slant. Miss Bendon is a graceful and clever ballet dancer, while the other boy does more okeh stepping, including Russ stuff.

Closed the five-act bill here and got by. S. H.

Capt. Proske's Tigers

*Reviewed at the Roxy. Style—Animal
novelty. Setting—Full stage. Time—Ten
minutes.*

Capt. Proske, of Germany, made his American debut this summer at the Atlantic City Steel Pier. In vaude now and this is his first Broadway date.

Act opens with five tigers in a large circular cage. Proske enters into the cage and puts the animals thru their paces. They pose on platforms, stand up on hindlegs, roll over, lay down and in general do whatever the Captain orders. He puts his head into their jaws, tangles with one of them, lets them kiss

**SEASON'S GREETINGS
EDDIE SHERMAN**

Season's Greetings

OLIVE SIBLEY

**CELEBRATING OUR FIRST ANNIVERSARY
IN EUROPE
Still Booked Solid**



**CELEBRATING OUR FIRST ANNIVERSARY
IN EUROPE
Still Booked Solid**

Compliments of the Season

**"COOKIE"
BOWERS**

**HARRY
A.
YOUNG**
Personal Manager

1111 A, Bond Bldg.
1560 Broadway

Picchiani Troupe

*Send Holiday Greetings to Everybody
Thruout the World*

SEASON'S GREETINGS

GAUTIER'S TOY SHOP

Week December 22, CAPITOL, NEW YORK.

Dir.—MEYER NORTH

Season's Greetings

o o o o o

BOB HOPE

"ROBERTA"

NEW AMSTERDAM THEATER, NEW YORK

Direction— MAX GORDON

him, and, for a sock closing, he lies down on his back across four of them and permits the fifth to sprawl across him.

What makes Proske's act outstanding is that he doesn't use a single weapon. He makes the tigers go thru their tricks by merely snapping his fingers and nodding his head. Works nonchalantly as tho handling toy dogs. He had the audience in constant suspense. Walked off to a big hand. P. D.

Great Gretonas

Reviewed at the Academy. Style—High wire balancing. Setting—Full stage. Time—Eight minutes.

Six people balance themselves on wire by pole weights. One of the men turns backward somersault on wire, also does bike balancing. Daring feature of act is feat of two men bearing chair on shoulders with man standing on chair and girl standing on his shoulders, bringing her up into the flies. Neatly done, not taking too much unnecessary time, and you can see the nervous sweat pouring from their faces. Folks at the show caught thought it was a swell act. Would be an excellent opener anywhere. B. W.

Season's Greetings

Willie and Eugene HOWARD

With Ziegfeld's "Follies"

WINTER GARDEN, NEW YORK

Direction—CURTIS & ALLEN

Season's Greetings

Amalgamated Vaudeville

M. E. COMERFORD E. M. FAY F. C. WALKER

1600 BROADWAY, NEW YORK

Holiday Greetings Sez

JOE LAURIE, Jr.,

AND HIS

"MEMORY LANE" CO.

"QUALITY IS ALWAYS IN STYLE"

THE SEASON'S OUTSTANDING HIT

THE SEASON'S GREETINGS TO MY MANY FRIENDS

"IS" RAPPAPORT

HIPPODROME THEATER, Baltimore, Md.

Holiday Greetings To All My Friends

Eddie Bruce

XMAS GREETINGS TO FRIENDS ALL OVER THE WORLD FROM THE

HONEY FAMILY

"GYMNASTS DE LUXE"

Special Greetings to Palladium Gang—London

SINCEREST SEASON'S GREETINGS

BOBBY JOYCE AND SYLVIA DEAN

THE BOY AND THE GIRL THAT REALLY DANCE

MUCH CBS COAST ACTIVITY

Chain Officials Trek Westward As New Talent Question Looms

CBS production studios in Hollywood and Los Angeles possible with many major programs destined to emanate from locality—proposed Hearst network a factor

LOS ANGELES, Dec. 30.—If present plans materialize Los Angeles and Hollywood will become second only to New York in radio importance, with more than half of the major broadcasts originating here on the Coast. Burt McMurtree, commercial program supervisor for CBS, is on the Coast lining up prospective talent for such broadcasts, and on February 1 will be joined by William S. Paley, CBS president, and Edward Klauber, vice-president and general manager. Ralph Wonders, manager of the CBS Artists' Bureau, arrives today. In the past what CBS national broadcasts have originated on the Coast have been handled thru KHJ, CBS member. CBS is said to have been moved to open studios here because of the progress being made by NBC here. Only recently NBC completed elaborate new studios on the Radio pictures lot, and some outstanding commercials are now being fed east from these studios. McMurtree states that with the massing of air talent in Hollywood for picture parts that New York is milked dry of radio talent the year thru. Commercial advertisers have come to realize this and know better programs can be originated in the West, which is now recognized to be the talent center of the country.

Another indication that the West will become the radio center of America is borne out in the announcement made in radio circles this week that William Randolph Hearst is planning a third national network as competition to NBC and CBS, with the main studios in Los Angeles and Hollywood. It is a known fact that Hearst has been anxious to enter radio as an influential power for some time, and with KFI now reported on the edge of a break with NBC over its local connection that Hearst will tie in with the 50,000-watt Earl C. Anthony station and use it as the key station for his network.

George McClelland, resigned president of NBC, is said to be working with Hearst on plans for the new network, and that WGN, Chicago, would probably be the Middle West key station for the web.

Wonders, it is understood, however, has come on to sign talent for commercials that are to originate in New York.

Personnel, Offices To Switch at CBS

NEW YORK, Dec. 30.—Switches in personnel and quarters at Columbia Broadcasting System is about to take place, with the present offices and space occupied by the commercial program division on the 19th floor scheduled to be moved down to the 18th, possibly in the spot used by the CBS News Service. The occupants of the Artists' Bureau and Program Department on the other half of the 19th floor will move across the building to the former commercial program department space. Those moving, including Julian Fields, head of the Commercial Program Division; Ralph Wonders, manager of Artists' Bureau; Jules Seebach, director of Program and Artist Departments, and others.

Marion Parsonnette, editor of the dramatic and continuity departments, as well as casting director, has resigned, effective January 5, and his duties will be taken over by Jules Seebach in addition to his other jobs. Seebach will move down to the 18th floor, and still another mover will be Sam Pickard, vice-president in charge of stations relations, who will move down to the 18th floor, taking the present Ralph Wonders' office. Fields will take the present Seebach office, and the audition room, which was turned into an office for Fields, will again become its former self.

LEO DAVIS and his NBC Orchestra have opened at the 833 Club in Los Angeles for an indefinite engagement. Dick Bosley is emcee of the floor program at the club.

New Biz; Renewals

NEW YORK, Dec. 30.—National Broadcasting Company has five renewals to its credit the past week, plus one spot broadcast new account and two one-time broadcasts, the last mentioned having already taken place during the last few days.

NBC new accounts are: Calsodent Company (mouthwash), thru J. Walter Thompson Company; January 5, only on Friday, 12-12:15 noon, Station WJZ only. Mouth Health, talk by Marley Sherris.

Ford Motor Company (Industrial Exhibit), thru McCann-Erickson, Inc., December 25 and 28 only. WEAF and WJZ, with John E. Kennedy-Landt Trio and White. WJZ, Lowell Thomas with same act.

NBC renewals: William R. Warner Company (Sloan's Liniment), thru Cecil Warwick & Cecil, Inc., from January 10; Wednesdays, 9-10 p.m. and 11:15-11:45 p.m. Sloan's Liniment using 20,000 Years in Sing Sing, with Warden Lawes, on WJZ network of 18 stations first half-hour. Split network of 18 stations to the Coast at 11:15-11:45 p.m.; Vince program, with John McCormick, takes the last half hour 9:30-10 p.m., on WJZ hookup of 23 stations to the Coast.

Sinclair Refining Company (gas and oil), thru Federal Advertising Agency; from January 1, Monday, 9-9:30 p.m., EST. WJZ network serviced from Chicago of 41 stations to the Coast. Sinclair Greater Minstrels, with Maple City Four; Gene Arnold, interlocutor; Chauncey Parsons, tenor; male quartet: Bill Childs, Mac Cloud and Clifford Soublter and men; conductor, Harry Kogen.

Cities Service Company (gas and public utilities), thru Lord & Thomas, from January 5, Fridays, 8-9 p.m. WEAF network of 33 stations to far West. Concert orchestra; Jessica Dragonette and quartet.

General Foods Corporation (Maxwell House Coffee), thru Benton & Bowles; from January 4, Thursdays, 9-10 p.m.

(See NEW BIZ on page 26)

New Booking Setup on CBS Bands; 32 N. Y. Orks Under Chain Control

NEW YORK, Dec. 30.—New setup on booking of bands by Columbia Broadcasting Company Artists' Bureau is orders to the effect that certain bookings must clear thru certain individuals only and no contracts are to be entered into unless the man responsible for such bookings actually handle the business. Heretofore any one of several in the CBS Artists' Bureau was qualified to handle various bookings. As now arranged, one-night stands or show engagements are to be cleared only thru Albert Zugsmith. Clubs and private entertainments, thru Sam Falloway steady engagements, thru Nell Conklin, or if he is not available, Ralph Wonders. Out-of-town CBS booking affiliates are to be asked to contact only the men assigned to the type job they wish to book. Paul Ross continues to handle theater bookings, of course.

New lineup of CBS signed bands num-

NBC Expects To Win Back Wed. Night From CBS

NEW YORK, Dec. 30.—With the help of Fred Allen and Jack Pearl, National Broadcasting Company will attempt to win back Wednesday as an NBC night. For some time it has been conceded a CBS night from all angles.

New sequence will have Pearl on WEAF web 8-8:30 p.m., following The Goldbergs. Wayne King is on 8:30-9 p.m.; Ipana Troubadours, with guest stars, 9-9:30, and new Fred Allen show, with Ferde Grofe Orchestra, is on at 9:30-10 p.m. Beyond this time it gets rather doubtful, whereas CBS is particularly strong, with Fred Waring following Burns and Allen at this hour. New Old Gold show to succeed Waring may be even stronger.

Program Changes

NEW YORK, Dec. 30.—NBC important programs switches going into effect within the coming week are:

Effective January 2 and thereafter, the Philip Morris Company (cigarettes), with Leo Reisman and Phil Duey, will be heard on Tuesdays at 8-8:30 p.m. on the WEAF network instead of Wednesdays at 9:30-10 p.m.

Effective January 3 and thereafter, the Bristol Myers Company Sal Hepatica Revue, which makes its debut, will be heard on Wednesdays 9:30-10 p.m. instead of original time intended on Tuesdays 8-8:30 p.m.

Effective January 3, the Plough, Inc., program, Benny Meroff Revue, will be heard on Wednesdays 10-10:30 p.m., EST, over WJZ network of 39 stations instead of Tuesdays 8-8:15, EST, on split red network.

CBS Signs Borden

NEW YORK, Dec. 30.—Columbia Broadcasting Company has sold a 45-minute show to the Borden Condensed Milk Company, program to be called 45 Minutes in Hollywood. Starting date is January 20, Saturday evenings at 8-8:45 o'clock. Musical show will be built around a Mark Warnow orchestra and guest stars will also be on hand. Borden cheese and other products will come in for a plug. Young & Rubicam, Inc., is the agency.

YOUNGSTOWN, O., Dec. 30.—Bert Stock, who for a number of years headed his own dance band and who for the last two years has been musical director and announcer with Station WKBM here, is leaving the radio field to enter the outdoor amusement business in this city. Prior to coming here Stock was several months identified with Detroit radio stations.

CRC To Resume Control Plans

TORONTO, Dec. 30.—The fate of the Canadian Radio Commission's plan to complete taking over all broadcasting in the Dominion rests in the budget, which comes up for consideration in January. If the government cannot make a large enough appropriation for the Radio Commission the latter will not be able to proceed with the plan put in its hands early last year.

The commission is already operating 10 stations, while there are about 35 stations still operating independently. These will have to be bought out before the government can work out its consolidation plan. According to the plan, the government will take over all stations and then build up a small network of key stations and close up the others. The net would then stress good music and educational programs and eventually drop all sponsors. The currently operated RC stations still have sponsored programs, but the sponsors are being eliminated gradually.

Meanwhile the American Federation of Musicians has appointed a committee composed of one rep from each province and headed by W. N. Murdock, president of the Toronto local. The committee is asking the commission to establish a uniform wage scale for all stations.

Louis Wasmer Adds KGA

SPOKANE, Wash., Dec. 30.—Louis Wasmer, owner and operator of Station KHQ, has taken over another floor in the Standard Stock Exchange Building to house Station KGA, which he recently added to his radio investments in Spokane.

Wasmer will release both Coast and nation-wide NBC chains over the two stations from the one studio, which makes the Spokane setup one of the most elaborate and modern in the Northwest.

West Coast Notes; F. & M. After Acts

LOS ANGELES, Dec. 30.—Fanchon & Marco are willing to give radio acts another try on the Coast, according to an announcement made by Mike Marco this week. "Radio cut into our stage business deeply, taking most of the box-office names," Marco said, "so we're retreating by bringing them into the theater."

Starting off on his schedule of radio names, Marco has the Mills Brothers this week at the Paramount Theater, to be followed by Guy Lombardo and his orchestra for a two-week engagement starting January 4. Negotiations are now on for Rudy Vallee, Ben Bernie's Orchestra and Ed Wynne's road show troupe to also play the Paramount and other F. & M. Coast time.

Marco has dispatched Bob Collier, former Fox-West Coast publicity head, to New York in quest of big names and stage shows. The idea is to bring the better radio notables to motion picture theaters, with the advertising sponsor sharing part of the expense. In this way it will be possible to give people a chance to see their air favorites and the sponsor will also get an opportunity to put in a commercial plug.

Phil Regan, CBS singer, arrived in Hollywood this week to talk with Metro on a few picture engagements. While here Regan will sing with Lombardo's Band.

The Consolidated Press, newspaper syndicate that has been supplying radio stations with newsmatter for broadcasting, folds January 1. KFI used the service locally.

So This Is Radio is the title of a new series of programs over KNX, Hollywood. Series has to do with radio executives, air columnists and agents and goes in for ribbing each.

Dean Metcalf has joined the announcing staff of KGW and KEX, Portland. (See WEST COAST on page 25)



GREETINGS

To My Many Friends and Associates In and Out of the Theatrical and Radio World
Who Have Made My Past Year One of the Most Successful During My Career

TED BLACK

And His Orchestra

CAFE LOYALE

Fifth Avenue, at Forty-Third Street, New York

Broadcasting Over NBC Coast to Coast

The New Show Business

By GEORGIE JESSEL

THE pitchman has been replaced by the control man; the chautauqua barker has given way to the announcer; the two-a-day has ceded its place to the two networks; legitimate shows are struggling against an omnipotent factor known as free entertainment, and sooner or later television will bow the movies out. For radio is the new show business, the new amusement business, the new source of education, education and enlightenment, and the ultimate of news and communications dispensing.

My first experience in the amusement industry came back in the days when nickelodeons used slides to display the words of popular songs while a foggy-voiced baritone led the singing. I remember well the Bronx Theater, where Eddie Cantor doubled as chief comedian and song leader, for it was there also that I started.

An entertainment-hungry public visited these theaters and emerged only partially satisfied. They were getting at the moment the epitome in amusement. Nickelodeons were too rough in spots, too elementary in the entertainment, too, to last for long in their original form. They had to be improved, and they were.

Variety emerged from the wreckage. Vaudeville theaters thrived and spread to all corners of the country. The public was now getting entertainment of a better type and still not too seriously. It was the vaudeville bill of yesterday, incidentally, which was a distinct forerunner of our present radio programs. But of that more anon.

The vaudeville show was the root from which sprang most of the branches of show business. Circuses and country shows preceded the spreading out of vaudeville. It is true, but variety was the main artery, feeding the performers of the three-ring and the lot in off seasons.

There was a sort of restlessness which I always perceived while working vaudeville, an uneasiness that seemed to say, "Everything is all right today, but there is nothing substantial, nothing solid, nothing definite about this business." Like the nickelodeon of a previous day, it was sating for the moment, but laid no claim whatsoever to permanence.

Several years ago when vaudeville was in its heyday and every community was playing three or four acts along with its feature pictures; when the Palaces in New York and Chicago and the Hippodromes in Baltimore and Buffalo were jamming them in at a \$2.20 top, that

same whispering suggestion that it could not last, remained with me. There was nothing, absolutely nothing, to bear out my ideas, except the fact that I knew the boom was temporary and that it was to be succeeded by something, altho I knew not what.

In my experience on the legitimate stage and in musical comedy, I confess, I had no foreboding of the ill wind that was to blow with the advent of talking pictures. Here, I believed, was an entertainment that would always endure and continue to be patronized by the public regardless of extraneous conditions and resisting successfully any possible encroachment into its popularity. I still believe the theater will come back as strong as it ever reigned. In the near future.

Getting back to vaudeville, however. Just when it seemed that the money bags for operators of variety theaters were bottomless, a combination of the depression, the talking pictures and the radio crashed thru the seemingly impregnable wall and blew up a business. Hoofers who only the day before had been "hopping the buck" on a rostrum, now practiced their routines on curbsides. Headliners smirkingly awaited the upturn of the cycle, refusing to play for lesser moneys for fear of lowering their value when the business regained itself. A matter of only a few months, they confidently thought.

Still the powers that be continued to go in for policy rather than look after their stars. After the fashion of the motion picture cathedrals, vaudeville houses began to burst out with bright red carpets and magik fronts, such as elaborate marquees, lights, lobby displays and a general gaudy atmosphere. Meanwhile musical comedy was absorbing most of the better "names" that vaudeville produced. When vaudeville found some of these "names" back, it found that they had tasted higher salaries and more appreciation. Generally speaking, vaudeville's own stars became too expensive for their old stamping grounds.

Without the "name" acts, the lesser lights, it seemed, failed to comprise what the vaudeville audience thought was a good show, and the respective houses felt they had no draw without a star somewhere on the bill. Large capacity movie stands with a heavy picture in the bargain found that they could easily meet the high salary of the former strictly vaudeville act. Thus the play was completely taken away from the so-called vaudeville circuits.

Soon the second-after-intermission acts were satisfied to follow acrobatic turns in the smaller houses. The days of two-a-day passed from being as if they were a mirage. Vaudeville reverted to its original intent, as a filler-in between pictures and not a single variety house was left intact thruout the country. Desperately, then, the average performers sought other fields of endeavor. They tried musical comedy and found that branch suffering also from lack of customers; they stormed Hollywood and here were a little more successful. Very few essayed the radio. Mainly they were content to stand around their agents' offices whistling in the dark and reviving pleasant memories of knock-'em-in-the-aisles performances.

All this time radio was growing in popularity, and as it grew it was creating its own stars. For the first few years of its functioning broadcasting was held in small rooms, with poor microphones, poor wave lengths and poorer artists. But the field was inviting and welcomed the amateur as eagerly as vaudeville had rushed to close its doors to the uninitiated. Radio had to get its talent from somewhere, so it took it from the non-professional ranks. Names like Kate Smith, Amos 'n' Andy, Rudy Vallee, etc., succeeded as subjects of household banter forgotten vaudeville headliners.

When the show business woke up to what was going on the public had welcomed a long line of new favorites and was prepared to wish all their previous stars not only well, but what is more important, farewell.

Followed as a natural consequence, a

movement to find their proper niche in the new setup participated in by all of erstwhile vaudeville favorites. They seeped into radio by degrees, finding the going tough and barricaded by new stars. A few of us came thru and were allotted network spots. Then it was that the job really started.

I stated before that radio programs are built after a pattern supplied by vaudeville, generally speaking. Tune in on any station on an evening and you will hear musicians, comedy, a sketch, a singer or harmony act; in fact, everything but the acrobats. Surprisingly few of the featured variety players are occupying a similar spot on the air. They all started on the broadcasting band wagon a little too late.

The radio offered a problem similar to nothing ever previously encountered in the amusement business. Material had to be changed with every performance. The good old days when a standard act could play for years without altering a line in its script or changing a gag were gone. The small towns and the big towns which formerly it took two years to cover completely now were covered in two minutes. Where two years makes for dulling of the retentive senses and a gag of 1931 sounded just as fresh in 1933, two minutes certainly provokes no sudden lapse of memory.

Speaking of memory, those script writers from whom the continuity was purchased soon exhausted their own ideas and fell back on good old Joe Miller with a vengeance. Vaudeville was being brought back, but without a credit line.

Making comedy on the air became a mighty serious business. Personality, long 90 per cent of a performer's stock in trade, was encompassed in a huge zero. No one could be influenced by a smile or a gesture when the artist was working in front of a mike.

In the theater it was possible to inject warmth, feeling and understanding by facial expression and gestures. On the air this was, of course, impossible.

The few footlight favorites who were heard on the radio, however, had one decided advantage. The public had a mental picture of how they worked on the stage and applied that picture to the voice they heard coming over their loud-speakers.

Gag timing became a lost art. Gone, too, was any advantage of being able to switch material when the comedian found his stuff was not going over. There was no way of telling during a broadcast just how many people were laughing nor how long their guffaws lasted. Add all these factors, plus the fact that aural comedy is twice as difficult to deliver without visual aid and you have some of the hardships attendant upon a comedian's efforts in the new show business.

But the advantages more than balanced the budget. First of all, compensation was high—was and still is, of course. Secondly, the listeners expressed their reactions in letters and it was possible to create a bond between artist and audience never known in the theater. While on the subject of fan mail let me correct an impression of the mentality of radio listeners who write to their pet broadcasters.

It has long been a theory that only morons write letters to radio artists. Such is distinctly not the case. In citing several examples I refer to my own mail, which, without any desire to brag, totaled over 2,000 letters last week. Some of them were masterpieces of criticism worthy of a major dramatic reviewer. Those that strictly lauded my work were composed by people of average intelligence judging from the phraseology used and their methods of expression. By the same token the notes that roasted my efforts were also well founded in reasoning and ably written.

In no branch of the amusement industry, and I've participated in most of them, have I found the public so interested in and so eager to communicate with their favorites as in radio. It's encouraging, to say the least, for artists to

know that they have some tangible evidence of their unseen audience.

Studio audiences, on the other hand, are not particularly welcome to some performers. It has been said that they do not represent a true criterion of material or performance because they are influenced by what they see as well as hear, whereas radio continuity should be aimed at the aural senses only. It is possible that in trying to please the hundreds present in the studio some radio artists make the mistake of deducting similar enjoyment from the potential millions of listeners on the air waves.

It has also been held that studio audiences tend to destroy illusion. Theater backstages are guarded against the public; the movie set is indeed strange territory to the layman, but the broadcaster throws open wide the portals and beckons the uninitiated with beaming countenance. Some artists actually hold the fear that some overzealous enthusiast will some day be tempted to bellow something into the mike with a nation-wide audience on the other end. However, the dispelling of glamour is something that pertains to but an infinitesimally small part of radio's followers insofar as I am concerned, and I see no harm in it.

I believe that a small studio audience takes the curse off the cold mike, and no doubt many other artists feel the same way. To me it seems that the broadcast with a following of listeners who take the trouble to come to the studio and become rabid fans is the type of program that gets invaluable mouth-to-mouth advertising and is of the most popular classification. Unless it is overdone, I believe a studio audience creates a definite bond between the artist and his immediate audience which continues to grow, and to the average listener with the receiving set it makes the broadcast a real live proposition and creates a picture in his mind which is preferable to an empty echoing studio.

And so we come to the end of my personal opinions on the new show business. After all, it needed no soothsayer to see that the best entertainment, professionally presented, and costing absolutely nothing to the public, would necessarily sweep every other branch of the amusement business before it. It happened, but in happening it opened up a wider outlet for theatrical talent that even now is yearning for ability and eager to reward its performers with Midas fingers outstretched to clasp hands with artists whose entertaining gifts it needs.

BABY ROSE MARIE

SOLE FEATURE TASTY YEAST PROGRAM

Sundays at 12:15 Noon and Mondays at 7:15 P.M., WJZ.

Direction

ROMM-MEYERS-BESTRY SCHEUING

Paramount Bldg.

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Tuesday, 8:00-8:30 P.M.

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SAL HEPATICA REVUE

WEAF

NBC NETWORK

COAST TO COAST

BEN MARDEN Presents

EMIL COLEMAN

AND HIS SOCIETY ORCHESTRA

PALAIS ROYALE
Broadway at 48th Street.
Personal Management
BEN MARDEN

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THE IRISH-AMERICAN TENOR

JACK FROST SUGAR HOUR

NBC NETWORK.

Personal Direction
James F. Gillespie
1860 Broadway, N. Y.

Air Briefs

By JOE HOFFMAN

Mary Eastman, soprano, returns to the CBS network for a series of programs with Howard Barlow's Orchestra, beginning January 5. . . . Jimmy Keper, song dramatist; the Humming Birds and Robert Armbruster, started a new series of CBS variety programs January 1. They will be heard thrice weekly, each Monday, Wednesday and Friday. . . . Silver Dust started a new series of musical programs over CBS January 2. . . . Jack Pettis' Orchestra replaces Bob Grant's crew at the Embassy Club. . . . Jack Arthur making a series of electrical transcriptions with Babe Ruth. . . . Jimmy Carr's Orchestra opened at the new Sir Thomas Lipton Club Sunday with a CBS wire. . . . Arnold Johnson's Orchestra goes on NBC next week. . . . The Federal Radio Commission has granted a license for the operation of Station KPZ, Antarctic unit of CBS.

Frank Crumit and Julia Sanderson, with Don Voorhees Orchestra, begin their fourth year of broadcasting for the General Baking Company January 7 over CBS. . . . Arthur Warren's Orchestra engaged for the new La Rue Restaurant and will soon get a wire. . . . Gene Marvey, tenor, will be given one or two additional spots on WMCA. . . . Aldo Ricci's Phantom Strings will feature seven new songs which he predicts will be the song hits of early 1934 during his WJZ program at 11:45 this Sunday morning. . . . Jack Berger calls the American Broadcasting System the League of Stations. . . . Harry Bernie, recently singing on one of the local stations, now the featured hooper at the Village Grove Nut Club. . . .

Barbour and Davis, standard vaudeville team, now heard several times over WRNY. . . . Bob Grant's Orchestra goes into the Beach and Tennis Club, Miami. . . . Anthony Frome, NBC's "Poet Prince," started a series of 13 Sunday morning programs via the WJZ network. . . . "Cockney" Harry Healy is presenting a program of English character songs over WRNY. . . . The Don Hall Trio booked by NBC to open at the Ritz Theater, Newburg, January 4. A tour of the New York metropolitan vaudeville theaters will follow. . . . Phil Ducey celebrates his 29th birthday this week. . . .

Sydney Mann, NBC's "Girl With the Violin Voice," completing plans for a European jaunt over the spring and summer and will study for the opera in Milan. . . . Jeannie Lang starts a new commercial February 9. . . . Jewish Little Symphony Orchestra resumes its series of commercials over WINS January 7. . . . Charles Martin's "Criminal Court" will be resumed over WMCA January 16. "Five-Star Final" went back on that station last Tuesday. . . .

Peter Van Steeden and orchestra have been signed to be the musical end of the new Jack Pearl show for Royal Gelatin on Wednesday nights. . . . The Sizlers, who recently completed several film shorts with Lillian Roth, have been booked for the Earle Theater, Washington, opening there January 5, the booking being a direct request of the house manager. . . . The next Warden Lawes tale to be dramatized will be entitled *A Kingdom Regained*, and is said to be the inside story of Charles Chapin, former city editor of the old *New York World*, who killed his wife. . . . Walter Damrosch, 72 years old, and the prodigy, Yehudi Menuhin, have been booked for the Cadillac Sunday night concerts, contrast being the oldest and youngest in musical circles. . . .

Al Goodman's Orchestra and James Melton, tenor, are auditioning for Goodrich Tire account. . . . Rubino is all set for the Roosevelt Hotel, New York, and opens there early in January. . . . Jack Adams, general manager of WMCA and

member of the board of directors of the Federal Broadcasting Corporation, which operates the station, has returned from a trip to Detroit, where it is reported he conferred with the Henry Ford interests relative to a new chain across the States.

"March of Time" Is Renewed 52 Weeks by Remington-Rand

NEW YORK, Dec. 30. — Remington-Rand, Inc., has renewed its *March of Time* program on the CBS network for 52 weeks from early in January. Agency is Batten, Barton, Durstine & Osborne, Inc. Same Friday night spot is retained.

This will carry the popular program straight thru the summer for the first time.

WEST COAST

(Continued from page 22)
Ore. Was formerly with KMTR, Hollywood.

Thomas Fairbairn Smith, KNX, Hollywood, writer, has joined the ranks of writers and has turned out *Highways and Byways*, daily musical half hour now being presented by the station.

Wheeler and Woolsey hit a Coast-to-Coast NBC network for Hinds Honey and Almond Cream from New York on January 22 as guest stars. Wheeler left the Coast this week for New York. Last week KHJ piped an audition of the pair east for CBS from the stage of the Figueroa Playhouse. Old Gold was the commercial considering the program, and while no definite announcement has been made as yet, it seems certain the pair will be etherizing for Old Gold soon.

KNX, Hollywood, after six years on the Paramount pictures lot, has been ordered to move to make room for an expansion of the writing quarters of the studios. The station has obtained a building at Gordon and Sunset boulevard and will move to the new spot the latter part of February. Before the move is made a definite announcement may be forthcoming from NBC concerning a tieup with KNX as the official NBC station here. It is known that NBC engineers have been testing the station for a possible connection if and when NBC and KFI split.

On a new schedule of news broadcasting over both KMTR, Hollywood, and KHJ, Los Angeles, *The Los Angeles Times* is now offering four news periods daily. After an announced break with KHJ and the signing of a five-year contract with KMTR, *The Times* resumed its relations with KHJ at the request of the station. Payoff is that the same new periods are broadcast word for word over KMTR in the 15-minute period prior to the KHJ broadcast.

SAN FRANCISCO, Dec. 30.—*The Four Sequoians*, composed of C. Lockwood, L. Burke, T. Arbetly and M. Anderson, are now signed up with KTAB and will be heard in their minstrel show next Monday at 7:45 p.m. Ace quartet and one of the foremost in the West was formerly with *Girl Grazy* and played in Torchy Comedies.

Herbie Kay and his band are scheduled to open next Tuesday (January 2) at the Mark Hopkins and to be heard over KGO and associated stations nightly at 10:15, succeeding Anson Weeks' combination slated for Fox-West Coast theaters.

Irving Kennedy, one of the most popular tenors in the West, is slated to be off the Acme Beer *Stars of the West* program over KGO and associated stations next Tuesday night at 8:45. Kennedy recently returned from Brooklyn, where he visited his aged mother, who was critically ill. When he came back to San Francisco he found himself off the program where he was featured. No reason given for his dismissal. Still on NBC staff, however.

The Californian, a new series of transcriptions dealing with early California life, is slated next Tuesday and Friday at 10 p.m. on KWG, next Wednesday and Saturday at 5:15 p.m. via KFBK, next Tuesday and Friday at 8 p.m. over KOH, and Monday and Thursday thru KMJ at 10 p.m. Programs will run regularly every week at same time and stations.

Dell Perry, former professional ice skater from Chicago, is now piano accompanist for KROW of Oakland.

Benny Fields, of Seely and Fields, is scheduled as guest m. c. for Shell Oil Company's Blue Monday Jamboree next Monday via KFRG and Don Lee's affiliated stations. Benny Rubin has been director for the programs the last several weeks.

Bert Carlson, the Hawaiian songwriter and formerly of KY3's staff, is now heard on KTAB.

HOLIDAY GREETINGS

From

"THE ARMOUR STAR JESTER"

Phil Baker

NBC-WENR

Coast-to-Coast Network

FRIDAYS 8:30 P. M., CST

HOLIDAY GREETINGS

From All Those Who Are Having a Grand Time in

COURTNEY RYLEY COOPER'S
WEAF-NBC Network Success

CIRCUS DAYS

WITH

JACK ROSELEIGH as Shoestring Charlie, ELIZABETH COUNCIL as Mary, EDDIE WRAGGE as Bumps, BRUCE EVANS as Jack Hayden, WALTER KIMBELLA as Elats Warren, BRADLEY BARKER as the Whole Menagerie, WALLY MAHER as Moutby, GRIFFIN CRAFTS as Fullhouse, FRANK WILSON as Beelgie and ERNEST WEITMAN as Prince Kugo.

Big Top Music by JOE BASILE.

Directed by

Carlo De Angelo

Author's Agent

The Bruce Chapman Co.

WE'RE ALL HAVING A PERFECT CIRCUS

HOLIDAY GREETINGS

ROCCO VOCCO

DE SYLVA, BROWN AND HENDERSON, INC.

745 SEVENTH AVE.—NEW YORK

Master JAY BEE

Broadcasting

Merry Christmas and Happy New Year

To All His Friends Everywhere



ISHAY JONES AND HIS ORCHESTRA

COMMODORE HOTEL
New York

"THE BIG SHOW"

BROADCASTING C. B. S.

SPONSORED BY EX-LAX.
Every Monday, 9:30 to 10 P. M.

Tue., Thurs., Fri., 11:30 to 12 P. M.

COAST TO COAST

DIRECTION COLUMBIA BROADCASTING SYSTEM.

Season's Greetings

Bill Telaak

Available with great Comedy Ideas
for Commercial Sponsor.

NED DODSON, New York City.

Best Wishes for the New Year

JACK BENNY

CHEVROLET RADIO PROGRAM

WEAF—COAST TO COAST

Sunday Nights, 10:00-10:30 EST

ME TOO—MARY LIVINGSTONE

CHI AIR NOTES

By NAT GREEN

A new series of half-hour mystery thrillers will be inaugurated on WGN January 1. The cast includes Alice Hill, Don Briggs, Maxene Garner, Mary McCormack, Lester Tremayne, Bess Flynn and James Blaine. Production will be handled by Blair Walliser and Ed Smith, with Gene O'Connor acting as sound technician.

Danny Russo and his Oracles are having the distinction of being the first orchestra to broadcast in 1934 from Chicago over the combined NBC network. . . . They go on the air at 12:02 a.m. January 1. . . . Larry Flisk, CBS Western division remote control chief, handled the Swift Revue, with Olsen and Johnson from Orchestra Hall, Detroit, December 29. . . . Homer Griffith will bring his program known as *The Friendly Philosopher* to WBBM January 7. . . . Pat Kennedy, the Irish balladeer piloted to fame by the old maestro, Ben Bernie, opens a six-week program on WGN January 1. . . . Pat will appear each afternoon except Sunday, and for his musical introduction on the regular program schedule on WGN he has been teamed with Leonard Salvo, organist. . . . Gene Austin, stage and radio

singer, spent the holidays in Chi with his wife and infant child. . . . Gene soon will be headin' for Hollywood. . . . Clyde Lucas now heard on KYW-NBC from Terrace Garden, where he and his orchestra opened December 29. . . . Vincent Lopez and the King's Jesters are replacing Benny Meroff on that Plough program, which is being expanded from 15 minutes to a half hour.

Wendell Hall started another 13-week series of programs for the Fitch Company on Christmas Eve. Wendell is going along splendidly these days. The Victor Company had him make six new records for them for January release. Among others was the new edition part three of *It Ain't Conna Rain No Mo'*, 11 years after release of part one, which Hall also made for Victor. Several of Hall's new compositions also are gaining in favor, among them *Two Brown Eyes*; *Oh, You So 'n' So*; *My Carolina Rose*; *Sing Me a Song of the Mountains*; *When the Dear Old Rockies Tiptoe to the Sea* and *The Egg Song*. With all

these Wendell should have a plenty happy new year!

Eva Le Gallienne, veteran actress now appearing at the Grand Opera House in *Alice in Wonderland* and *Hedda Gabler*, is to be interviewed by Helen Stevens Fisher on the Farm and Home hour January 2 over an NBC net. . . . Art Kahn, pianist and orchestra director, has joined the WGN studio staff. . . . He will be featured as a part of the new double piano team with Allen Grant and also will do several solo programs each week on *The Trib* station. . . . A new tri-weekly series of musical shows featuring Frank Wilson, tenor; Adele Starr, contralto, and Jerry Marlowe, pianist, makes its bow over WMAQ January 1 under sponsorship of Evans Fur Company. . . . James D. Shouse, CBS Western sales, addressed a luncheon meeting of the sales executive council of the Cincinnati Chamber of Commerce in Cincinnati a few days ago. . . . The sign "No Dogs Allowed" now hangs conspicuously in Columbia's studios here. . . . Why? . . . Well, recently every member of the cast, unbeknown to each other, took a notion to bring their pooches along to the studio, and when the combined studio forces had managed to untangle the pack it was difficult to tell which had been terrier, chow or Scotty.

NEW BIZ

(Continued from page 22)
on WEAF network of 52 stations to the Coast. *Captain Henry's Show Boat*.

NEW YORK, Dec. 30. — Columbia Broadcasting System closed three new accounts and as many renewals the past week. The new accounts are:

The Lavoris Company, thru Hutchinson Advertising Company, Minneapolis; starts January 9, Tuesdays and Thursdays, 11:15-11:30 a.m., on network of 10 stations from Boston to Minneapolis, New York not included. Beauty talk is the program.

The Borden Company (cheese and condensed milk), thru Young & Rubicam, Inc.; starts January 20, on web of 28 stations, Saturday 8-8:45 p.m. Musical and script program, entitled *Forty-Five Minutes in Hollywood*.

CBS renewals: General Baking Company, thru BBD&O, from January 7, Sundays 5:30-6 p.m., on 28 stations, Julia Sanderson and Frank Crumit.

Gold Dust Corporation, thru BBD&O, from January 2, Tuesdays, Thursdays and Saturdays, 7:30-7:45 p.m., on 11 stations. Program the *Silver Dust Serenaders*.

Remington Rand, Inc., thru Batten, Barton, Durstine & Osborne, Inc., from January 12, Friday, 8:30-9 p.m. *March of Time*, on 38 stations.

National Broadcasting Company has additional renewals in John H. Woodbury, Inc. (Woodbury powder), thru Lennen & Mitchell, Inc., from January 24, Wednesdays and Fridays, 8:30-8:45 p.m., on WJZ and 18 stations to the West. *Dangerous Paradise*, with Elsie Hitz and Nick Dawson.

Colgate Palmolive Peet Company (Super Suds), thru Benton & Bowles, Inc., from January 1, daily except Saturday and Sunday, at 10:15-10:30 a.m., on WJZ hookup of 32 stations. Clara, Lu 'n' Em is the program.

VAL JEAN'S ARCADIANs won the New England dance band championship, held at the Tent Ballroom, Boston, December 11. Val Jean and his boys competed against 25 leading New England bands, who competed in five preliminary contests. The Arcadians feature hokum and comedy and plenty of sock numbers, and also play some of the sweetest waltz numbers of any orchestra playing New England territory. The ark is being handled by Stanley H. Willis, Inc., of Boston.

HEINIE AND HIS GRENADEIERS appearing daily over WTMJ, Milwaukee, are setting a record at the Garfield Theater, local neighborhood house, where they have appeared four times in the last six months. Each engagement has resulted in capacity houses.

MARK FISCHER'S Orchestra is scheduled to play the Milwaukee Auditorium Automobile Show January 13.

Milton Biow Combo to Air WNEW Around Feb. 1; No Chain Hookup

NEW YORK, Jan. 1.—The consolidated Stations WAAM, of Newark, and WODA, of Paterson, N. J., under the new call letters of WNEW, will take the air about February 1 under the management of a new combine headed by Milton H. Biow, of the advertising agency which bears his name. Associated with Biow is Dick O'Dea, who formerly owned WODA, and another large stockholder is reported to be the Bulova Watch Company.

Station will cover the New York metropolitan area, with a wattage of 2,500 in the daytime and 1,000 watts at night, and using the tallest antenna tower in the country, located less than three miles from Broadway and 42d street, at Carlstadt, N. J.

Biow announced that the new station's coverage will range from Eastern Pennsylvania over New Jersey and New York to Connecticut; that there will be no chain affiliation whatsoever, much less a hookup which will make WNEW a second local outlet for Columbia Broadcasting System. Station will be on the air with a so-called sixth-sevenths time, from 7 in the morning to 3 o'clock the following morning with the exception of short intervals on Sunday and Monday.

Strictly high-grade programs, designed to build up a substantial audience, will be produced by Don Clark, head of the program and production department, as well as the artists' bureau. Studios will be maintained both in Newark and New York. New York quarters will be at 501 Madison avenue, in part of the ill-fated Amalgamated Broadcasting System quarters. The Biow concern bought the furniture and equipment at auction some days ago, paying \$9,600. Originally WNEW made an offer of \$5,000 for

all of the ABS stuff, but the Marcus Loew Booking Agency, operating Stations WJEN and WPAP, as well as two others which are to be consolidated into one full-time outlet, ran the bidding up to near the \$10,000 mark. WNEW also bought a 5,000-watt transmitter from CBS and cut it down to 2,500, thus assuring plenty of power and the finest equipment available. Apparatus bought from ABS is more than WNEW will need.

Additions to the WNEW staff will be Edward Fisher, former editor of *Radio Guide*, who goes in as press relations counsel next week. William Farren, the KDKA sports announcer, will also join the WNEW staff, as well as Bob Emery, known as Big Brother thru WNAC and other Boston stations, where he has built up a large following of youngsters. Milton Biow will oversee the whole works as president of the organization, and Dick O'Dea will have charge of the mechanical end of the business.

Rate card for WNEW will be \$200 per hour in the daytime and \$350 at night. While a strong array of sustaining talent is now being booked and remote control programs being arranged from the better class night spots, the station will start with several commercial programs. These will include time signals for Bulova Watch Company. Also programs for Marlboro cigarettes and Kings beer. The Biow Agency has several Coast-to-Coast accounts on NBC and CBS networks.

Don Clark, heading the talent and production angles, has to his credit five years as head production man with Columbia Broadcasting System and more recently held down the same job for the Hearst station, WINS.

Speaking of The Sizzlers

RUDY VALLEE SAYS

"To Me They Are the Most Perfect Trio I Have Ever Heard at Any Time."

For Further Information:

HAROLD KEMP, NBC Artists Bureau, Radio City, New York City. Personal Direction, CHARLES A. BAYHA

THE ACT WITH A THOUSAND IMITATORS

OTTO GRAY

and his Oklahoma Cowboys



STILLWATER, OKLAHOMA

For Open Dates write GUS SUN BOOKING BROK. CO., Regent Theatre Bldg., Springfield, O.

Or Care The Billboard, Cincinnati, O.

SOUVENIR 1933 VILLAGE SCANDALS

Including Complete "THE YANKEE RAM" By WALT BURGESS. "THE WEEPING TOWEL," Etc. Sent Postpaid, 10c. Stamps or Coin.

THE CAMAC VILLAGE GUILD Darby, Pa.



PROGRAM REVIEWS

Buick Program

Reviewed Monday, 9:15-9:30 p.m. Style—*Revue*. Sponsor—The Buick-Olds-Pontiac Sales Company. Station—WABC (CBS network).

The second of a series of three bi-weekly programs on CBS for General Motors, the first having made its debut recently with Colonel Stoopnagle and Budd, Jacques Renard Orchestra and Vera Van. The third is scheduled to make its debut shortly. This one in particular has more than enough talent for a quarter-hour period, and has Andre Kostelanetz and orchestra; Robert Benchley, humorist; Howard Marsh, musical comedy tenor, and a mixed vocal chorus. As in the case of the Pontiac show, the 15 minutes seem to fly, where there is talent in abundance and there is hardly any room for weak spots. Even tho there were, it could be easily overlooked.

Show proved strong from the very opening, with the chorus and orchestra opening, and followed by a rather dignified credit on the new Buicks. With the open season for auto shows about to begin, the sales talk was timely and urged the listener to see and take a ride in the new model. The slogan was a variation of "When Better Cars Are Built Buick Will Build Them." Now it is "Buick Is a Better Car and Buick Is Building It." Kostelanetz offered *Toyland Fantasy* as an appropriate piece for Christmas night, which was a medley of suitable "toy" tunes, with an occasional interlude by the chorus. Benchley was then introduced for the Christmas cheer end of the show, and his offering was a sort of bedtime story told to his "kiddie" audience. Without rhyme or reason, the tale was fairly funny, altho it is quite possible Benchley was the fly in the ointment for some of the program's listeners. His humor leans toward the satirical style and he should prove okeh once his audience gets to know him better, provided, of course, his material or subjects do not fall below par.

Howard Marsh sang *Mine* from *Let 'Em Eat Cake*, with the chorus coming in occasionally. He gave his views on the new Buick, as did Kostelanetz, who also put in a good word before wielding the baton for the next selection, which was a bit of Wagner via the *Pilgrim's Chorus* by the orchestra and mixed voices. Closing talk by the announcer dwelt on Buick's 30 years of success in the motor field. Ray Collins, actor, did the announcing and apparently is a welcome "special" on the CBS chain, which, on this particular hookup, covers the country to the Coast. Short period, of course, does not allow for excessively long sales talk, and the orchestra and chorus idea always makes for a rich background at either end of the usual signature time. M. H. S.

Lucky Strikes

Reviewed Monday, 2:45-5 p.m. Style—*Grand Opera*. Sponsor—The American Tobacco Company. Station—WEAF (combined NBC networks).

For the first time in radio's history grand opera goes on the networks as a sponsored program, with no less an organization involved than the Metropolitan Opera Company. For the last two seasons the National Broadcasting Company has been sending these opera programs to its listeners every Saturday afternoon, bearing the expense of over \$100,000 which it paid for the privilege of broadcasting the performances, not to mention wear and tear on facilities, which may or may not have been offset by good will or small sums paid by affiliated stations for sustaining fare. To say the least, M. H. Aylesworth, the NBC prez, is to be congratulated on putting the deal over whether or not the Chesterfield sponsorship of Stokowski precipitated matters. Daytime rates being one-half of what it would cost after 6 in the evening, George W. Hill, the American Tobacco Company prez, is next in line for the orchid by refusing to skimp, but buying both the Blue and Red webs totalling over 80 outlets. Wherever NBC had more than one station in a city all of them carried the program, such as both WEAF and WJZ

in New York for instance. Some of the longer Wagnerian operas may run close to four hours.

First broadcast, which was of a special performance preceding by one day the official start of the Met season, was, of course, Humperdinck's *Hansel and Gretel*, the usual holiday fare. While it was Christmas Day, and an excellent one for the initial opera of the Lucky Strike series, all subsequent shows will be heard on Saturday afternoon, approximately from 2 to 5 p.m. *Hansel and Gretel*, running somewhat shorter than most of the average operas, the broadcast started at 2:45 p.m. and allowed for 15 minutes of preliminary talk and ceremony anent the debut of the series. Which does not mean the time was taken up by Lucky Strike credits. As a matter of fact there was no sales talk at all, the credits being derived in more of an institutional manner, Milton Cross, who has been narrator and announcer on the opera programs for NBC and who has been specially prepared for them, was on the job, of course, and naturally there was some need of introductory remarks anent the series. There are many congratulatory messages that were mentioned, as well as a short talk by Aylesworth, a few posies for Hill and otherwise the quarter hour was taken up by informative remarks on what was to come, also a few words by one of the stars. During intermission Cross made but a brief mention of the program's sponsorship. Everything seemed to have been handled with utmost tact. In fact, Cross did not go off the deep end as to his narration. Possibly Cross was rather stiff at times in telling about the opera based on a fairy tale. Nevertheless it all went toward reassuring many listeners that cigaret smoke would not be blown into their eyes and the entertainment spoiled.

Hansel and Gretel Company included Queensa Mario, soprano; Dorothea Manski, soprano; Editha Fleischer, soprano; Henriette Wakefield, contralto; Dorothea Flexner, contralto; Pearl Besuner, soprano; Gustave Schutzendorf, baritone, and Karl Reidel was the conductor. Subsequent broadcasts, of course, will alternate with better known singers, such as Lily Pons, Grady Swarthout, Lucrezia Bori, Tito Schipa and others. Pickup from the Metropolitan stage has long been quite faultless. Special commentators such as John B. Kennedy will also be heard. M. H. S.

Benny Meroff Revue

Reviewed Tuesday, 7-7:15 p.m., CST. Style—*Revue*. Sponsor—Plough, Inc. Station—WBAP (NBC network).

WBAP, Fort Worth outlet, divides its time on the air with WFAA, of Dallas, both owned by newspapers. The former station seems to take most of the NBC network programs and both handle considerable spot broadcasting as well. In contrast to the chimes of the NBC key stations, now simulated by recent electrical invention, WFAA, for instance, is apt to shake a cowbell in front of the mike to signify to its partner station that the wires are clear. Reception of the powerful stations reaches into far-flung territory, even to New York.

Program in the interest of the Plough, Inc.; products Penetro salve, a counter irritant, Penetro nose and throat drops and St. Joseph's aspirin, is on a split network out of Chicago on a hookup of 25 stations. Early in the new year it is scheduled to go NBC network in more complete style. Early credit pertains to the cold salve and drops, the former being made with pure mutton suet. The aspirin, which is getting quite a play at the hands of its manufacturer in the outlying districts, is advertised as "The Largest Selling Aspirin in the World—For 10 Cents." In other words, the standard brands are not included since they sell for 15 cents. The tablets being cellophane wrapped and quick to dissolve is another feature of the sales talk. It seems as tho the copy as currently laid out seeks the ear of the rural customer and smaller towns.

Meroff has a corking combination, with plenty of volume and rhythm without unnecessary use of the brasses. Most of his tunes were of the popular ballad variety. Guest star introduced early on the program was Anita Laffer, or similar-sounding name, billed as di-

HELP WANTED!

THE BILLBOARD wants you to help its staff help you. The Route Department (appearing in this issue on Pages 70 and 71) represents one of the most important functions this paper performs for the entire profession. Most listings for the Route Department are obtained regularly from official sources, but certain listings—such as acts playing independent vaudeville houses, legitimate attractions wildcatting thru uncharted territory, bands playing in isolated resorts—are obtainable only thru the close and consistent co-operation of the performers and showmen involved.

You as an individual are definitely appreciative of the service performed by the Route Department. You are constantly seeking information about the whereabouts of your friends and colleagues. How about helping them in their efforts to locate you? This can be done only by keeping THE BILLBOARD'S Route Department informed of your whereabouts, and sufficiently in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

rect from Paris. This contralto did a French and English version of *My Man* and was so-so. Couple of comics were heard next, one doing the Greek dialect with both some now and familiar gags. Orchestra offered a selection, after which a tenor sang a tune in good voice and the aspirin credit followed. Not a bad program insofar as the talent was concerned. M. H. S.

HOLLYWOOD HARMONETTES, pop femme jazz band, of Cleveland, under direction of Viola Hauseman, numbers among its 10 members several girls who are capable of playing as many as eight different instruments, and all members play at least three. Band is particularly versatile in that its members offer a complete evening of variety entertainment in addition to their massed musical numbers. Singing, dancing and even magic are included in this unusual musical aggregation, which also is listed as the only girl minstrel band in the world. The unit is now serving its third year with Bob Reed's minstrels in Cleveland and surrounding territory.

Television

By Benn Hall

Castle Films, independent producers, are interested in television entertainment and announce that they are now designing films "so that they can be readily adapted" for television. Eugene W. Castle says that films now in production can be revised for television presentation within 24 hours.

Castle cites, as an evidence of film possibilities for television, part of the NKA motion picture code: "... Nothing in this code shall be deemed to apply to the production, distribution or exhibition of motion pictures on film of sub-standard widths . . . or to . . . educational, industrial, commercial, advertising, selling or other non-theatrical purpose, or to television of motion pictures . . ."

"During the last few years we have had," Castle said, "the inevitable advent of television in mind, and films have been designed with this possible use in view. We are merely awaiting the signal to go ahead. We are all ready here."

Television Blue Laws?

Some five books on the motion picture industry have recently been published. These books treat different phases of the business such as *How To Appreciate Motion Pictures* (How? we wonder), *Educational Talking Pictures* and the Payne Fund social studies. These last are a thoroly interesting—particularly to televisioners.

When discussing a study of film entertainment and its social and moral effects one is lead to compare radio and movie entertainment. Both play to the same type audience—one in that audience's home and the other in a theater. One is lily-white washed, highly antiseptic and shudders at the thought of eh, eh, well, eh, anything "not nice." Witness the popular songs that are

(See TELEVISION on page 28)

Greetings

EDDIE DUCHIN

And His Orchestra

Central Park Casino, New York.

Direction Music Corporation of America

New Song Tips

"Arlene"

Ballad. By Ted Seymour and Lew Pollock. Published by Sherman, Clay & Company.

Some seasons back Lew Pollock hit the trail that sometimes leads to profitable reward in that uncertain territory of rhyme and melody known as "Tin Pan Alley" with a contribution entitled *Charmaine*. Now he is forward with another one-named composition, constructed on practically the same lines, even to the always welcome tempo, waltz. As in the previous effort, it is dedicated to an unknown young lady whose virtues and other accomplishments are highly praised. The lines, limited to the usual refrain and customary verses, fairly teek with the kind of sentiment one might expect in these ditties. The heroine at the outset is emphatically told that the one who worships her is waiting "neath a ceiling of stars," expressing sincere affection and enduring love as the night winds echo above. Again, there is the assurance that her name is wound around "Somebody's heartstrings"; that she means everything to him and concluding with the urgent request to "tell with a kiss" that his adoration is reciprocated. We presume this will come about, as it is difficult to see how even the most hard-boiled female of the species could resist such ardency of devotion when blended with the proper music.

Mr. Pollock has a certain style which is clearly identified in this number. The strains, familiar to a fault, nevertheless possess the requisite lilt and swing to make it acceptable. It has been quite a lapse since he succeeded with *Charmaine*, and with the public right now amenable to this type of song its chances of registering are bright.

"I Got Horses and Got Numbers on My Mind"

By Al Bernard, Bill Wirges and Irving Bibb. Published by Bibb-Lang, Inc.

In attempting what is supposed to be something new in song construction the fact that it might have been done before and better is sometimes overlooked. Concerning this product the writers have evolved a composition satirizing to some extent the prevailing "yeh" as practiced by folks with a penchant for taking a chance with the Goddess of Luck. That is to say, gambling on the speed of so-called thoroughbreds, or calling the turn of numerals, either in the game of "policy" or figures arranged for this purpose. One individual, at least, has found it an obsession, so much so that he "cannot get it off his mind." This is chronicled thru the use of a dozen verses, with the "chorus" rendered first. For instance, the title is repeated twice each time before going into the rest of the text, with a variation here and there to relieve what might develop into resentful monotony. Another departure, if it may be claimed as such, is an interlude containing the words "Lawdy, Lawdy," apparently as an occasional "rest" to emphasize certain periods of inferred comedy. As we go along we find several dialect allusions, with a few suggesting those used by the colored man, especially in the phraseology. All in all, a round-robin affair appealing to listeners over the radio and those that still patronize vaudeville.

Whatever profits these songs might obtain depends on their universal popularity. Some have made the grade to the joy of their sponsors. On the other hand, the majority just decorate the shelves of the publishers, often serving as an incentive for artists needing just sort of a work besides otherwise helping in advertising the rest of the catalog.

"Jimmy Had a Nickel"

By Maurice Sigler, Al Goodhart and Al Hoffman. Published by Shapiro, Bernstein & Company, Inc.

Those passing yet retentive days of youth are pleasingly revived in this number. Written with the purpose of garnering some laughs, it treats of that period when "spending money" as we kids used to know it was extremely large at 5 cents. In fact, it was considered a fortune. Jimmy, the hero of the "story," is the envy of his pals, who employ every conceivable ruse in the category of a young brain to corral the coveted money. How they succeed is delight-

fully related, plus the customary devices permissible in song development and essential rhyming. Returning to "Jimmy," who must have been a careless chap, we find him eventually eluding his cronies on his way to the nearest candy store where he intended to invest his nickel in the purchase of sweets for his lady love. It appears he had a hole in his trousers which he neglected to have repaired. En route the money disappeared and when the aforesaid dame of his choice ascertained that she was not to be favored with a token of his admiration for her charms she promptly switched her affections to a rival. And thus it ends with Jimmy "blue" and unhappy, but nursing the reflection that women are more or less fickle.

Accompanying the two verses and a chorus containing extra lyrics the expected jingle prevails. It builds for a lively, jingling tempo which reaches an excellent climax. However, to obtain the best results the singer must be able to interpret, with enough cleverness, several "punch" lines that otherwise might fall on dull ears. As an asset for orchestras and bands careful attention should be given to the tempo. The "vamp," which is written as "moderato," clearly defines what is to follow. However, it is a cinch that it will not always be played as originally devised. As this procedure sometimes adds to the benefit of a song, why worry?

Ballrooms

By DON KING

SOUTH BEND, Ind.—Carl Moore, comedian and orchestra director, and his orchestra furnished the music and entertainment at the Palais Royale Ballroom in South Bend, Ind., on Christmas night. Marge Hudson, torch singer, also was on the program as featured singer with the ork.

FORT WAYNE, Ind.—Joe Chromis and his orchestra are playing a week's engagement at the New Trilanon Ballroom. Chromis' Orchestra comes direct from the Greystone, Cincinnati.

BANGOR, Me.—Bernie Marr, formerly with the Golden Slipper Producing Company, which promoted marathon dances in Boston, has taken over the Chateau Ballroom here. The ballroom can accommodate 1,800 people and will run dancing five nights weekly, picking up traveling bands. Marr is broadcasting twice daily over a WLBZ wire and wants to hear from traveling bands in his section.

Orchestra Notes

By DON KING

CLYDE McSPARRON, 16-year-old son of Mrs. G. H. McSparron (nee Emily Stickney), is gaining quite a following crooning with the Valler Vocal Orchestra, Cleveland. He and the ork will soon leave for a series of Miami dates. *Redwood, Let's Go*, is the title of a new Indian composition, written by Valler, said to be on its way to popularity.

CARLETON COON JR. and his orchestra, featuring Maxine Harding, played over the Archer Circuit during the holiday season.

EDWARD I. FISHMAN, president of Orchestra Corporation of America, flew in company with Judge Hyman Bushel, to Hollywood for the holidays, according to Jack Lee, press department. OCA also announces the appointment of Robert Sanders, formerly connected with both National and Columbia broadcasting, Chicago offices, as a special representative.

RED NICHOLS and his World-Famous Pennies, with the Owen Sisters Trio, closed the Muehlebach Hotel Grill December 19 after a five weeks' run, to open December 28 at the Hotel Claridge in Memphis, Tenn., where they succeeded Jimmy Joy, who closed a four weeks' run to open at the Terrace Cafe at the Lowry Hotel, St. Paul. Both bands are agented by the Frederick Brothers, of Kansas City.

SPOKANE MUSICIANS, under the auspices of the Musicians' Association, presented a charity ball at the Elks' Club for the benefit of unemployed. Bands taking part included Al Marinneau's Silver Grill Nuggets, Phil Sheridan's Davenport Hotel, Mann Brothers

Garden, Dudley Wilson's Hofbrau, Dutch Groshoff and Norm True's Lareida's, F. Kerman's Embassy Club, Orpheum Theater, Dave Lingren's Rathskeller, Harold Eastberg's, Harvey Smith's and Ralph Bovee's Little Symphony.

TY-LEROY and the Scotch Highlanders and Jack Crawford (the Crown Prince of Music) are splitting holiday dates at Kansas City's Million-Dollar Pla-Mor.

AMONG THE orchestras given extra employment playing at Christmas dances in Fort Wayne, Ind., at hotels, ballrooms and supper clubs were: Roy Hale and his Casa Loma Orchestra, Charlie Rollins and his Easy Aces, Slim Lamar's Orchestra; Joe McCarthy and his Masters of Melody Orchestra, from DePauw University, and George Akers Mandarin Inn Orchestra.

THE MEMPHIS Five Aces, from Omaha, Neb., are now playing an engagement at the Madrid Club, South Bend, Ind. Sue Beverly is being featured at the club with her Bronze Dance.

THE FLETCHER AND NORRIS Orchestra is now providing the rhythm at the Everglade Gardens, with Eddie Martin acting as emcee, in South Bend, Ind.

CHET MURRAY and his Red Hot Low Down Orchestra played the New Year's Eve dance at the Riverside Resort, east of Mishawaka, Ind.

DEL PINO and his NBC Orchestra played for the annual Voyageurs' Ball at the Palais Royale Ballroom in South Bend, Ind., on December 15. Gordon Larson and his band, featuring Marge Ronchetti, played the Hudson Lake Casino, near South Bend, on New Year's Eve. Lloyd I. Thomas is now managing the Casino. Sally Ramsby also was on the card with a fan dance.

ART KRUEGER and his ork, augmented to nine men, has opened at the Vanity Cafe, Milwaukee, with broadcasts over WTMJ. Krueger, formerly of the *Midnight Frolics*, replaces Shuffie Abernathy's Orchestra.

FLETCHER HENDERSON'S Orchestra, nationally known radio group, played a special Christmas party date in Lansing, Mich., December 22.

JAY CASTLE, orchestra leader and emcee, accompanied by 16 artists, arrived in New Orleans December 24 from Hollywood, preparatory to opening the Blue Room at the Hotel Roosevelt New Year's Eve. Other name bands have been engaged to follow. Castro Carazo is still playing in the Fountain Grill nightly.

THE EDDY-BURSTON Orchestra is now at Delmonico's night club, New York, where a new floor show went in last week.

PHIL LYNCH'S Orchestra has switched from the Coconut Grove in Newark to the Club Evergreen in Bloomfield, N. J., where Edward A. Hawkins, manager, has booked him for a six-month run. Irving Farber, George Di Matteo, Eddie Allman, Bill Miles, Jack Brown, George Reushaw, Bert Wheeler, Bill Terry, Bill Joyce and Lynch comprise the band. The band broadcasts nightly.

MICHAEL BONELLI and Orchestra, which has been playing the Atlantic Seaboard the last several seasons, has gone into the St. Moritz Hotel, Lake Placid, N. Y. A WHDL wire is being set now.

REINALDO MARISCAL and Marimba Band, who recorded the music for RKO's *Flying Down to Rio*, is now playing dance music at the Riviera Polo and Country Club, near Hollywood. He was featured on the Vallee broadcast December 21.

GEORGE REDMAN and his band continue to supply the dance music for the Revue at the Club Airport Gardens

in Los Angeles. Opening this week includes Audrey and Elmoere, Maxine Gregory, Donald Kerr, Anita Fay, Eva Olivotti and Kearney Walton as emcee.

EARL GARDNER and his orchestra are playing an engagement at the Rialto Theater, Fort Wayne, Ind. Jane Ruby, winner of the RKO Opportunity Contest in Fort Wayne last year, is dancing and crooning.

BUD SIMPSON'S Orchestra is furnishing the music at the Palm Garden, South Bend, Ind. Arthur Briles is manager of the new night club and restaurant.

CHARLES TAYLOR and his orchestra are playing at the Madrid Club, on the outskirts of South Bend, Ind.

MARIE MOORE'S Rhythmettes recently played a two-night engagement at the Palm Garden, South Bend, Ind.

HENRY LANGE'S Orchestra is booked for an engagement at the Berghoff Gardens, Fort Wayne (Ind.) night club, which was recently opened. Nick Spillson is manager of the club. Pop Crawford's Orchestra had been playing the spot.

HERSHEL STAYTON and his Greater Band moved to an engagement at Semler Tavern, near Akron, O. Band replaced Dick Snyder and his Detroiters. Stayton recently completed a several weeks' tour of Eastern Ohio ballrooms. He carries a featured vocalist (Kenny Zollars) with his 11-piece combo.

TELEVISION

(Continued from page 27)
banned or vocally distorted to be made safe for radio.

But the film entertainment designed, remember, for that seifsame audience, is a far extreme. Here is an industry, judging from the majority of its ads, whose chief sales asset is sex.

Now television will some day combine radio and films. We wonder what the merger will result in. Will Deacon Hays have to issue such orders to ad departments as published in last week's issue of *The Billboard*: "No photos of kissing, necking or any type of love-making scenes in which the principals are in a horizontal position. In all love-making scenes the principals must be standing or sitting." We modestly predict that television, being distinctly "family" fare when seen in one's own home, will do much to change the film trend and horizontal film love-making.

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'EVE' CELEBRATIONS WOW 'EM

New High Hit by N. Y. Night Life

Not in years have hotels and clubs gone so heavily for bands and talent

NEW YORK, Jan. 1.—New Year's Eve saw the local night life season at its height. Not in years have there been so many night clubs and so many hotels using bands and talent. A checkup reveals more than 30 Times Square night clubs, more than 40 hotels and more than 100 neighborhood night spots paying good dough for music and talent. In addition, there are scores of small spots all over the city using local mu-

(See 'EVE' CELEBRATIONS on page 62)

Youngstown Club Doings

YOUNGSTOWN, O., Jan. 1.—The Embassy Club packed 'em in over the holidays with Virginia Day stealing the show, her tap and song being the hit of the current bill. Louis Donn and Bobbie Dee are the other headline artists, with Billy Ambrose as emcee. . . . Heidelberg Winter Gardens had the biggest Saturday night crowd in district, with Mildred Kay's roller skating as the principal hit, also the Fory and Marsden sisters went over big with Wayne McEvey as emcee. . . . Royal Castles, newest downtown night spot, has it over other clubs in the district for interior decorations. . . . Sam Waldman lived up to his nickname, "Smiles," as the holiday crowds jammed his Little Hollywood Inn on South avenue. . . . Bill Cowden's boys, who have been whooping it up at Cleveland's Ballyhoo Club, played for Mark Hannan's celebration at the Hotel Ohio New Year's Eve. . . . Jimmy Dimmick's Sunnybrook Orchestra played New Year's Eve and night engagements at Yankee Lake night club.

Lipton Yacht Converted Into an Exclusive Club

NEW YORK, Jan. 1.—The private yacht formerly owned by the late Sir Thomas Lipton, called The Killarney, has been converted into a cafe-style club and will be anchored in the Hudson River, somewhere in the Eighties, probably off Eighty-Sixth street. Three decks will be used, seating a combined patronage of over 1,000. The main salon seats 500, and admission will be only to members and those holding guest cards. Dues will not be high, but plan is to keep the membership exclusive. Thru sentimental reason, many society folk who are yacht club members are said to be in back of the project. Jimmy Carr and his orchestra will be part of the entertainment. Spot will be known as the Lipton Club.

Detroit Rhumba Popular

DETROIT, Dec. 30.—One of Detroit's newest and most popular uptown spots on Woodward avenue is the Rhumba, combination tavern and garden. "Senator" J. P. Blake, former Australian lion tamer, is owner, and Salem Robinson, former operator of the Tropical Gardens night club in Miami and of clubs in Havana, is manager. Rooms are divided by modernistic walls, and blue and gold decorations and dim lighting with unique central dance floor give unusual atmosphere here. A balcony on the front room completes the tropical atmosphere. Lee Simms and his orchestra are playing, and Norman Priest, radio star from WMBC, is emcee. Floor shows playing on a one-night basis.

Wichita Club Hits Stride

WICHITA, Kan., Jan. 1.—An all-Wichita show played this week to capacity crowds at Casa Grande, city's finest night club. Gate was slim on opening week with a Kansas City floor show. Second week Jerry Chapman and his revue, an all-Wichita show, had patrons asking for more. Program included Dorothy Pfizinger, acrobatic turn; Flo De Vere, high kicker; Ted La Mar, specialty dancer; Chapman, tap, and chorus of six line girls. La Mar, injured night of December 22 in his dance, was replaced by a comedy adagio team, Virgil Knowles and Lorain Chastain. Holiday crowds boosted trade past week, entertained by Gene Edler and her Six Edierettes from the local Edler Dance School. Show composed of Gene Edler, Knowles and Chastain and Betty Ann Keoppen. Uptown music is introduced by a seven-piece orchestra, directed by Frank Waterhouse, former trumpeter with Jimmy Joy. Band in spot for three weeks, probably will hold entire engagement. Combo includes Tom Courtney, Floyd Le Pore, Johnny Lynch, Howard Smith, Earl (Shorty) Coburn and Don Ayres. Vocalist Ken Bennet was draw to Christmas trade.

Liquor Ups Sun Bookings

SPRINGFIELD, O., Dec. 30.—"This year the supply of available acts for New Year's Eve special shows is not equal to the demand," said Bob Shaw, general manager of the Gus Sun Booking Exchange, in an interview this week. "The return of legal liquor undoubtedly has had a lot to do with it," he continued. "New night clubs and cabarets are springing up everywhere, and we literally have been swamped with requests for acts and unit shows from all sections of the Middle West."

Four New Chicago Class Clubs Hang Up Welcome Sign This Week

CHICAGO, Dec. 30.—This week was an important one in local night-club circles, four new spots, all of them more or less pretentious, having opened in the latter half of the week. They were the Rainbo Garden, Moulin Rouge and the Red Grange 77 Club, on the north side, and the Opera Club, just north of the Loop. The Opera Club, operated for many years as a private dinner club, was opened to the public December 27 under the sponsorship of its former management. Tom Gentry's Ambassadors, formerly at the Blackstone Hotel, and Jose Riva's tango band are furnishing the music. Ernie A. Young has installed a

floor show in which Bernice Stone, dancer, and Pierce and Young, dance team, are featured. The club has been entirely redecorated and refurnished. Finished in coral and white, the ballroom, seating 500 people, is one of the most beautiful in the city. On December 28 Otto E. Singer opened the Rainbo Garden, Clark and Lawrence. Singer recently closed his Vanity Fair and took over the long vacant Rainbo Garden, where he can handle large crowds and will cater to a clientele who seek entertainment at moderate cost. Ed Beck, who created many spectacular shows for the old Rainbo, is show director. (See **FOUR NEW CHICAGO** on page 39)

Ten Smacker Parties Rare

Five bucks the speed for most Chicago spots for New Year's celebration

CHICAGO, Jan. 1.—There was a time when \$15 and \$20 New Year's Eve celebrations were common in Chicago, but that was away back when! This year there were mighty few 10-buck celebrations, and by far the greater number of the spots ranged from \$3 to \$5, with a few going as high as \$7.50. This New Year's Eve will go down in Chicago's history as the gayest the city has celebrated in many years. Reservations even a week ago were far ahead of last year, and last night every hotel, night club and cafe was thronged with crowds, bent on making the most of the first opportunity in 14 years to openly indulge in liquor drinking. Every place of any consequence arranged special entertainment for the night. Especially elaborate were the celebrations in the Walnut Room of the Hotel Bismarck, the Urban Room at the Congress, and the Empire Room at the Palmer House, and the Chez Paree, each of which set the price at \$10 per person. The College Inn and Bal Tabarin at the Hotel Sherman and the Gold Coast Room at the Drake charged \$7.50; Pompeian Room at the Congress and Marine Dining Room at the Edgewater Beach, \$8, and most of the other hotel spots \$5. Five dollars also was charged at the Moulin Rouge, Old Mexico, Stables Cafe, Blackhawk, Grand Terrace, Samovar, Palm Beach Garden, Club Ballyhoo and a number of others, while the less pretentious places ranged from \$2.50 to \$3.50.

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'ROUND THE TABLES

THE HOLLYWOOD DINNER CLUB, Galveston, Tex., under manager Sam Marco, has become one of the pop spots of the Southwest.
BOBBY CONNORS, personality girl, is featured in a cellophane dance at the Southern Hotel Gardens in South Bend, Ind. Dusty Rhodes and his orchestra are providing the music.
RALPH FISHER'S Uptown Club, Fort Wayne, Ind., has been drawing capacity houses nightly, and Fisher has engaged Burke Western and his night club entertainers. Earl Gardner's Orchestra plays.
CHATTERBOX NIGHT CLUB, in the Hotel Anthony, Fort Wayne, Ind., now has Dave Malcolm, emcee; Lee Barton Evans, Pranno and Carnnre, Nikki Nicoll and Marion Ford.
CURRENT FLOOR SHOW at Suburban Gardens, New Orleans, consists of John and Mary Jennings, dancers; Benny Venuta, singer; Michel Sisters, singers,

and Elenore Wood, veil dancer. Dick Mackie's Band is furnishing the music.
JOE WILLIAMS and Bert Jonas are booking the Hollywood Country Club in Hollywood, Fla.
THE BARCLAY CAFE, 111 East 48th, is another new New York spot. It opened New Year's Eve and uses a dance orchestra.
GARRY WAYNE and his Palais Rue Garden Orchestra are now providing the music and entertainment at the Four-Mile House, east of Fort Wayne, Ind.
THE PLAZA CAFE, Pittsburgh, has been booking for the last several weeks some of the town's most popular floor shows in its drive to add new customers. New Year's week bill lists Frances Payne, blues singer, who figuratively took this town by storm; Frances Knight, imitator; the Corbett Sisters, formerly of George White's Scandals; Renee Landau, (See **'ROUND THE TABLES** on page 38)

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PRESENTING NIGHTLY for Dinner and After-Theatre
THE YACHT CLUB BOYS
JEANNE AUBERT
THE BOSWELL SISTERS
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NO COVER CHARGE AT ANY TIME

Stix Getting Spot With Legit Code Authority After Squawk

Legit NRA adviser Farnsworth promises to offer plan for regional committees thru nation—some felt that Broadway was hogging consideration, not national legit

NEW YORK, Dec. 30.—It is William Farnsworth's idea as deputy administrator in the Legit Code Authority to follow the original intention of the code by making its precept national in scope. Farnsworth is scheduled to present a plan for the organization of regional committees similar to, and probably under jurisdiction of, the headquarters committee here. These committees, according to the discussion in the meeting Wednesday, would negotiate local problems throughout the country and would be responsible to the present Authority, or as suggested by some would take up their local problems direct with Farnsworth or Rosenblatt in Washington.

It has irked some of the members of the committee and many persons of the theater in the stix that most of the action of the committee has been centralized on Broadway and a few of the members have threatened resignation for several months. With Farnsworth's resolve of immediate consideration for the stix, the whole picture of the legit Authority looks more solid and recalcitrants have been won over this week, although they were absent from this last meeting as they have been for the last three weeks.

Ticket broker affairs took but little time last week and, although no assembly steps have been taken on unemployment relief, other agencies have begun working on similar plans for putting employees to work, such as that which *The Billboard* hammered at for five weeks in an effort to bring it about thru the Legit Code Authority for the creation of work by sending out government subsidized road shows. Such a plan, however meritorious, has no doubt been abandoned in lieu of several other more recent measures of a strictly donation relief to unemployed; namely, a local project under guidance of William Ghariton and the NRA in this city. Also, a national project sponsored by Antoinette Perry and Brock Pemberton, which has developed out of their close contact with relief thru the Stage Relief Fund in this city.

Matters concerning chorus rehearsals were to have been brought up at the last meeting, but it was requested by Chorus Equity that the report be deferred until next meeting on account of final dispensation of the motion picture code which will affect chorus boys and girls as much as the legit rulings on their maximum hours. Originally the number of hours was left more or less to mediation at a later date. Now the date has arrived when Chorus Equity will want it settled with managers, as already there have been conditions which Chorus Equity thought unreasonable. One of these was rehearsal hours with the *Follies*. The committee to govern rehearsals is composed of Rowland Stebbins, chairman; Frank Gillmore, Paul Dullzell, Lee Shubert, Max Gordon, Sam H. Harris and Lawrence Langner.

NEW YORK, Dec. 30.—*The Billboard* reporter, excluded from Legit Code Au— (See STIX GETTING on page 33)

BROADWAY RUNS

Performances to December 30, inclusive.

Dramatic	Opened	Perf.
Ab. Wilderness	Oct. 2	35
All Good Americans	Dec. 5	31
Dark Tower, The	Nov. 25	41
Double Door	Sept. 21	117
First Apple, The	Dec. 27	5
Green Bay Tree, The	Oct. 23	82
Her Master's Voice	Oct. 23	81
Jezebel	Dec. 19	15
Lake, The	Dec. 26	7
Locked Room, The	Dec. 26	8
Loves of Charles II, The	Dec. 27	6
Mary of Scotland	Nov. 27	40
Men in White	Sept. 28	113
No Mother To Guide Her	Dec. 25	10
Peace on Earth	Nov. 29	37
Pursuit of Happiness, The	Oct. 9	94
Sailor Beware	Oct. 15	36
School for Husbands, The	Sept. 28	109
She Loves Me Not	Nov. 20	38
Ten Minute Allib.	Oct. 17	87
Three and One	Oct. 25	77
Tobacco Road	Dec. 4	32
Yoshe Kalb	Dec. 28	4
Musical Comedy		
As Thousands Cheer	Sept. 30	97
Blackbirds of 1933	Dec. 2	25
Champagne Sec.	Oct. 14	89
Let 'Em Eat Cake	Oct. 21	81
Murder at the Vanities	Sept. 12	127
Roberta	Nov. 18	49

Shows Back at Coliseum

LONDON, Dec. 23.—Sir Oswald Stoll will revive spectacular musical productions along the lines of *White Horse Inn* and *Casanova* at the Coliseum here February 7, when Doctor Ludwig Berber's *Play Car*, a mixture of fantasy, drama, comedy and music, will be presented with an international cast. It is understood that should *Play Car* prove successful it will remain at the Coliseum for seven months, after which it will be transferred in its entirety to New York. For the last eight months the Coliseum has been used for a picture policy, with *King Kong* and *Morning Glory* enjoying good runs.

Oberfelder Making Good

Asks Equity approval to add four more cities to road route

NEW YORK, Dec. 30.—Arthur M. Oberfelder has applied to Actors' Equity Council for permission to add four more cities to his already successful plan, which includes, in order of route, Kansas City, Indianapolis, Louisville, Cincinnati and St. Louis. Oberfelder was here several months ago organizing his road revival plan of rotating stock. Equity has advocated just such a plan for many years, and Frank Gillmore, its president, has been one of the vigorous champions of such an idea. It is believed almost certain that the council will approve the plan as a means for aiding unemployed.

Oberfelder's shows are at low box-office scale, ranging from 55 cents to \$1.10. He expects to present *Pursuit of Happiness* and *Sailor, Beware*, as his next productions. The cities he hopes to add to his itinerary are Buffalo, Washington, Pittsburgh and Chicago.

10 Houses in Two Years

LONDON, Dec. 23.—Anthony Kimmin's comedy, *White Parents Sleep*, which has been running here for two years, is to be transferred from the Kingsway to the Playhouse Tuesday. This will be the 10th theater at which the play has been seen during its record run.

Paris Girl Has No Fan To Hide Her

PARIS, Dec. 23.—Mistinguett, Gloria Gilbert and a fanless fan dancer are the hot spots of the new revue, *Follies en Folie*, at the Folies Bergere. Mistinguett is her usual self and a sure-fire hit, Gloria Gilbert runs away with the dance honors, while Emlynn Novelly burns up the front rows when she appears with naught but a balloon to hide her modesty. Andre Randall is again featured comedian of a cast that reads like a page from the telephone directory. Five Hot Shots and the 16 Miami Vamps offer good dance routines and plenty of action. Show lavishly mounted and costumes go in for flesh in a big way.

The Daunou has adopted a splendid idea for keeping down production costs. In *Loulou and Her Boys*, the heroine, a society girl with a hobby for music, is leader of a jazz band and the action hinges around the members of this musical combo. Therefore the management picked a cast including artists who could double in jazz and has the band on the stage, the members stepping out and speaking their lines from time to time. Amusing light musical comedy.

Marcel Achard, author of *Petrus*, running at the Comedie des Champs Elysees, put considerable comedy into a highly implausible tale of a much-too-good simpleton who falls in love with a girl—not so goody-goody—who shot him. Mistaken identities, shootings and much sentiment make this a treat for the thrill seekers.

The two latest theaters to join the scramble to put on operettas are the Madeleine and the Varieties, which are respectively offering *The Passage des Princesses and Florestan, Ier, Prince of Monaco*. Former is a tale of Hortense Schneider, ex-star of Offenbach's operettas, and serves to revive most of the hits from various scores of this composer's successes. Book is by Charles Mere. *Florestan* deals with the theatrical adventures of Grimaldi, who became Prince of Monaco. Book by Albert Willemetz, with music by Richard Heymann.

Pranzini, at the Ambassadeurs, by Andre Pascal and Henri Robert, is a grim murder case based on the notorious Pranzini affair, which derives most of its punch from a spirited courtroom scene.

Argent Comptant (Cash Down), at the Mathurins, by Yvan Noe and Jean Alley, is a well-written comedy of high finance bordering on farce or even melodrama. *La Famille Vauberlain (The Vauberlain Family)*, by Paul Gavault, at the Palais-Royal, is a highly unconventional and rather risqué farce that nevertheless is amusing.

Guild-O'Neill Again

NEW YORK, Dec. 30.—Theater Guild will present Eugene O'Neill's *Days Without End* at Henry Miller's Theater beginning January 8. The production is now playing Boston, with cast including Earle Larimore, Selena Royle, Stanley Ridges, Robert Loraine and Ilka Chase.

NEW YORK, Dec. 30.—Carol Sax has booked the Forrest Theater for the run of *Re-Echo*, the new play by I. J. Golden, which he is bringing in during the week of January 8 after a preliminary engagement at the Broad Street Theater, Philadelphia. Included in the cast are Thurston Hall, Carlotta Nilsson, Phyllis Povah, George Walcott and Harry Davenport. The play has been staged by Mr. Sax.

"Women Kind" in Canada

MONTREAL, Dec. 30.—*Women Kind*, under the direction of Maurice Colbourne and Barry Jones, will open at His Majesty's Theater Monday night for a week's run. The cast is exactly the same as was in the London engagement. Next week the company is scheduled to appear in Toronto and in New York City the following week.

New Farce to N. Y.

BOSTON, Dec. 30.—*Whatever Possessed Her*, opening here tonight at the Wilbur Theater, will debut in New York the third week in January. Arthur Sircom is director and Raymond Moore the producer. Cast includes Hilda Spong, Roland Drew, Pierre Watkin, Constance McKay, Otto Helett, Fred Stewart, Joseph Allen, Percy Kilbride, George Henry Trader, Gordon Richards, Fred Foxman, Flora Campbell, Philip Huston, Edward Fuller, Stapleton Kent and Edward Ryan. The author is Hardwick Nevin.

FROM OUT FRONT

By Eugene Burr

The lean weeks before the Nativity were leaner this year than ever, so far as new plays were concerned. The week before last no show braved the blasts of shopping fury—and last week there was but one. Usually several productions take advantage of the few days before Christmas to get on their feet, but this year there was meager fare for an enforced theatergoer, and a season that started out as a welcome vacation from play-viewing lasted long enough to become a bore. Evenings at home are pleasant, but when the theatrical virus enters the blood no place can be, strictly speaking, home unless there's a stage at one end of it.

Even for the present week, which usually sees a great influx of new shows, not too much was promised. Miss Purcell's laryngitis, it is true, made *The First Apple* a post- instead of pre-Christmas play; Katharine Hepburn returned to Broadway under Jed Harris' banner, and there were others. At least there were enough to promise a pleasant week of theatergoing, particularly after the two-week hiatus.

And then your reporter's throat decided to emulate Miss Purcell. There was a slight difference—tonsillitis instead of laryngitis—but the effect remained the same. And the result was another week of enforced inactivity. The next play that these at-present-aching eyes happen to see will probably get itself raved, even if it's another *House of Doom* or *It Happened Tomorrow*.

Meanwhile, according to reports, the boys have landed on Miss Hepburn with both feet. That, in view of her cinema pretending—and particularly in view of her splendid performances before she went to the Gold Coast—is extremely interesting. The office solicitously informs me that the regular second night, for this reason and that, has been postponed from tonight (27) to Friday. At present writing it's impossible to tell whether or not your reporter will be able to make it, but he devoutly hopes that he can. The chances are, however, that he won't.

And that's unfortunate. As faithful readers already know, Miss Hepburn is something of a prime favorite in these precincts. Back in the days when she had a one-side part with Alla Nazimova in *A Month in the Country* a startled and excited admirer was already trying, in a small way, to spread the gospel of her excellence. Since then, in spite of careful and jealous watching, she has done no single thing at which any admirer, no matter how enthusiastic, might conceivably shudder. Even in the heart of the capital of moviedom she remained intelligent and tremendously effective, restrained and yet overwhelmingly appealing, in her performances. And it seems strange that now, once more returned to Broadway, she should suddenly emulate the late Mr. Brody in his escapade at Brooklyn Bridge. Your reporter wishes that he might see for himself.

But, meanwhile, there is no question of seeing anything much—except, at stated intervals, books. And so two volumes that should have been mentioned here long ago finally got themselves noted. It is hardly news at this late date to report that one of them, *The Night Club Era*, is an interesting and exciting account of Broadway during the prohibition days, now fortunately over. Written by Stanley Walker, of *The Herald-Tribune*, it is both authoritative and amusing, a vivid record of the decline of the Main Stem under the influence of racketeers, legal and illegal. Its many virtues have already been trumpeted abroad. But its chief virtue, I think, is that it manages to get a very recent era into true perspective. It is difficult to see things of the immediate past in relation to general currents. That is, in fact, the hardest aspect of the social historian's job. But Mr. Walker has managed to do it excellently. It is because of that that his book is not only interesting, but also genuinely valuable.

The other tome at hand is a treatise on the Turkish theater, published several months ago. From it one may gather that the Turkish theater itself is a colorful and perhaps interesting thing, much akin to the Commedia dell'Arte—but the treatment of it here is as dry as the extremely uncomfortable feeling at your reporter's throat. Examples of Turkish plays are given. They are translated, as far as may be gathered, literally—and the general effect is dispiriting. As reference, *The Turkish Theater* may fill a need, but one grows angry to think of the many chances for color and genuine appeal that it ruthlessly wastes in the heavy grinding of its scholarship.

THE NEW PLAYS ON BROADWAY

PRESIDENT

Beginning Monday Evening, December 25, 1933

NO MOTHER TO GUIDE HER

A revival of the melodrama by Lillian Morimey. Staged by G. Swayne Gordon. Settings by Carl Amend. Costumes designed by Spain Thorne. Music arranged and written by Mae Parkes. Presented by Lester A. Smith.

John Livingstone, a Bold, Bad, Daring Robber... Raymond Schultz... Ralph Carlton, Madly in Love with Rose... William Koestner... Silas Waterbury, the Town Constable, 'Gosh!... James Rosen... Fritz Schmalz, an Ex-Convict from Sing Sing (He Reforms)... Frank Kikel... Farmer Day, Rose's Father... Frank Delfino... Officer Hennessey, One of the Finest... Walter Perkins... Officer Keough, Next to the Finest... Frank Caldwell... Parson Thomas, His Title Is Self-Explanation... Thomas Keenan... Rose Day, Who Is Secretly Married to Ralph... Emma Koestner... Lindy Jane Smithers, in Love with Si (Sis! Sigh!)... Ledia Cautna... Mother Targer, a Tool of Livingstone's... Bertha Cautna... Bess Sinclair, a Shop Girl, No Longer Virtuous... Addie Frank... Bunco, a Product of the City Tenements... With a Heart of Pure Gold... Elsie Schultz... Mrs. Wagner, in Search of Her Long Lost Son, Fritz... Mitzl Koestner... ACT I—Home of Rose Day. The Secret Marriage. The Bank Robbery. Arrival of Bunco and Bess. The ACT II—Three Months Later. The Gypsy Camp. In the Tolls. Face to Face. The Wedding by Moonlight. The Fight. Bunco on Deck. The Storm. The Plot Thickens. ACT III—One Year Later. In the Big City. The Baby. Another Bank Robbery. Lindy and Si. The Escaped Convict. The Dead Alive! Bunco Helps a Friend. ACT IV—The Old Hut Somewhere in the Hills. The Bloodhounds on the Scent. Lost in the Hills. Si Saves His Shoes. Jake Returns. The Arrest of Mother Targer. The Fight on the Bridge. The Wages of Sin.

This divertimento is a brainstorm conceived by one of those individuals who in his own right is a genius of showmanship. To Lester A. Smith go the laurels for being original and, as admitted by him during a curtain speech, just a bit whacky. For who on earth has ever before attempted a full-length dramatic play acted entirely by midgets? We question whether No Mother to Guide Her would have been as funny as it was if not for the little and often very loud and raucous touches, which made it very entertaining. Entertainment for three classes—children especially, sophisticates and folks with subtle senses of humor. Something of a puppet show enacted by living puppets, and as such a very lively evening, and for the ladies and gents in toppers and rustling silks we urge just such an evening, especially if abetted by cocktails at dinner.

The Lilliputians gathered together for this presentation are a fine group, all

of them tiny normal people and cute as dolls. The ingenue, Emma Koestner, is just about the sweetest doll you ever saw, and she really talks in fascinating German accent. She is something like a miniature Marlene Dietrich. Each role is as carefully selected.

As for the play itself, it is a real old gas-lamp meller, with nearly every character shot and mortally wounded at least twice in the play and miraculously restored to health to maintain at the final curtain that truth and right always win. Several stooges are employed to start the spirit of hissing the villain and wisecracking at the now out-moded wit, which in 1900 brought down the house regularly.

It's all in fun, and it's our hunch that it's liable to click. If it should get noised about the proper circles it should be as much the thing as the six-day bike races or the walkathon. Our only suggestion to Mr. Smith is that it be cut to half the time. The other novelties, such as Hearts and Flowers music and vaudeville bits entreacte, add much to the comical and sweetly reminiscent evening.

BILL WILLIAMS.

BOOTH

Beginning Wednesday Evening, Dec. 27, 1933

THE FIRST APPLE

A modern comedy by Lynn Starling. Staged by Bela Blau. Settings by Arthur Segal. Presented by Lee Shubert.

Sylvia Carson... Irene Purcell... Gilbert Carey... Conrad Nagel... Henry J. Herbert... Evangeline Carson... Nana Bryant... Miss Merkle... Edmonia Nolley... Hester Glenn... Spring Byington... Archy Glenn... Dudley Hawley... Helen Travers... Beatrice Swanson... Calvin Barrow... Albert Van Dekker... PROLOG—A Street in Greenwich Village, 11 P.M. ACT I—Living Room in the Carsons' Summer Home, New Jersey. Three Months Later. Noon. ACT II—The Same. Three Weeks Later. Afternoon. ACT III—The Same. Hours Later.

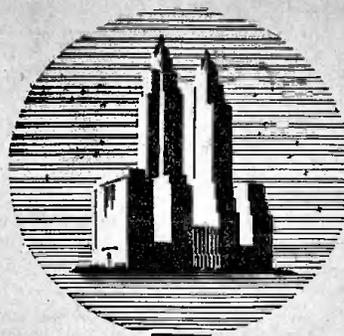
Seemed that a better fate awaited Lee Shubert's presentation of The First Apple, a title that suggests so much, for does it not offer Conrad Nagel, screen celeb, and Irene Purcell in the leading roles, and is it not a play by Lynn Starling, and isn't the direction credited to Bela Blau? All that should have meant more than just the criticisms that it is so cute and the repartee so lovely, yet the general action so slow and tiring in its unwinding.

Starling has a grand idea in this script, but the execution found the interest having its ups and downs. The prolog was delightful, the first act dull, the last half of the second act excellent and the third act splendid. Blau's direction is generally okeh, but missed out several times in speed and interest. Outstanding is the thoroughness with which the casting was done, for every role is in more than capable hands. Arthur Segal's two sets are well done.

Nagel's return to the Broadway legit stage shows him to still be a part and parcel of that field. Still cuts a romantic figure and his acting is thoro. He has a gabby role and handles it expertly. Miss Purcell plays opposite him charmingly. She, too, adds to the romance and her acting is a pleasure also. In fact, when they are together the plays means the most. Then there's Spring Byington, who again makes her role so amusing and realistic. Nana Bryant carries on thoro in her part of the spiritualist. Albert Van Dekker is most convincing as a disciple and a rival of Nagel. Further good work is done by A. J. Herbert, Edmonia Nolley, Dudley Hawley and Beatrice Swanson.

The action opens in Greenwich Village, where Nagel and Miss Purcell meet up, visit his apartment, play Brahms and "the first apple" is devoured. Three months later you see that Miss Purcell is the neglected daughter of a new religionist and that she has promised herself in marriage to a man of the wide open spaces, altho not forgetful of her first "sin." However, the complications arise when Nagel locates her after an intensive search. She would have no part of him, telling him that she loathes him.

Again Nagel returns to plague her, just several days before her wedding and after considerable reasoning makes her admit that she still loves him. Yet it is her intention to get the plainman's consent before she'd marry Nagel. That consent seems unlikely until Nagel puts on his best debating powers and convinces and gets confessions from the mother and the plainman that they



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Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

Among the first members of Chorus Equity to profit by the code were those in the Artists and Models unit, produced by Ned Wayburn and owned by J. J. Shubert. The chorus of this unit was to have been paid half salary last week (week before Christmas). Chorus Equity took the matter up with Mr. Wayburn, pointing out the provisions of the code, and full salary was paid.

We quite realize that, for a few weeks at least, there will be a hardship on troupe owners who planned their costs before the signing of the code. But we are sure that within a few weeks, when all units are working under its banner, there will be no more confusion and there will be better conditions for all. The Fox Theater, Brooklyn, is another theater that is making every effort to observe the provisions of the chorus code

for such houses. Whenever there is any doubt Chorus Equity is called for information.

We regret to report the death of Saranac last week of Margaret Grove. Miss Grove joined Chorus Equity in May, 1925, and had worked in the Gallo Opera Company, The Vagabond King, The Dagger and the Rose, Rainbow, Yawkes Doodle, The Silver Swan and Naughty Marietta. She had been ill and at Saranac for the last three years.

It is also with regret that we report the death last week of Edith Babson. Miss Babson joined Chorus Equity in 1925 and had worked in Annabelle, Ziegfeld Follies and Yours Truly.

We are holding checks in settlement of claims for Joan Abbey, Marge Adams, Nancy Lee Blaine, Adele Butler, Peggy Barrow, Janet Carver, Charlotte Davis, Goy Daly, Betty Eisner, Margaret Freeman, Betty Field, Margaret Fitzpatrick, Vera Frederick, Marie Gale, Inez Goetz, Gladys Harris, Marge Hylan, Marion Hylan, Elizabeth Huylar, Fred Holmes, Edward Howell, Dorothy Mellor, George Marshall, Martha Merrill, Katherine O'Neil, Patsy O'Keefe, Robert Rochford, Carol Raffin, Percy Richards, Ragna Ray, Jack Richards, Frank Shea, Romulo Santos, Hazel St. Amant, Virginia Whitting and Coleen Ward.

love each other and that the marriage to the daughter was to be only for the mother's sake. This leaves the way open for the marriage of the leading people. SIDNEY HARRIS.

AMBASSADOR

Beginning Monday Evening, December 25, 1933

THE LOCKED ROOM

A mystery play by Herbert Ashton Jr. Directed by William B. Friedlander. Setting by Karl Amend. Presented by M. S. Schlesinger and William B. Friedlander, thru Laness Productions, Inc.

John Burgess... Morton Flamm... Josephine Burgess... Valerie Bergere... Harvey... Harold Kennedy... Charles Burgess... Lawrence Keating... Alice... Hazel O'Connell... Ralph Burgess... Robert Sionne... Mary Burgess... Jane Kim... John Burgess Jr... Jonathan Hole... Ned Parker... Walter Gilbert... Ryan... Robert Glickler... Dr. Morrison... Anthony Blair... Tommy... Sam J. Park

A Room in the Home of John Burgess, New York City. TIME—Present. Evening. ACT I—8 P. M. ACT II—Immediately Following.

It is a stereotyped murder mystery. Altho it is an inexpensive production, a cast of 13 and only one set, it really hasn't got a chance. It's too confused for one thing. The plot is incredible and when the last curtain comes down several points have not been cleared up. And then the acting generally is nothing to get excited about.

If the producers, M. S. Schlesinger (See NEW PLAYS on page 32)

More about the code is the fourth provision written in for the protection of our members in the vaudeville and presentation field, which reads: "If in any city or place where, by custom, Sunday performances by living actors, or the performance of particular classes of acts, are not given, no performer or chorus person engaged to work in such city or place shall be required to perform or give performances of such particular class of act in such city or in any other place on Sunday of the week for which such performer or chorus person was engaged to render services in such city or place."

This is to protect as far as conditions permit the Sundays of our members. If, for instance, you were engaged to play Saturday, Monday and Tuesday in a town in which Sunday performances are not permitted, you cannot be moved to some near-by town to play Sunday and then be brought back to the original town, which you played on Saturday, to complete your engagement the following Monday and Tuesday.

DOROTHY BRYANT, Executive Secretary.

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NEW PLAYS

(Continued from page 31)

and William B. Friedlander, put this on with an eye on Hollywood, we doubt that it would make anything more than a program meller.

The first act has us gazing upon the murdered body of one John Burgess, and when the curtain falls it stuns does look as the Burgess shot himself or somebody shot him. At the end of the second curtain we are informed Burgess was not shot, he was stabbed! At the third curtain we are told even more emphatically that Burgess had been poisoned with arsenic. And at the final curtain we learn that the one you least suspected was really the culprit!

Herbert Ashton Jr. wrote the play and, it seems, was very careful not to be too original. Mr. Friedlander directed it and was careful to leave loose ends hanging so that the audience would go home still mystified. Karl Amend built the lone set, and he did a good job of it.

Of the cast, Robert Gleckler romped around as the dumb detective, injecting some pep into dull lines. Valerie Bergere did an effective portrayal as the old servant. Harold Kennedy hoked up his butler role and provided slight comedy relief. Walter Gilbert was impressive as the insurance agent, while Jane Kim made a striking appearance, and Nena Sinclair was charming and sweet as the younger sister. Morton Flamm was properly dignified as the corpse.

PAUL DENIS.

48TH STREET

Beginning Wednesday Evening, Dec. 27, 1933

THE LOVES OF CHARLES II (LIMITED ENGAGEMENT)

A series of solo sketches in dramatic sequence, written and acted by Cornelia Otis Skinner and preceded by four character sketches. Music arranged by Amelia Umnitz and played offstage by Mischa Raginsky and Columbia Broadcasting Ensemble. Costumes designed and executed by Helene Fons Studio. Wig by A. Harris.

PART I—Four Character Sketches: The Eve of Departure, Hotel Porch, Being Presented and Lynch Party. PART II—The Loves of Charles II: 1—Henrietta Marie. Scene in

Paris After Charles I Had Been Beheaded and His Family Exiled by the Cromwellians. Time, 1649. 2—A Dutch Trollop. Scene in Breda, Holland, the Eve of the Restoration. When Charles, After Years of Poverty and Degradation, Is Recalled to the English Throne. Time, 1666. 3—Lady Castlemaine. Scene in Lady Castlemaine's Apartment in Whitehall. Time, the Height of the Restoration, 1670. 4—Louise De Queroualle. Scene at the French Ambassador's. Immediately Following Scene 3. 5—Neil Gwyn. Scene in Neil's House in Pall Mall After She Has Retired From the Stage. Time, About 1678. 6—Catherine of Braganza. Scene in the Palace. Time, February 6, 1685.

Cornelia Otis Skinner is making her annual stand on Broadway with another solo appearance, this time presenting *The Loves of Charles II* in the form of characterizations of six of his mistresses. This series is preceded by four character sketches, all modern subjects and nicely balancing the 17th century studies of the Charles II group.

Miss Skinner once more establishes herself as a supreme artist of the stage. For a complete evening she demands and holds close attention, providing substantial entertainment every minute she is on. She uses only two chairs and a table as props before plain dark drapes, allowing the responsibility of creating a scene and characters to fall entirely upon her own acting.

She utilizes to the completest extent excellent costume; and occasional off-stage music, but the basic power of her characterizations lies in her shadings of voice and the ability to create invisible characters thru clever monolog and gestures.

Her creation of six of the loves of Charles II is something fine. We see first Henrietta Marie, his mother, who loves Charles II only too well. Then we have a Dutch trollop, a flaxen-hair gold digger, who lives off royal money. Then Lady Castlemaine, red-headed and regal and vicious-tempered, who bore Charles II four "royal sluts" and wouldn't let him forget it. Louise de Queroualle, pert French noblewoman, came to Charles II as an official envoy and stayed to establish permanent intimate relations. Neil Gwyn is perhaps the most likable character of all. An actress, she "danced her way to the royal bed" and then settled down "to quiet domestic adultery" with the king. Last is poor Catherine of Braganza, a homely and barren queen, who loved faithfully and sadly England's merry monarch.

This series is preceded by four character sketches. *The Eve of Departure* is amusing. *The Hotel Porch* is a penetrating study of a vicious old woman. *Being Presented* is frothy and altogether joyous. *Lynch Party*, on the other hand, is a vivid and highly dramatic characterization of a corn likker gal down South watching a lynching.

Miss Skinner is set for a three-week engagement here. The house was almost full at this performance and the audience was highly responsive thruout the evening. PAUL DENIS.

MACKIE and LA VALLEE

Extend SEASON'S GREETINGS MAJESTIC NEW YORK NOW. 17th WEEK. Illustration of two men in top hats.



PRODUCTIONS

Eugene O'Neill's "AH, WILDERNESS!"

With GEORGE M. COHAN

Moliere's "THE SCHOOL FOR HUSBANDS"

With OSGOOD PERKINS AND JUNE WALKER

Maxwell Anderson's "MARY OF SCOTLAND"

With HELEN HAYES—PHILIP MERIVALE—HELEN MENKEN

Eugene O'Neill's "DAYS WITHOUT END"

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MARTIN BECK

Beginning Tuesday Evening, Dec. 26, 1933

THE LAKE

A play by Dorothy Massingham and Murray MacDonald. Settings designed by Jo Mielziner, built by Cleon Throckmorton and painted by R. W. Bergman Studio. Presented and staged by Jed Harris, starring Katharine Hepburn and featuring Frances Starr, Blanche Bates and Colin Clive. Production assistant, Geoffrey Kerr.

- Mildred Surridge... Frances Starr
Williams... J. P. Wilson
Lena Surridge... Blanche Bates
Henry Surridge... Lionel Pape
Marjorie Hervey... Roberta Beauty
Stella Surridge... Katharine Hepburn
Ethel... Esther Mitchell
Ceil Hervey... Geoffrey Wardwell
John Clayne... Colin Clive
Meude... Mary Heberden
Suker... Edward Broadley
Stephen Braitte... Phillip Tonge
Dolly Braitte... Wendy Atkin
Jean Templeton... Audrey Ridgwell
Anna George... Vera Fuller-Mellish
Mrs. George... Rosalind Ivan
Miss Kurn... Florence Britton
Miss Marie... Elizabeth Townsend
Mrs. Hemingway... Eva Leonard-Boyne
Mr. Hemingway... Douglas Garden
Dennis Gourlay... O. Z. Whitehead
Lady Stanway... Constance Pellissier
Sir Philip Stanway... Reginald Carrington
Captain Hamilton... James Grainger
Miss White... Lucy Beaumont
Lady Kerton... Elliott Mason

ACT I—The Drawing Room of Mildred Surridge's Country House in England. ACT II—Scene 1: A Corner of the Marquee in the Grounds of the House. September. Scene 2: Same. An Hour Later. ACT III—Same as Act I. Four Days Later.

Wish that I could spare Eugene Burr, our ailing dramatic editor, the pain of telling him that Katharine Hepburn, the apple of his critical eye, 'disappoints me in her return to the legit stage as the star of The Lake. I would prefer remembering her in the Little Women picture, which role seemed to be as much a part of her as her fuzzy head of hair.

The Lake, flowing into Broadway with much ballyhoo, considering the appearance of Miss Hepburn and the fact that it was sold out weeks in advance, cannot live up to natural expectations. It is too inactive. It lacks reality, and while it does hold your interest, it is nothing like a lively interest. The first act, you might say, destroys your enthusiasm, for it is just too bad. Not until the second scene of the second act does the show begin to take on a brighter outlook, revealing Miss Hepburn in the light in which she should be seen.

Miss Hepburn's role as the daughter of a selfish mother and as one who is a party in a shameless affair with a married man, only to enter into what

she thought to be a loveless marriage, seemed to be too much for her. Her performance in the first act is beyond understanding. You feel she is over-acting and her speaking voice is annoying to the ears. In all fairness to her, tho, you see her true acting self from the start of the second scene of the second act. Then it is that you see the real Katharine Hepburn.

A brilliant cast is in her support, and best of them all is Blanche Bates, who gave her performance realism and spirit. She had, of course, such a role. Colin Clive also gives a very likable portrayal. Lionel Pape is splendid as well. Frances Starr, a feature, does well enough, but she, too, seems to be forcing her performance. Others in the cast are J. P. Wilson, Roberta Beauty, Geoffrey Wardwell, Phillip Tonge, Esther Mitchell, Mary Heberden, Edward Broadley, Wendy Atkin, Audrey Ridgwell, Vera Fuller-Mellish, Rosalind Ivan, Florence Britton, Elizabeth Townsend, Eva Leonard-Boyne, Douglas Garden, O. Z. Whitehead, Constance Pellissier, Reginald Carrington, James Grainger, Lucy Beaumont and Elliott Mason.

Jed Harris' direction was by no means a credit to him, for it lacked the speed and smoothness which real staging might have otherwise given it. Two sets are used, designed by Jo Mielziner, the living-room set being one of real beauty. Dorothy Massingham and Murray MacDonald wrote the play, which is too slow for American consumption.

The story shows Miss Hepburn as a girl who knows not what she wants and is content to carry on with a married man. To escape from the power he seems to hold over her, she consents to marriage with another, tho feeling it to be a loveless affair. After crying her heart out days before the wedding, she and the groom confess complete love for each other an hour after the wedding. All is shattered, however, when, seeking to escape from the wedding party, their car skids and the groom is drowned in the lake her mother so selfishly wanted.

To have true love snatched from her so cruelly, especially when she felt she needed him so much, broke up Miss Hepburn considerably. For days she did not sleep and all were frantic with worry about her health. She, however, had had the spell of her married lover cast from her, and his hurried return after the tragedy meant nothing. She is taught to look upon the tragedy and the future more differently by the words of her spinster aunt, and we see her heading for the lake to partake in memories as the curtain rings down. SIDNEY HARRIS.

NATIONAL

Beginning Thursday Evening, Dec. 28, 1933

YOSHE KALB

A drama in 3 acts and 28 scenes, dramatized by Maurice Schwartz from the novel by I. J. Singer. Adapted by Fritz Blockl. Directed by Maurice Schwartz. Music by Leo Koutzen. Dances arranged by Lillian Shapiro. Staging by Alex Cherlov. Presented by Daniel Frohman.

First Young Man... Harry Morrison
Second Young Man... Libbey Charney
Third Young Man... Jack Arnold
Zisha... M. Ferman
Jacob... David Kortecharn
Moisha... John Wexley
Leibush... Robert Harris
Rachmanvike Rabbi... Manat Kippen
Moyte Godol, His Aid... John Burke
Reb Melch, Nyseshever Rabbi... Fritz Leiber
Israel Avigdor, His Aid... John Moore
Gedaliah... David Sorin
Berl... Morris Belawsky
Gittel, Ritual Barber... Ethel Wilson
Hannah-Leah... Helen Waren
Fayge-Haye... Kate Pierce Roemer
Serele... Mildred Van Dorn
Mechele... Charles Mansfield
Pinchas... Louis Krugman
Leah... Florence Fair
Naum... Horace Braham
Faltiel... Robert Harris
Malkie... Erip O'Brien Moore
Eldele, Her Aunt... Jeanne Wardley
Paschya, Naum's Tutor... Robert Harris
Yankel... John Burke
Red-Headed Beggar... Curtis Karppe
Hunchbacked Beggar... Martin Cravath
Blind Beggar... Robert Davis
Koon, a Grave-digger... Norman C. Hammond
Zivah, His Daughter... Joanne Myers
Reb Shachne, Assistant Byalegure... Joseph Irwin
Abuah, a Butcher... Boyd Singer
Dobbe, His Wife... Julia Dorn
Reb Meyer, Rabbi of Byalegure... Mark Schweid
The Rabbi of Cracow... Henry Herbert
The Rabbi of Dinaburg... Manat Kippen
The Rabbi of Litzhan... Lou Polon
Chassidin, Rabbin, Waggoner, Eggars, Dancers, Maids, Townsfolk, etc... Bowen Lane
Abraham Margolies, B. Fishbein, Ben Basenko, Morris Bellawsky, Jack Tammy, George Wilhelm, David Karchmar, Morris Shargel, Samuel Silverbush, Robert Phillips, Frank Ray, I. Sanik, Philip Trachtenberg, Herselle Zohn, Arnold Miller, George Eisenberg, Herbert Pross, Leon Bassin, Lillian Llandre, Mary Tarcak, Robin Radin and Lillian Karen.

Place: Austria and Russian Poland. Time: The Year 1861.

ACT I—Scene 1: Before the Curtain. Scene 2: Carlsbad. Scene 3: Room in Reb Melech's Home. Scene 4: Living Room in Reb Melech's Home. Scene 5: Courtyard of Reb Melech. Scene 6: Room in Reb Melech's Home. Scene 7: Before the Portals of the Synagogue. Scene 8: Reb Melech's Synagogue. Scene 9: Courtyard on a Side Street. Scene 10: Room in Reb Melech's Home. Scene 11: Room in Home of Malkie in Przemysl. Scene 12: Reb Melech's Room in Przemysl. Scene 13: Reb Melech's Home in Nyseshever. Scene 14: Living Room in Serele's Home in Nyseshever. Scene 15: In the Forest. Scene 16: Before the Synagogue in Courtyard of Reb Melech. Scene 17: Before the Curtain. Scene 18: The Home of Reb Melech. Prolog: Before the Curtain. ACT II—Scene 1: An Ancient Synagogue in Biala Gura, Russian Poland. Scene 2: House of Chanan. Scene 3: Home of Reb Mayer, Biala Gura. Scene 4: A Street in Biala Gura. Scene 5: The Cemetery of Biala Gura. Scene 6: Before the Curtain. Scene 7: Home of Nyseshever Rabbi. Scene 8: Before the Portals of the Synagogue. Scene 9: Before the Curtain. Scene 10: The Synagogue in Nyseshever.

Uncle Dan Frohman came out of a long retirement Thursday night to bring Yoshe Kalb from the artistic backwaters of Maurice Schwartz's Second Avenue to the modernistic precincts of the new National Theater. Yoshe Kalb, of course, is the play which Schwartz made from the long and wandering, religious and legendary novel by I. J. Singer, and which attained the distinction of being probably the greatest artistic and popular hit ever to be seen on the Yiddish stage in New York. Broadway audiences flocked down to see and remained to admire. Now the mountain has come to Mahomet, and the process has been reversed.

For Uncle Dan's Broadway production of Yoshe Kalb presents a problem rather than an evening of entertainment. And the problem, briefly, is this: Why did the play seem so fine on Second Avenue and so dull, boring and uninspired up on what the boys quaintly call the main stem? The obvious tho impolite explanation (particularly impolite in view of the play's English-speaking critical raves) would be that people are impressed by things they can't understand, and that, in certain minds, anything un-English must be, ipso facto, excellent. That is an intellectual snobbery which, heaven knows, has been often enough displayed—but it wouldn't be the entire explanation of the hugely varying effect of Yoshe Kalb in its Yiddish and English versions.

Uncle Dan and Maurice Schwartz have kept intact the stirring and splendid racial pageantry that studs the play. The great pictures made dramatic by their breath-taking lights and shades, the crowd movements, the ceremonies, the wild heart-breaking songs and the wild heart-breaking dances are still there, just as they were on Second Avenue—and they are still just as effective.

And there lies the reason for the play's present failure. As a dimly understood spectacle it was a fine and remarkable thing; as an even less understandable play it is something else altogether.

The reasons for that are twofold. In the first place, the spectacle inherent in the play (still mightily effective) holds the great racial characteristics, the deep, moving spiritual qualities, of a deep and moving faith. But the play itself, as a play, shares none of those qualities. It is a loose and unconvincing patchwork of symbolism, badly knit and boringly fitted—and it therefore detracts from the fine spirit of the spectacle when it can be understood and when, therefore, it manages to get in the way.

In the second place, when we saw the piece on Second Avenue our knowledge of the drama (at least those of us who fail to understand Yiddish) was confined to a printed synopsis. And in a synopsis we accept all things on faith. We know the bare outline, and we fill in the rest, regardless, in our own minds. Thus, in its Yiddish version, the play had for us a mental flow and movement that tied in with its moving pageantry. In reality it had no such thing, and now, with its dialog explicit for all to hear, we are forced to realize it.

All of this, however, is in no way a condemnation of the English version prepared by Fritz Blockl. Mr. Blockl is entirely absolved, having prepared a flowing and often genuinely poetic treatment. The faults are inherent in the play itself, and nothing that Mr. Blockl could have done, short of complete rewriting, could conceivably have made any difference.

And the acting, too, thruout, is splendid. Fritz Leiber is as fine as was Schwartz himself as the old rabbi. Horace Braham is unexpectedly good as Yoshe. And many others in the long cast stand out with remarkably fine performances.

We needn't go into an outline of the story. It is better to remember only the grand and stirring pageantry that is really a vital and compelling thing. It's too bad that, in the English version, it's spoiled by the play.

GEORGE SPELVIN.

British Stage Tax Protest

LONDON, Dec. 23.—Sir John Martin-Harvey, English actor-manager, led a deputation from the Stage and Allied Arts Defense League to the British House of Parliament on the subject of entertainment tax. The deputation asked for the total abolition of the tax in respect to entertainment in which the human element predominates.



Little Theaters

The National Theater Conference, at this writing, is under way at the Beethoven Association, New York, started Thursday. Discussion concerns such important problems as the relation of the non-professional theater to the Code Authority, the release of plays to theaters thruout the country, play royalties, the development of theater libraries and the nomination of officers and members of the council for the coming year.

University of Kentucky (Lexington) community playhouse, the Guignol, will give the third production of the season January 8, when the players present Oedipus Rex under the direction of Frank Fowler.

The third annual one-act play tournament will be held at the Little Theater of Beverly Hills for Professionals at Hawthorne Auditorium the nights of February 28 and March 1, 2 and 3.

The Burbank Theater Guild recently presented Ten Nights in a Barroom under the direction of Mrs. Leila D. Drury.

Santa Barbara has a new Theater Guild which offers plays in the Lobero Theater. Repertory will consist mostly of one-act plays.

Occidental College Players, under the direction of Kurt Baer, will present a program of four one-act plays the evenings of January 11 and 12.

3 Outstanding Plays in Loop

Le Gallienne, the Duncans and Ina Claire providing grand holiday fare

CHICAGO, Dec. 30.—Holiday Loop shows are making up in quality what they lack in quantity, and a trio that opened this week started off with indications that they are due to become hits if frigid weather does not kill their chances. Eva Le Gallienne in Alice in Wonderland; Rosetta and Vivian Duncan in Topsy and Eva, and Ina Claire in a return engagement of Biography all received "rave" notices from the critics and were enthusiastically received by the first-night audiences.

A fourth opening, the colored show, titled Get Lucky, is fair entertainment of its kind and may stay at the Illinois for a while. These and two shows which have been holding forth for some weeks—Dangerous Corner at the Cort and Sailor, Beware!, at the Selwyn—comprise the Loop's holiday fare.

Extremely cold weather which set in the day after Christmas had its effect upon theater attendance, but with anything life a fair break the three attractions first mentioned should have a profitable engagement here. Miss Le Gallienne's production of Alice in Wonderland is a wholly delightful fantasy, splendidly acted and staged. The Duncans in the revamped Topsy and Eva are, if anything, funnier than in the original production. Vivian is a lovable Eva and Rosetta's Topsy is richly droll and devilish. The musical score, mostly new, is pleasingly tuneful. The unforgettable Remembering has been retained and scores a tremendous hit.

Biography bids fair to again have a big two weeks.

Get Lucky, at the Illinois, is a locally produced colored show in which there is some excellent singing and dancing and, unless deletions have been made, some putrid songs. The show is unlikely to make any impression on the season's theatrical map.

STIX GETTING

(Continued from page 30)
thority press conferences by Brock Pemberton and Dr. Henry Moskowitz at the meeting of the committee two weeks ago, today was authorized to attend such conferences in the future by William P. Farnsworth, NRA adviser from Washington and assistant to Sol A. Rosenblatt.

Farnsworth informed The Billboard that the decision was the result of a conference between Pemberton, Moskowitz and himself whereupon the two agreed to permit the reporter's attendance. The reason for the controversy was an article which quoted three members of the Legit Code Authority as criticizing inactivity of the committee.

OUT-OF-TOWN

(Continued from page 4)
both to thank for a fascinating and absorbing evening."

"Divine Moment" (PHILADELPHIA)

A play by Robert Hare Powell, directed by Rowland Leigh, with scenery by Dodd Ackerman. Presented by Peggy Fears. Cast includes Peggy Fears, Charlotte Granville, William Ingersoll, Tom Douglas, Allen Kearns, Royal Stout, Dulce Fox, Roy Gordon.

Opened December 23 for one week. Atlica Taylor, aged spinster, loves her old-fashioned home with its whale-oil lamps and quiet atmosphere. She hopes her nephew will find a girl who will appreciate it. Rodney, a bit jazz-minded, attends a blatant party next door. During the party the Taylor garden is invaded by Cynthia Reyburn and her crass husband. Cynthia is oppressed by the party, and when Rodney comes to the garden he finds her musing on lost dreams. Both come to love each other, but she reveals her marriage and leaves Rodney only with a dream.

Critical verdict generally found fault with extreme quietude of the play and lack of action. Characters and incidents were drawn too thinly. Play was delicate but indefinite.

SAM H. HARRIS' 3 OUTSTANDING SUCCESSES

"Let 'Em Eat Cake' is funnier than 'Of Thee I Sing'."

—PERCY HAMMOND, Herald-Tribune

"LET 'EM EAT CAKE"

A SEQUEL TO "OF THEE I SING"

By GEO. S. KAUFMAN Morrie Ryskind, Geo. and Ira Gershwin

William Gaxton Lois Victor Moran Moran Moore

NATIONAL THEATRE, Washington, D. C., Week of January 8. FORD'S THEATRE, Baltimore, Md., Week of January 15.

Marilyn Miller -- Clifton Webb Helen Broderick

"AS THOUSANDS CHEER"

with ETHEL WATERS

By IRVING BERLIN and MOSS HART

"The Best Revue I Ever Saw"

—HEYWOOD BROWN MUSIC BOX THEATRE West 45th Street Evenings at 8:30 Matinees Thursday and Saturday

"A smooth, witty, proficient and intelligent melodrama."

—PERCY HAMMOND, Herald-Tribune

"THE DARK TOWER"

By ALEX. WOOLLCOTT and GEO. S. KAUFMAN

with Basil Sydney Ernest Milton Wm. Harrigan Margalo Gillmore

MOROSCO THEATRE WEST 45th STREET. Evenings, 8:40. MATS. WED. & SAT.

M. P. ACADEMY WILL FOLD

Lack of Interest and Dues Will Soon Cause Organization To Quit

Established for promotion of arts and sciences in pix it never accomplished its mission—politics caused disruption—Picture Code gave final wallop

HOLLYWOOD, Calif., Dec. 30.—Present indications point to the quiet passing of the once powerful Motion Picture Academy of Arts and Sciences and at the moment no great effort is being made to keep the Academy going by artificial respiration and the end seems now in sight. Organized for the purpose of promoting a closer relationship between the producer and actor, the Academy functioned more as a social center than a promoter of good will, according to the consensus of opinion, and its chief function appeared to be the presentation of an annual award to the best performance of the year. This event always called for soup and fish and the winners were given a handsome metal figure which called for an unusual amount of publicity.

The Academy has been living a hand-to-mouth existence, and with the coming of the code it is now a poor stepchild to the Guild, which has strength enough to be recognized and which has brought considerable relief to the actors from the stars to the extras.

No one in Hollywood seems to care whether or not the Academy continues to exist or fold up and steal away. According to many of its own members it has never accomplished anything of note and, although it was to have improved the technique of picture making, its weight has been so little as to be negligible.

For the last year it has been an effort to collect dues and at the moment it is understood that almost half of the members are in arrears and making no effort to catch up. There has been too much politics, in the opinion of members, and as a result there are several factions fighting among themselves, which hasn't helped the situation.

It is believed here that nothing can save the Academy from oblivion and no effort will be made to do so. Most of its members deserted the organization to go over to the Guild and as a result its membership has suffered a sudden drop that proved a disaster which it will not likely survive.

Just how long the organization will continue to struggle along under its present condition is a question, but those on the inside feel that it will soon liquidate and become nothing more than a memory.

Johnstown Fights To Keep Open Sundays

JOHNSTOWN, Pa., Dec. 30.—In his battle to keep motion picture theaters open on Sundays, even tho the State's blue law of 1794 forbids it, Mayor Eddie McCloskey is meeting opposition from the Johnstown Ministerial Association, which challenges the mayor by carrying its battle direct to Governor Gifford Pinchot.

This action was decided upon when the mayor had informed the association's committee of nine that Sunday movies were operating elsewhere in the State and that if they wanted the blue law enforced they would have to get the governor to do it.

Members of the city council said that the matter was one for the mayor to decide, since he is also in charge of the police department. In the meantime motion picture theaters continue to operate on the Sabbath Day.

This is believed to be one of the strongest battles against this law ever waged by any government official. It will be of utmost importance to await the governor's decision, for if the mayor succeeds other Pennsylvania theaters will make plans for Sunday operation.

No Panic for John

HOLLYWOOD, Dec. 30.—John Barrymore has a one-picture contract with Columbia which calls for \$25,000 for two weeks' work and \$5,000 per day for each day over that period. This is the same arrangement he had with Universal when he made *Counselor-at-Law* for that company.

Detroit Kills Triple Features

DETROIT, Dec. 30.—Triple bills, which made their first known appearance in Detroit two weeks ago, have been stopped without spreading beyond the Brooklyn Theater, where they originated. H. Goldberg, owner, claimed that the policy was only a temporary emergency when an opposition house tied him up from getting serials. L. A. Hart, formerly a film director in Hollywood, who recently took over the Cozy, nearest opposition house, claims that the Brooklyn, in an over-housed territory for theaters, is able to spend more money on pictures because Goldberg both manages the house and acts as operator, but the latter was denied by Goldberg, who acts only as relief operator, it is stated.

The triple-bill policy was speedily suppressed thru action of the exchanges. Executives of both Allied Theaters of Michigan and the Film Board of Trade made unofficial efforts to stop the triple featuring before it spread here.

Detroit Downtown Split

DETROIT, Dec. 30.—For the first time in about two years a major Detroit house went on a split-week basis this week, with the RKO Downtown playing a two-split week. The house has been using double bills on most weeks recently since pooling stage shows with the Fox and the new policy is believed to be a bid for increased film patronage.

Oregon Exhibs Name Grievance Members; Oppose Double Bills

PORTLAND, Ore., Dec. 30.—Chairman Ted Gamble, of Parker's Portland Theaters, called to order the most representative membership of Oregon exhibitors and heads of the various national exchanges ever assembled here. They were guests at a noon luncheon of the Oregon Motion Picture Club.

William Cutts, secretary of Allied, was called upon to stress the salient points of the new code, which he did very clearly and forcibly, touching on the personnel of the organization, the fact that there would doubtless be expenses without limit and that also all branches had been considered in drawing up the code and that each had had to make some sacrifices, but that as it became a law on December 7 it was the duty of all as individuals and a co-operative group to vote for acceptance, and this was done.

At the morning session of the Allied Exhibitors of Oregon they moved to accept the code, but with the reservation that such acceptance does not permit double billing unless agreed to by 75 per cent of their membership. Recently also this body had wired Mr. Rosenblatt asking his opinion, but it was stated that to date in his replies he had sidestepped the issue.

The discussion of double-billing was led by the veteran exhibitor, Col. Woodlaw, of the Woodlaw Theaters, who cited

A New Low!

DETROIT, Dec. 30.—A new low in theater operation was reported this week by James Cleaver, who managed the Alden Theater for two days this week when the house was booked by Powers Pictures Company, of Michigan, with which he is associated. The Alden, less than a year old, is a 300-seat house, owned by Ralph Philbrook.

According to Cleaver's story, Philbrook wanted to open the house for Saturday and Sunday on a double feature, percentage basis. The screen was found to consist of a bed sheet hung over the wall, with sound horns in plain view at the wings.

Climax came when house had to be heated by base burners at each side of the stage, with soft coal. Noise disturbed the audience, and smoke became so dense the operator could not see the screen. The show was closed and money refunded the audience.

Philbrook is also said by Cleaver and others to have organized an independent operators' union, and to avoid having to pay for booth help took on new men as apprentices. He has resorted to picketing of at least one opposition house with IATSE men, and the recognized local responded this week with two pickets at the Alden—on one occasion when the audience totaled five kids.

AMPA To Sponsor Art Ad Exhibit

NEW YORK, Dec. 30.—In order to acquaint the general public with the high form of art attained by the motion picture advertising men, an art display will be held in one of the leading hotels of the city some time in March, at which time examples of art work and typography will be on exhibition. The affair will be sponsored by the AMPA in order to give art boys the recognition they have so well earned.

It is doubtful if any other branch of advertising has shown the originality and consistently clever art work as has that of the motion picture and those responsible for it are entitled to a big hand.

W. E. Now in Loew - MGM

Gets 130,000 shares from Film Securities—will take action at annual meeting

NEW YORK, Dec. 30.—The 17 banks and corporations which own the \$20,000,000 notes of the Film Securities Corporation, which in turn held control of Loew, Inc., have taken a proportionate number of shares in the Loew company.

Of the 660,900 shares of stock held by the Film Securities, Western Electric, as the largest holder, will receive 130,000 shares or about 9 per cent of the total stock of the company.

Altho Western claims to have no intention of maintaining a permanent interest in any picture company, the interest in Loew will give Western at least one member on the board of directors.

The 17 new holders of stock are not expected to make any immediate change in the Loew-Metro lineup, but there is every reason to believe that at the next annual meeting of the company the control held by the 17 will make itself felt and there will be a pathway strewn with lopped heads of high-powered executives.

Chateau Re-Elected Head Of New Orleans Operators

NEW ORLEANS, Dec. 30.—Arthur Chateau will again head the motion picture projectionists' union here. Chateau was elected by acclamation. Other officers are E. Muras, vice-president; E. J. Skelly, financial secretary; Vio Boutiere, recording secretary; S. Pinchin, treasurer; O. H. Phelps, business representative; L. Chateau, sergeant at arms. Members of the executive board: S. Pinchin, J. D'Aubertuel, F. L. Beaud, A. T. Weiss, A. C. Mirann, Bill Moser and E. Stewart.

Delegates to the IATSE convention: E. L. Beaud and Arthur Chateau. Delegates to the Central Trades and Labor Council: S. Moroy, A. Miranna and E. Buras.

Highland Park Opening

DETROIT, Dec. 30.—The Belmont Theater in Highland Park, north end suburb, opened this week. House is operated by the Sam Brown Circuit and is the latest house built in this territory. Brown has a second house, the University, also under construction. Sidney Hunt, who was manager of the Fenkell Theater for Brown, becomes manager, and Carl B. Edwards, former manager of the Rosedale, succeeds Hunt at the Fenkell.

Harold Lloyd To Release Thru Fox

NEW YORK, Dec. 30.—Coincident with his return to production with the beginning of filming on *The Cat's Paw*, from Clarence Budington Kelland's *Saturday Evening Post* serial, Harold Lloyd today announced that he had entered into a releasing contract with the Fox Film Corporation. The arrangements have just been concluded by William R. Fraser, general manager of the Lloyd Corporation, and Sidney R. Kent and John D. Clark, of Fox Film.

With the filming of *The Cat's Paw* Lloyd returns to the Metropolitan Studio, his production home for eight years, and where he produced many of his greatest successes. General Service Studios, Inc., which have taken over control of the Metropolitan lot, are spending \$500,000 rebuilding the studio and equipping it with the latest in Western Electric equipment, including the wide-range channel, which offers producers hitherto unattainable sound possibilities.

PERSONALS

Carl Laemmle Jr. will leave Hollywood next week on his way to Europe, where he will remain three months studying the film markets abroad.

John Zinn, for four years business manager of Universal on the Coast, has resigned. He will announce his future plans soon.

Pat Garyn left New York this week for Florida for two weeks. He boarded the train during the blizzard and smiled serenely at his less fortunate friends.

Walter Eberhardt, of ERPI, has returned from a jaunt to Nassau. He didn't write a novel during the trip. Getting lazy!

P. A. Powers, president of Celebrity Pictures, arrived in New York this week from the Coast and immediately went into a huddle regarding the expansion of his company for increased releases.

Jack Cohn, Columbia vice-president, and his family left this week for a cruise of the Bahamas and Panama.

George Weeks is in New York from Hollywood and is preparing to re-enter the picture business. He has been ill for some time, but is now in excellent health and ready to get back into action.

Sidney Kent has returned from the Coast, where he made a new studio set-up for Fox. He settled all rumors when he appointed Winfield Sheehan undisputed head of the studios.

Maxwell Arnow, Warner casting director, arrived in New York this week to look over the new shows and try to find some new screen talent.

George Reister, formerly associated with the Schine group of houses in Ohio, has accepted a district post with Skouras Brothers in Philadelphia.

Enmet Weekly and Basil Brady have opened a new film exchange in Buffalo. It will be known as Acme Films.

Joe Well, newly appointed assistant to Carl Laemmle, left this week for Hollywood to take over his new duties.

Harrison Quits as Head of Federation

NEW YORK, Dec. 30.—P. S. Harrison resigned as head of the Federation of the Motion Picture Industry at a meeting held here this week. Harrison stated that he accepted the position as a temporary one and his other duties forced him to relinquish the post. W. Ray Johnston, president of Monogram, and Harry Thomas, head of First Division, were mentioned as likely successors.

It is the intention of the organization to continue to function despite the establishing of the code and arrangements are now being made to finance the organization thru assessment of members on a royalty basis.

Lightman Adds Three to Chain

MEMPHIS, Tenn., Dec. 30.—M. A. Lightman is continuing the policy of expansion begun nearly a year ago when he resigned as president of Motion Picture Theater Owners of America to devote full time to his personal business affairs.

Lightman interests will have three additional theaters operating within the next few weeks. He is negotiating now with O. C. Hauber, of Jackson, Tenn., for the Hauber Theater in Jackson. Lightman already operates the Paramount there in partnership with Publix.

The total number of theaters now operated by Lightman thru outright lease, ownership, partnership or otherwise stands at 35.

Lightman attributes the expansion and reopening to the general improvement of conditions in this territory. Business has improved almost 100 per cent, particularly in the territory adjoining Memphis, according to Lightman.

Garbo May Produce

STOCKHOLM, Dec. 30.—A story appearing in the newspaper, Afton-bladet, this week has caused considerable commotion in film circles here. The yarn stated that Greta Garbo was negotiating with Prince Sigvard, King Gustave's grandson, to become producer for a motion picture company which she planned to organize here as soon as her Hollywood contract expires.

Code Job for John C. Flinn

Para executive chosen secretary of code authority at salary of \$10,400 year

NEW YORK, Dec. 30.—John Flinn, director of exploitation for Paramount, was chosen this week executive secretary of the film Code Authority. The choice was made by George Schaefer, of Paramount; Nick Schenck, of MGM, and Nathan Yamins, of Allied Exhibitors. The job carries with it a salary of \$10,400.

Flinn is well qualified for the job, since he has been in the advertising and publicity end of the picture business for years. He is one of the outstanding men in the business for his honesty and sense of fair play and all those who will have occasion to come in contact with him will find him sympathetic and just. Paramount has not announced Flinn's successor.

Care Should Be Used In Booking Doubles

PITTSBURGH, Dec. 30.—Whether dual bills bring in more customers that the single feature is a matter of discussion. But one thing, according to local exhibitors, is certain—that the features on dual bills should not be the extremes in entertainment quality. The program at the local Roosevelt Theater last week, for example, was a very bad choice and the poor box-office trade proved it. It showed at the same time Sinclair Lewis' *Ann Vickers* and *The Thrill Hunter*, a Buck Jones Western.

Obviously, Mr. Lewis' patrons do not particularly care for an average-run Western film. On the other hand, kids who flocked that theater when a cowboy movie was on stayed away from this fare, for *Ann Vickers* did not look like appealing fare to them.

Exhibitors here display extreme care when booking double features. They know their patrons and their likes and dislikes.

Biograph Reopens New York Studios

NEW YORK, Dec. 30.—The Biograph studios, the best known plant in the East, reopened here this week after being completely modernized and enlarged. It is now one of the most modern studios in the country and can take care of the most pretentious productions.

The studio is located in the Bronx and during its early days was the home of the best flickers. It was here that Mary Pickford first rose to fame. David Griffith made some of the best pictures in this plant, and many stars of today got their start before the cameras in the old Biograph studio.

The remodeled structure boasts everything that modern science can devise for the better production of sound pictures. The acoustics have been perfected and are second to none. High fidelity sound equipment has been installed by the RCA-Victor Company under the supervision of Harry W. Jones, outstanding sound man of the country.

The studio proper comprises four large buildings on East 175th and East 178th streets and is easily accessible from the Broadway theatrical center.

Biograph will no doubt be the scene of considerable activity after the first of the year and will be largely instrumental in bringing additional production to New York from the Coast.

Time To Fight

The next 30 days will be a crucial period of the independent exhibitors of this country. It will mean that they will come into their own as influential members of the motion picture industry or they will continue as Orphan Annies to the producers-distributors.

It all depends upon the setup of the Grievance Boards of the code. Exhibitors are permitted to nominate members for the board in each key city and it is up to them to see that men appointed have the interests of the exhibitor at heart and will work for the theater owner at all sessions of the board.

If the Grievance Board functions as it should it will be a god-send to the exhibitor. It will give him an opportunity to lay his grievances before a group of men who are bound to see that he gets a square deal. It will mean that producers and distributors will have to take into account the woes that beset the independent and not pass him by with a pat on the head and a condescending smile.

On the other hand, if the board functions along the same lines as the Film Boards of Trade, which were set up by the Hays organization, the exhibitor will be worse off than before. On the Film Boards of Trade the independent exhibitor is outvoted by Hays representatives and representatives of affiliated houses and can expect little. If the Grievance Board takes up the same practice the indie is due for a good lacing. The only way this can be avoided is to name candidates that have guts enough to go to bat for the exhibitor and when an injustice is done yell so loud it will be heard in Washington.

The producers and distributors are not going to give up their advantage without a battle, yet they realize that if the independent sets up too much of a howl it is going to be annoying and may have an unfavorable reaction. This is an opportune time for exhibitors to forget politics and go carefully over the list of names submitted for places on the board and cross out those that are of doubtful exhibitor sympathy.

If the theater owner doesn't use care in his choice and when the board starts to function yells murder the producers will point and say: "See, he is never satisfied." Now is the time to get off on the right foot and take every advantage that the code gives. If you miff this chance it will be just too bad.

If you are satisfied with being tossed a bone occasionally then everything is swell, but if you want justice and a rightful place in this industry get out and fight for it and see that your fellow exhibitors do the same.

Don't labor under the impression that the Hays organization has had a change of heart and has suddenly become benevolent. Hays is paid \$100,000 a year to see that his members get the breaks, and he has done nobly. He deserves all he gets from the producers and is invaluable to them. If Hays is willing to fight hard to earn his salary, surely every exhibitor should be willing to work twice as hard to save his business.

Let's go!

Let's Talk Turkey

By LEN MORGAN

SINCE the birth of motion pictures there has never been a time when as big decisions must be made as now. The picture industry has an opportunity to rebuild itself into a power for good and to remove the haphazard, slipshod, day-to-day methods that now exist. It remains only for a strong enough leader to come forward with sound, progressive ideas and carry them thru, despite the criticism that will come from many of the small minds. The question arises: Is there such a leader?

Basically, the motion picture industry has not changed from the nickelodeon days. True, we have bigger and better pictures and theaters, but the business methods remain the same as in the days when ballyhoo consisted of phonograph screaming in the lobby.

In the first place there are too many poor pictures being produced. It is humanly impossible for any producer to make more than 20 good pictures a year. The average is probably much smaller. Every producer knows that of the 50 or more pictures he will make next year about 10 of them will really click. What of the others? Well, that's just a tough break for the exhibitor.

The producer will tell you that with the number of theaters operating in this country it is necessary to put out approximately 500 pictures a year. Of the 500, about 250 will not make any money, and the remainder are counted upon to carry the deadwood. This all comes under the head of big business. Has it never dawned upon the producer to eliminate the deadwood? The picture business is the only industry that would tolerate it. No other manufacturer would turn out a product knowing it was going to be inferior and that it was going to lose money for him.

The producer will say that since many of the small-town theaters change their programs three times a week they require a great number of pictures. The answer to that is that if the pictures

were consistently good the small-town theater owner could run a feature for a week or more and save himself a lot of money. The only reason he changes pictures every other day is because his patronage is limited because of the poor films he is showing.

The producer will say, "If I produce only 25 pictures a year, how am I to supply my own theaters with product?" The answer to that weighty question is, "Get out of the theater end of the business." Before the days of producer-owned circuits the exhibitors made money, as did the producer, but when the producer started competing with his own customers it became a matter of dog eat dog and the fight was on.

If the producers will divorce themselves from the exhibition end of the business it will eliminate nine-tenths of the trouble that now exists. It will remove the suspicion of theater owners and will result in better pictures.

We once had the pleasure of acting as manager of a small house in a large producer chain. Each week the managers were called together for a pep talk. The division manager would spout at great length and breadth and threaten wholesale firing unless the houses showed greater results, and the managers would all go back to their respective towns and spend several days hating the division manager and the owners for permitting such treatment.

Each house was taxed with a carrying charge which, if eliminated by private ownership, would mean the difference between profit and loss. These small houses were charged with paying the \$50,000-a-year theater non-productive executives, whose chief asset was the ability to instill the fear of God in the hearts of timid managers.

This is not an isolated case, but typical of the business of operating a theater. It proves that producers are out of their element in the business of theater operating, which cannot be done by long-distance phone calls and stereotyped instructions.

If producers would agree to limit themselves to 25 pictures a year there would be a great deal less competition. It would mean that the exhibitor with three changes a week would have to buy the entire output of several studios. The producer, if the pictures were of high standard, could raise his price, as could the exhibitor. For no patron would object to paying a little more if he were assured of good entertainment.

This, of course, would eliminate block booking, but if each producer, as he claims in his advertising, is turning out the most colossal epics, then he would not need to fear competition. It is safe to predict here and now that block booking will, within the next two years, be a thing of the past. Already it is causing many headaches, with more to come before the deluge.

In the very near future pictures are going to sell on their individual merits and not on the fact that there is an outstanding one in a certain group. The exhibitor will soon be able to shop around and choose his pictures as a housewife chooses her vegetables.

The producer has always argued against this by saying that the housewife in buying a bushel of apples must take the small ones with the large ones. This is true, but if she finds too many rotten ones in the basket there's hell to pay.

It is no secret that practically every major producing company is so far in hock it will take years to recover. Such being the case, it would seem like a logical time for a major operation if the patient is to recover. The quack doctors who have been administering to the patient these many years wring their hands at breaking away from the old smelly nostrums, but the time has come, as the Walrus said, to talk of many things.

Whether we care to face the facts or not, there is federal supervision in the offing. It will probably come at first thru suggestion. If this does not prove effective it will come as demands. There are those in the industry who are so

blinded by their own importance that they will not see, and these few are due for a severe jolt. A careful study of the code will prove to anyone that it contains the substance for a complete change in the picture field.

The leaders of the industry have it within their power to make a complete reorganization of business methods and institute a code of ethics that will build respect rather than suspicion as heretofore. There is no secret that the independent exhibitor distrusts the producer-distributor, and the feeling of distrust is not growing less as time goes on. It is being magnified with each succeeding day and the blowoff is at hand.

It is not fair to claim that every grievance against the producer-distributor is justified, but it is a fact that there is a great deal of room for improvement between the relationship of the two ends of the business, and until a compromise can be reached there will be trouble.

At this moment there are many eyes focused from the outside on the picture business. Probably no business in the world is so susceptible to outside interference, which is all the more reason why there should be less fighting among those closely associated with the pictures and more trust and co-operation.

The next 30 days will tell whether or not the code is going to bring about a Utopian condition. If the clauses concerning coercion in buying of film and elimination of unfair competition are carried out there need be little fear that the picture business will come under outside supervision.

We have put the producer on the griddle. Now let's look at the exhibitor. In most cases he is a hard-working, upright citizen whose enterprise is a necessity to the community. If he has made any money it is due to keen foresight and ability to judge his public.

There are, however, those in the business who belong elsewhere. The

field is overcrowded, and in many instances it is the owners of little "shooting galleries" that cry against unfair competition when, as a matter of fact, it is only fair competition. If an exhibitor is foolish enough to build in an over-seated area it is his own fault if he fails to make the grade. If he builds in a town where there are just enough houses to assimilate the picture product, then it is bad judgment. It is his own fault and he has no place in the film field.

The vast majority of exhibitors plug along and take the good with the bad and make the best of it. They know their public and try to please it and build up a business in which they expect to remain. They are foremost citizens in their towns and are rightly looked upon as pillars of the business community. These exhibitors seek nothing from producers that is not fair and, as a rule, they are able to arbitrate their difficulties with dignity and credit.

There is another type, however, that shouts murder at every opportunity and blames the producer-distributor for everything from inclement weather to his youngster's measles. It is this group that insists on bargains at all times and has made the film salesman the tough hombre that he is said to be. He is a trouble maker and gives the business a black eye and insists on bringing his supposed grievances in the open where he may satisfy his vanity with the sound of his own voice. For him the industry has no sympathy.

There is no business in the world where there is such animosity, distrust and suspicion between the seller and buyer of a necessary product. In the last 10 years this distrust has been growing and nothing has been done to correct it, whether thru lack of intelligent leadership or plain stupidity is a question. But whatever it is, it is not doing the business any good and those in the high places would do well to take stock and find out just where it is all going to end.

We have found thru personal contact that producers and distributors are real human beings who neither beat their wives nor kill independent exhibitors

when they find them on dark streets. A hughaboo has been built up around them by exhibitors and their leaders and it is time this idea were dispelled.

To the producer the independent exhibitor has been built up as a miserly individual who rides around in a Rolls Royce and yells murder if he has to pay \$4 a week rental for a road-show production and then bicycles it to three other houses.

As a matter of fact the exhibitor is a "live-and-let-live" charitable who contributes to all the charitable organizations and tries to earn an honest living by giving only 18 hours a day to his business. It is time the producer and exhibitor met on common ground and discovered each other. If and when they do, nine-tenths of the difficulty that now confronts the motion picture business will disappear and it will redound to the advantage of everyone concerned.

Franklin-Moss Plan Production

NEW YORK, Dec. 30.—Harold B. Franklin, former head of the Fox West Coast Theaters and later with RKO circuit, and B. S. Moss, former theater chain owner, are considering a production plan for 18 features to be distributed thru independent exchanges.

It is the plan to produce eight of the features under the supervision of M. H. Hoffman and purchase the other eight from independent sources.

It is understood that Franklin and Moss are planning to finance the new venture.

Celebrity Starts Second

NEW YORK, Dec. 30.—Celebrity Productions, Inc., have definitely decided that the second subject in the new "Comi-Color Cartoon" series will be an adaptation of the famous fairy tale *The Little Red Hen*.

The first subject in this new series of cartoons in color, *Jabk and the Beanstalk*, is being given an extensive world premiere presentation this week at the Roxy Theater on Broadway and in all the RKO and Warner theaters in the Greater New York and Northern New Jersey territory.

Walthall Cast

HOLLYWOOD, Dec. 30.—Henry B. Walthall in his 23 years on the screen has been a general, a governor, a senator and a diplomat, but last week he finally reached the top.

He'll be a president—Presidente Francisco y Madrid, martyred patriot of Mexico. Walthall will portray the role in *Viva Villa*, Metro-Goldwyn-Mayer's story of the tempestuous life and loves of Pancho Villa, bandit and revolutionary leader. He joins a cast headed by Wallace Beery as Villa, and sparkling with film notables, including Stuart Erwin, Joseph Schildkraut, Leo Carrillo, George E. Stone, Katherine DeMille and others.

Pryor Cast

HOLLYWOOD, Dec. 30.—Roger Pryor has scored such a hit in *I Like It That Way*, his first feature film made at Universal City studios, that Carl Laemmle Jr. has assigned him the featured lead in *If I Were Rich*, to enter production in early January.

Portland's 10 Best

PORTLAND, Ore., Dec. 30.—Careful consideration was given by the readers of the drama column of Portland Oregonian to decide upon the 10 best pictures and the 10 worst pictures of the 1932-33 season, and Fred M. White, drama editor, has also carefully compiled results of the pool of readers.

The 10 best pictures in the order of their popularity were: "42nd Street," "Cavalcade," "When Ladies Meet," "She Done Him Wrong," "Strange Interlude," "Be Mine Tonight," "Rasputin and the Empress," "State Fair," "The Animal Kingdom," "The Private Life of Henry VIII."

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FROM THE BOX-OFFICE POINT OF VIEW

"Cross Country Cruise"

(UNIVERSAL)

Previewed at the Ritz, Hollywood
Time—75 minutes.

Universal adds the second flicker to the present bus cycle of stories and in this one, adapted from a screen play by Elmer Harris, has a fair program picture.

Lew Ayres heads a fair cast that do the best possible with the material they have to work with. Eddie Buzzell handled the megaphone and is entitled to the credit for turning out as good a picture as *Cross Country Cruise* is with the story material he had to work with.

Tale has to do with Lew Ayres, a femme-struck punk, on his way west to let the movie janes see his marvelous physique. On Fifth avenue in New York he meets June Knight, who is taking a bus for the Coast. Ayres forsakes his train ticket so he can go on the bus with Miss Knight. Minna Gombell and Alan Dinehart are also on the bus, and Dinehart is on the make for Miss Gombell.

When the bus reaches Denver Dinehart murders his wife. Miss Knight is blamed for the murder, but Ayres clears the matter up. Dinehart steals the bus and escapes with Miss Knight as prisoner. Bus is wrecked and Ayres again saves Miss Knight.

Eugene Pallette is another passenger in the bus, and Alice White, as a gal heading west via the hitch-hike route, turns in a fair performance.

Cross Country Cruise is a fair program.

Blackford.

"Woman Spy"

(UNIVERSAL)

Previewed at the Ritz, Hollywood
Time—70 minutes.

Woman Spy is as poor a production as Universal has ever turned out. If anyone took this film seriously, secret agents are the greatest bunch of silly idiots possible. Karl Freund, the director, won't brag to his friends about this one, and Nils Asther, John Miljan and Fay Wray will find this flicker won't add to their screen laurels.

Silly and simple story concerns an Austrian spy, Nils Asther, marrying Fay Wray, a Russian agent, without knowing who she is. If one is to believe the story, it would seem that Asther is the only one that secretly knows her vocation. When things get close for her she leaves Austria and goes to Russia. Before she leaves her brother is killed. She accuses Asther of killing him. She swears revenge. Asther is arrested and then Wray finds another killed her brother. She then returns to Asther. Aids him to escape and everything is okeh.

This flicker might be okeh for dual feature houses, but for the key spots and neighborhoods, standing alone, it'll fall miserably.

Blackford.

"I Like It That Way"

(UNIVERSAL)

Previewed at the Alexander,
Glendale, Calif.
Time—72 minutes.

Universal tried hard to make something out of this picture, but ended up only fairly successful. The story is too wishy-washy, blows hot and cold. The characters are first this and then that and before the picture is completely unreel will have the average patron so befuddled he'll be yanking his locks out by the roots.

Rogar Pryor, a young insurance agent, falls for Gloria Stuart, not knowing she is the featured entertainer at a night club. Pryor's sister, Marian Marsh, adds merriment to the picture in the part of a dame trying to find out what it's all about. Pryor learns that Miss Stuart is friendly with Noel Madison, the night club manager, and busts in to find them in a compromising position. He sours on Miss Stuart until he finds out her behavior with the club manager was only to keep her from the man's clutches. Pryor then becomes reconciled, and when Miss Stuart explains that the man sharing her apartment is a blind brother she supports everything is okeh to Pryor and they kiss and make up.

Miss Stuart handles her part beautifully, but Pryor is too inconsistent to make much of an impression, and most of his spots are overplayed. Marian Marsh does fair as the sister, and Shirley

Grey is mediocre as a boudoir dolly of Fryor's.

Harry Lackman directed this film from a story by Harry Sauber. The musical numbers are by Conrad, Mitchell & Gottler. Especially outstanding are the nudist colony number, *Let's Put Two and Two Together*; *In Grandma's Day*, and *I Like It That Way*, title number.

I Like It That Way is a fair musical and will please probably in the neighborhoods once some of the surplus situations are cut out and the film is trimmed down to 60 minutes.

Blackford.

"Man's Castle"

(COLUMBIA)

Rialto

Time—75 minutes.

Release Date—November 14.

In *Man's Castle* Columbia has produced a picture that will strike home and make a deep impression on everyone fortunate enough to see it. It deals with nature in the raw, but it is handled so deftly by Director Frank Borzage that none of the finer sensibilities of an audience will be hurt. It is plain, unvarnished human interest and will click.

It is the story of a man (Spencer Tracy) who lives a rather sordid life in Shanty Town. His neighbors consist of a woman addicted to liquor, a former preacher and a ne'er do well. Tracy meets Loretta Young, who is hungry and desperate. He takes the girl to his shack, where they live. She finally tells him that she is going to have a baby, and in order to raise money he attempts to rob a safe but is unsuccessful. He finally marries the girl, and in the fade-out they are shown riding in a freight car together.

The picture will point a great moral to many, and, fortunately, Frank Borzage brought this to the fore with his clever direction. The players have responded wonderfully and as a result Columbia has a picture that should find a place in any theater. It is mighty good entertainment.

Morgan.

"Queen Christina"

(MGM)

Astor

Time—135 minutes.

After an absence of 18 months Greta Garbo returns to the screen in a blaze of glory. In *Queen Christina* she surpasses anything she has ever done before, and to her characterization of the lonely Queen and the subtle direction of Rouben Mamoulian go the honor of making this pictorial biography one of outstanding beauty.

The story deals with the life of a young Swedish Queen in the middle of the 17th century who, raised as a boy from childhood, led a lonely, love-starved life until she meets the Spanish representative and thru concealed identity carries on an affair, which eventually causes the Queen to abdicate her throne. Her lover is injured in a duel on the eve of his departure from Sweden to Spain and dies. The Queen leaves Sweden on the ship carrying the body of her lover.

Garbo plays the difficult role with restraint and dignity. Her regal manner and the subdued mystery which always surrounds her gives her an opportunity that is not lost. The highlights of her performance are the bedroom scene at the inn, her abdication of the throne and the final fade-out.

John Gilbert, as the Spanish gallant, is excellent and will go a long way in re-establishing himself in the hearts of his former admirers. Lewis Stone, as the Prime Minister, gives his usual polished performance, and Ian Keith, as the jealous lover of the Queen, leaves nothing to be desired in his portrayal of a difficult character.

Director Mamoulian has treated his subject with a delicate touch. In addition to the beauty of the picture, he has given life to the movements of the players, and the result is a natural flow of events with unusually smooth continuity. He has cleverly demonstrated that a constant flow of useless words is not necessary to carry a picture. In this one there is a minimum of dialog and a maximum of intelligent acting.

One of the most striking scenes of the picture is the fade-out which shows the unfurling of the wind-filled sails

and the gradual movement of the face of Garbo increasing in size until it fills the entire screen.

This picture will draw patronage of the better type and will be a credit to any theater.

Morgan.

"The Poor Rich"

(UNIVERSAL)

Previewed at the Fairfax, Hollywood
Time—72 minutes.

From a story of Dale Van Every, Director Edward Sedgwick has produced one of the breeziest comedies of the fall and winter season. The comedy of the film is loaded with slapstick and packs a heavy supply of good laugh material. Edward Everett Horton, Edna Mae Oliver and Andy Devine carry the comedy roles and do very well.

Horton and Miss Oliver are cousins, broke, going home to the old Spotswood Manor. After they are comfortably set up Una O'Connor and Thelma Todd move in as house guests. In order to keep up a pretense of wealth until Horton can marry Miss Todd, the two cousins manage to get together a flock of servants. Andy Devine draws the role of cook. John Miljan, a phony Hindu and former friend of Miss Oliver, moves in to complicate the matters more.

Horton falls in love with the maid, played by Lelia Hyams, and Miss Oliver goes for the butler. From there on it's all for laughs. A slapstick dinner adds to the enjoyment.

When some of the extra footage is cut out and the overdrawn straight scene cut this will be a better-than-average comedy that will please universally.

Blackford.

"Man of Two Worlds"

(RADIO)

Previewed at the Ritz, Hollywood
Time—97 minutes.

From the novel of the same name by Ainsworth Morgan, Director J. Walter Ruben has turned out a remarkable story in *Man of Two Worlds*. The story resembles Metro's *Eskimo* in parts, but is different in that it moves scene of action from the North to England, and relieves the monotony of seeing snow thruout the picture. In parts the story direction is better than *Eskimo*, and exhibitors needn't be ashamed to tell the world about this one. It also introduces to the screen Francis Lederer, a remarkable personality.

Two English explorers return to London after a season in the Arctic, bringing with them a number of Arctic animals and an Eskimo. The trip to London is to compensate the Eskimo for aiding them in capturing the animals. Once in London considerable fuss is made over the Eskimo at various functions, and especially by one of the explorer's daughters. He misunderstands her kindness and thinks she has fallen in love with him. In a tense scene pecked with superb acting she denounces him as a savage, after which he returns to the Northland and his people.

Elissa Landi is okeh as the explorer's daughter, altho she has little to do. J. Farrell MacDonald takes the role of one of the explorers, who fathers Lederer and handles the assignment perfect. Henry Stephenson plays the expedition's head and he plays the part excellently.

The photography in *Man of Two Worlds* is outstanding, the scenes are beautiful and the entire story is sincere and convincingly realistic.

Blackford.

"Bombay Mail"

(UNIVERSAL)

Previewed in Hollywood
Time—65 minutes.

As his first assignment on the Universal lot Tom Reed was given *Bombay Mail*. From a story by L. G. Blochman, Reed has turned *Bombay Mail* into an interesting bit of film fare that is made

for the neighborhood box offices and should please in almost any spot where the customers still like the good old melodramatic mystery yarns.

Story has to do with a couple of murders aboard a mail train en route from Calcutta to Bombay. Ferdinand Gottschalk, the governor of Bengal, is mysteriously murdered after the train leaves Calcutta, and before the limited reaches Bombay the Maharajah of Zungore, played by Douglas Gerrard, meets the same fate. Everyone but the actual murderer is made to look like the culprit, and the audience is carried along thru the picture believing at one minute it might have been a plot engineered by political enemies or that maybe the governor's wife has performed the act, or perhaps some American adventurers who are promoting a ruby mine.

Edmund Lowe has the featured role as a Scotland Yard detective who solves the two murders. His portrayal of the character is great. Onslow Stevens and Shirley Grey provide the love interest, altho their parts are small. Hedda Hopper, Ralph Forbes, Tom Moore, Jameson Thomas and Brandon Hurst are also in the picture, but each merely has a small bit when the suspicions are cast upon them.

Process shots keep the audience believing that the train is constantly moving, and the photography in this instance is excellent.

Universal can take a bow for *Bombay Mail*. It's good, clean, interesting entertainment.

Blackford.

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25 Opera Place, Cincinnati, O.

Comeback of Hurtig-Seamon

Get Passaic house — two
more in wind—to offer
"burlesque for family"

NEW YORK, Dec. 30.—Joe Hurtig and Harry Seamon, widely known burlesque moguls and theater operators of former years, are angling for a comeback. To this end they have one theater already, the Playhouse, Passaic, N. J., which will use burly stock. The pair also stated that two more houses are in line, probably coming in next month. Office of the firm is in the Strand Theater Building.

Hurtig & Seamon got the Passaic house this week, and is a house they operated about three years ago. It is intended to open the house with burly tomorrow night, and a show is under way. The opposition from the Orpheum, Paterson, four miles from Passaic, is being discounted inasmuch as the report is that Paterson will fold about next week or so.

As to what the other two houses are, Seamon, on Thursday, said he could not divulge their locations. However, he said it seemed a certainty that they would come thru and be ready for burly policies by next month. It is understood that they are located in New Jersey also, with one of the towns believed to be Bayonne. The firm operated in the latter town about three years ago also.

Seamon said that both he and Hurtig are seeking a comeback wholeheartedly, feeling that it is an opportune time. They consider the field to be wide open, in that the only chain active at present is the Max Wilner wheel. Seamon further went on to say that the firm will operate as in the past, using the old slogan, "Burlesque for the Family."

Saranac Lake

Everyone at the Lodge enjoyed a fine Christmas and many of the bed patients were allowed up for supper and dinner.

Dan Astella, who underwent operation December 20, is still in the General Hospital. Doing nicely Christmas Day and was visited by Tom Temple, James Marshall, Ben Shaffer, George Farewell, Helen O'Reilly, Chris Hagedorn, Mrs. Vaughn and Ann Duffy.

Stella Barrett, bed patient, was visited by her entire family over the holidays.

Tommy Vicks left for Boston to spend the holidays with his people.

Fred Ruth left for New York to be with his family.

A very thoughtful Christmas-greeting and best wishes for the new year was received by Dan Astella, signed by 74 people—doctors, nurses, patients and workers—from the NVA Lodge.

Morris Cohen was visited by his folks.

Ruth Hatch was visited by her father. Ruth is still a bed patient but doing nicely.

Dorothy Harvard is being visited by her mother over the holidays. Dottie is doing nicely.

Erisco Devere, formerly an NVA patient, but lately curing at the Northwood San, is expected in the General Hospital any day for an operation.

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

We thank all for the fine cards and lifts to the patients and wish you all Very Happy and Healthful New Year.

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Tab Tattles

FRED HALL'S *Words and Music*, after playing three weeks in Lockport, N. Y., and East Liverpool, O., closed suddenly at the latter city and returned to Canton, O., where it disbanded. Hall informed a representative of *The Billboard* that the show was not making any money, due to the inability to keep it working. George and Eloise, dance team; six of the chorus line; Gladys Astor and Lenore Quinn, went to work immediately at Silver Gardens, a night club in Canton. Others in company who are from Canton are now at their homes.

Lenore O'Neil, member of a musical comedy troupe en route from Detroit to Indianapolis by automobile was painfully injured in an accident near Fort Wayne, Ind. She was taken to the St. Joseph's Hospital in Fort Wayne, where it was found she suffered a fracture of the pelvis and was bruised. Miss O'Neil was visited while in the Summit City by Billie Haaga, who formerly trouped with her in various tab and vaude companies; Adeline Haaga and Mr. and Mrs. Joseph Haaga.

KITTY MARLOE Players are in their eighth consecutive season. They are now at the Rialto Theater, Dayton, O. Show originally was booked into Rialto for four weeks. At end of that period engagement was extended four more weeks and company will be there until after middle of January. With the troupe are 15 people, including chorus and band. Band soon will be enlarged by addition of trumpet and trombone players and two girls will be added to chorus, which now numbers six. Roster: Rebe White, lead; Fred Frampton, heavies; Al D. Brown, juvenile; Nell White, characters; Kitty Marloe, soubret; "Nosey" Green, comedian; Bob White, director and general business; chorus—Helen Downs, May Boles, Ivey Russell, Sally Walker, Thelma Lewark and Mary Keller. Policy is four bills a week; three days, musical scripts; two days, revues; two days, semi-dramatic plays. A "re-cast" is offered every week and a great deal of interest is being worked up, as the comedy in it is furnished by the company doing imitations of local popular people.

ART REYNOLDS, formerly director of music for Joe Barnett's Melody Lane Players, is now conducting his own orchestra and making the round of Michigan night spots. Made his first appearance at Club Sunny, Grand Rapids. The New Mainstreet Theater, in Houston, Tex., opened recently, featuring Honey Hank Harris and his *Honey Girls*. In cast are Harris, Bozo Pearson, Tim Moore, Kin Parks, Clara Franklin, Dolores Franklin, Lucille Chapman, Viola Lake, Elizabeth Clouston, Althea Angelica, Rose Parks and Betty Sutters. Texas Hauer is chorus producer, and Ned Rao is manager of company. Business has been very satisfactory. Recent bill at the Riley Theater, Fort Wayne, Ind., included Harry Ward and Company, Jack and Mickey Karr, Buster Lamont, Billy Cullen, stage band and six chorus girls.

PRESENT chorus roster of Jim Bova's *Stepping Winners*, holding forth at the Star Theater, Cincinnati, includes Mary Davies, Doris Collins, Florence Markert, Sally Ford, Jean Dale and Babs Arnott. Vaude acts this week are Oliver Trio, comedy singing and dancing, also impalement; Benton and Benton, comedy; A. H. Bailey, cowboy entertainer. An added attraction is the Lowells, freak act. Cliff Cochran and Shyne have joined Bova. . . . Ernie Hanna, pianist and orchestra leader, with the *Girls in Cellophane* Company the last eight months, is now with the Hotel Savannah orchestra, Savannah, Ga. . . . Gaffney Brown, formerly of Brown, Harris and Brown and Brown and Farlardeu, is now working with Lou Bergmen around Detroit. . . . C. R. Stofflet, manager of Margie Grand Theater, Harlan, Ky., states that he played Paul Reno's *Mazine's Ballyhoo Revue* week before last for three days and had very good business. Show was played on a flat salary basis.

FUTRAN, leader of the ork at the Irving Place, New York, got his notice to close from the Wilners but he didn't. Understood that the union wouldn't go for it.

Placements

SCHUSTER BOOKING AGENCY, Chicago, Mitt Schuster, manager.

Buffalo, Palace—Danny Jacobs, June Jo-Ann.

Milwaukee, Gayety—Francine Lagere, Yvonne Cappell, Jimmie (Bumps) Wallace.

Minneapolis, Gayety—Rooney and Beauville, Molly Manor, William Ferber, Helen Smith, Lester Mack, Dorothy Jekyll, Cora Lee Hall, Jack Erickson and wife, Jack Lamant, Mickey Dennis, Snookie Wood, Quintas and Virginia, Elsie Ray, Molly Patrick, Irys Hurt, Nora Murray.

Indianapolis, Colonial—Max Devol.

Evansville, Coliseum—Leona Myshka, Helen Haft, Cleo, Ted and Elnore; Peaches Land, Eddie Burton.

St. Louis, Gayety—Babe Davis, Carrie Finell, Ruth Willson, Bob Snyder, Bert Berry.

Toledo, Empire—Tommy Burns.

Cleveland, Terminal—Ann Lee, Warren and Lang, Alma Etison.

New York, Irving Place—Bill Connors, Beulah Baer, Morton and Carter, Bower Sisters.

Chicago, Gem—Charles Fagan, Joan King.

Cincinnati, Empress—Jimmie (Bubbles) Rose.

Civic, Akron, Reopens

AKRON, O., Dec. 30.—Civic, formerly the old Grand, will play burlesque starting tomorrow night. Operators of the Roxy, Cleveland, are behind the venture. The house until two years ago harbored burly stock for several years. Has been dark since the city revoked its license for alleged improper shows.

'ROUND THE TABLES—

(Continued from page 33)

fan dancer, and the Regina Brett Show Girls. Joe Cappel emceed the show. Co-Managers Etzi Covato and John D. Magnott are enthusiastic over biz brought by the added floor show.

A BIGGER AND BETTER Montmartre was opened recently in Indianapolis by Mr. and Mrs. Newell W. Ward. A handsome bar has been installed and it was announced an orchestra and floor shows will be part of the regular menu.

FRED SANDERS, busy Pittsburgh night club operator, opened a new spot December 25. Bill Crowley and his ork furnish the tunes, while Billy Cortez, Sally Barrell and Vernice Cowl headed the opening floor show. The new club occupies a three-floor building, making way for private affairs. Tagged Club Gayety.

ALLEN AND LOUISE, entertainers at the Coconut Grove in Los Angeles, recently appeared at the Club Pierre, South Bend, Ind. Bert Herman was emcee. Others added to the program were Juanita Colleja, Bobby Danders and Al Milton and orchestra.

THE NIGHT CLUB Operators' Association in Pittsburgh, whose main function is to maintain steady rates for cover charge, liquors, food, etc., seemed to have died a natural death. Cutthroat prices are in full swing again, with club operators in a frantic search for biz.

BEN BLUE, assisted by three stooges and his wife, goes into the Singer Rainbow Gardens, Chicago, around January 15. Charlie Allen, of the Curtis-Allen office, went to Chi to close the deal with Otto Singer. Blue getting \$1,250 a week.

RED TOMPKINS and Mush Fields are featured with Al Fields' Orchestra at Billy Gallagher's Club, New York.

NAN BLAKSTONE is back in New York after a year's tour abroad and the Midwest. She has gone into the HaHa Club, New York.

PERZADE AND JETAN are playing night spots in up-State New York. They go into the Hotel Martin, Utica, for a return date this week, followed by a run at Birch Gardens, Albany.

THE HARLEM CLUB, formerly Connie's Inn, reopened last week with a big floor show, featuring Norton and Marco and Walter Richardson. Clarence Robinson is the manager.

Burly Briefs

EDDIE KAPLAN, comedian, is back at the Variety, Pittsburgh, where he is scheduled to head the funsters for the rest of the current season.

MARGIE HART is parading the boards again at the Irving Place, New York. She was away from the house for a week.

FOSTER AND KRAMER moved from the Central, New York, on Friday to the Irving Place. Their spot at the Central was filled by Clark and Dugan.

EARL ROOT and wife, Billie Lamont, closed for Minsky-Weinstock Saturday at Werba's, Brooklyn. They intend to take a much-needed rest after their long run for M-W.

GEORGE KATZ is back in the burly field again. He opened the Hudson, Schenectady, N. Y., Sunday with burly stock.

ORPHEUM, Paterson, N. J., operated by the Raymonds, is said to be folding in a short while. House has been taking it on the chin for some time.

LOU REALS is now with the Wilner organization. He's holding down the job of treasurer at the Gayety, Washington.

BOWER SISTERS closed a two-week run at the Gayety, Baltimore, last week. Jumped into New York and opened at the Irving Place with the Buddy Abbott unit.

ELTINGE, New York, and Shubert, Philly, tried alternating shows for one week last week but it was no go. Went back into old policy of stock in each house.

MINSKY WEINSTOCK'S Boston show didn't get Sunday off as usual because of the New Year's Eve shows. Jumped town Saturday night and opened Sunday at Werba's Brooklyn.

CAPITOL THEATER, San Francisco's only downtown burlesque house, started Saturday midnight shows this week-end. House has been playing a burly and pix policy for the past year.

MARJORIE LEE closed at the Orpheum, Paterson, N. J., last week after a several weeks' stay. She closed in time to travel out to New Jersey to spend Christmas Day with her grandma.

JOAN BARLOW heads the New Year's show at the Variety, Pittsburgh, labeled *Hello, 1934*. And as Manager George Jaffe remarks, "Aside from being a beautiful blonde, she's an Oriental dancer."

HILDA PALMER, dancer, came into New York from the Roxy, Toronto, to open for Minsky-Weinstock but only made a short stay. She got an offer from the Roxy Theater, the pix house, and took it.

EMMETT CALLAHAN and Fred Sears had an accident while driving from New York to Toledo, O., last week. Car overturned and Emmett got a slight concussion, while Freddy came out uninjured. Didn't stop Emmett, tho, from marrying Ann Corio on Monday in Toledo.

ATLANTA THEATER, Atlanta, Ga., which opened early in December, is continuing along in good style. Show is labeled *World's Fair Follies*, according to the program, and the cast includes Hap Farnell, Bob Conn, Johnnie Knott, Roy Beverly, Francis James, Ray Kolb, George Walton, Helen Farley, Mazie Bennett, Dolly Allen and Lucille Rogers.

GRAND RAPIDS ELKS' CLUB booked 18 singers, dancers and entertainers for its annual New Year's party December 28. The program included a dance orchestra; Irene Sandree, alto dancer; Janton Sisters, songs and dancing; Flo Whitney, Oriental dancing; Sunshine revue, tap and toe dancing; Luster Brothers, novelties; Charlotte Bonthron, blues singer; Hal Haig, comedian, and "Noisy Ed," toastmaster. U. M. Lowing headed the committee in charge, which included Arthur Rosenthan, B. A. Spring, Fred Martini and Lou Sadler.

Successful Tour For Gray Company

CLOVIS, N. M., Dec. 30.—The Musical Grays Stock Company recently closed a very successful season of 30 weeks at Peacock, Tex. Show opened in May in this State, where it played four weeks, and then was in Texas the remainder of the season. Outfit is being rebuilt and enlarged here and will reopen in February. Show, managed by Erman Gray, will play the old established Missouri territory next summer and will be back in the West Texas cotton country in the fall.

In the cast the past season were Cody Thomas, director; Helen Gray, Leon Gray, Rita Gray Wilson, Mrs. L. W. Gray, Choyce Wilson, Police Schaffnitt, Edith Schaffnitt, Thelma Collins, Gene Walsh, Charles Onton, Troy Israel, Charles Bergmann, Jimmie and Martha Lovelady; George Mason in charge of the new blue and orange outfit. L. W. (Dad) Gray left in September for this city, where he is in charge of school bands.

Billroy Show Briefs

SARASOTA, Fla., Dec. 30.—What a crowded week this one has been. Consequently, the briefs for this week have been as neglected as a bath towel in Johnny Finch's room. With Christmas greetings and holiday visitors pouring in from all directions and everyone making merry (competition for Art Farley) you're oofay if you think the writer is going to sit here very long and massage this typewriter.

First of the holiday visitors to arrive were Winona Wehle and Billy Wehle Jr.—the former coming from Detroit, Mich., where she has been attending school, and the latter from Cincinnati, O., where he is a student at a military academy. A perfect week for the Wehle family, so why should Manager Bill care whether "school keeps."

Personal nomination for the grandest couple down Florida way: Harry and Daisy DeGrace. The writer, having formerly tramped with Harry and Daisy on the Bert Smith show, enjoyed a pleasant visit with them at the T. C. T. (Tin Can Tourist) Camp, Sarasota, Fla., which they are calling "home, sweet home," for the winter. It's a genuine treat to see their outfit, and this scribe's unexaggerated description of it is, "a regular hotel on wheels." For the last two years they have successfully operated their own medicine show thru Indiana. Real troupers, real performers and real honest-to-goodness folks.

One-word description of the Ringling-Barnum winter quarters: Tremendous! As one knows, they are located in Sarasota and universally known as one of the most renowned places of interest in the world. Thirty-four elephants and more than 700 horses were just a few of the "highlights" which will never be forgotten. MAC JOHNSTON.

Kansas City Jottings

KANSAS CITY, Mo., Dec. 30.—Mrs. William Thebus was a recent visitor in the city and reported that the Jack Wolever Circle Stock Company in Kansas is doing nicely. Has been out six weeks. Headquarters of company are in Fredonia, Kan.

Frances Valley and Ross Robertson are here for the holiday season, visiting Madge Russell, sister of Miss Valley. Lole Bridge deserted stock temporarily to act as mistress of ceremonies at the Coco-Nut Grove, this city.

Laura Chase spent several days here last week, coming from the Brunk Show in Oklahoma. Early this week she joined the Collier Show in Beatrice, Neb. Eddie and Tillie Paoli also joined the Collier Show.

Anlee Company Closes

BEATRICE, Neb., Dec. 30.—The Anlee Stock Company, managed by L. P. Johnson, closed last Monday after 12 weeks of circle stock around this city. With the show at time of closing were the Johnsons, Grace Brennan, Eddie and Mona Hart and Al S. Pitcaithly.

ALFRED E. SMITH, director and leading player of many stock productions, is in charge of *Up Pops the Devil*, to be given by the Pittsburgh Civic Playhouse at the Schenley Hotel Theater for three nights, beginning January 9.

Rep Ripples

JOSEPH AND MAY HOFFMAN are with the Ripley Players in Wisconsin.

LAYNE FAMILY played Gadsden, Ala., Christmas week after being in the Carolinas.

NEAL CHASTAIN closed with the Model Players and spent the holiday season with his folk in Chanute, Kan.

STANLEY DAVIS has joined the Gifford company playing in Madison, Wis. Was booked thru Ethel Bennett.

FOREST GLENN and Harriette La France, team, formerly with the Helen DuVoyle Players, are vacationing around Winnipeg, Can.

OSCAR HOWLAND joined the Sid Kingdon Players, a circle stock, with headquarters in Randolph, Kan. Howland was with the Jack Vivian Allen Bros.' Stock Company the past tent season.

LOTTIE CHAGNON wishes to thank the many friends who have written her since her confinement in the Royal Victoria Hospital, Montreal, Can. She has been there since November 14, Miss Chagnon slipped on an icy sidewalk and fractured a leg. She is coming along nicely.

BEN HEFFNER and wife, who are spending a few weeks with Mr. Heffner's mother in Cincinnati, will soon leave for the South and likely go to Florida. They have been in advance of the Bud Hawkins Players the last two years and will again be with the show the coming season.

HARRY GOLDIE and Pearl Wilson have left the Edith Ambler Company in Montgomery, Ala., and joined the Harley Sadler Show in Sweetwater, Tex. They formerly were with the Sadler Company for more than two years. Ambler Company expects to remain in Montgomery until spring. Miss Goldie has heard that Bob and Jean Bieber are with Jack Earl's Circle out of Commerce, Okla.; also that Roy and Eva Knikle are with Roy Hogan out of Picher, Okla.

HARRY WARNER has concluded a year's engagement with Jimmy Hull's Comedians and has been re-engaged for coming season as leading man. During the year the show has played three stock dates—Galveston and Beaumont, Tex., and Lake Charles, La. Business has been excellent. Eddie See and his concert orchestra are one of the features of the show. Skinny Kembling is the featured comedian. Company is now playing a few week stands and will soon open another stock date in Texas.

JIMMY MONROE and Edith Erixon are spending the holidays in Cambridge, Neb., with William F. Lewis, who is in a commercial line in that State. Erixon, former personal representative and agent for the Lewis Players, is contracting dates and fairs for the coming season. Mr. Lewis contemplates a new and modern tent theater and plans an early opening. En route the Erixons and Mr. Lewis have visited the Chick Boyes Players. Attendance has been very good. The No. 2 company of the Boyes Players is under management of Harold and Billy Gaudin, old friends of the Lewis company. They have a well-balanced and versatile cast and seven-piece orchestra.

Dorothy Reeves Framing Tom Show To Tour Neb.

LINCOLN, Neb., Dec. 30.—Mrs. Dorothy Reeves, veteran trouper, who played in *Uncle Tom* years ago, is organizing another "Tom" company to tour Nebraska. Company will do two and three-night stands in opera houses in the hinterland. Twenty years ago the Reeves company was well known all over the Middle West, and Dorothy's Isabel in *East Lynne* was one time considered par excellence.

Mrs. Reeves' cohorts in the new "Tom" show will be composed almost entirely of old "Tom" troupers. Play will be done straight, with no modern-day hoking. Mrs. Reeves announced the company would probably take the road with the turn of the new year.

McCauley Is Director Of Fisher Players

DETROIT, Dec. 30.—Sanford McCauley, former managing director of the Comedy Theater here, has returned to the city as director of the Fisher Players at the Fisher Theater in the production of *The Drums of Oudd*. The play is presented as a one-act sketch version, running one-half hour, and is unique in show policies, since it is part of the policy at a regular de luxe film house.

During Christmas week the Fisher Players split the week between the Eastown and Riviera theaters, playing in *The Lone Ranger* mystery drama, under direction of James Jewell. They have returned to the Fisher.

Morgan-Helvey Shows

FORT STOCKTON, Tex., Dec. 30.—On lot, one square east of Hotel Rooney, Fort Stockton, Christmas Day. Show-folk felled large evergreen tree in Alpine Forests, hauled it here and put it up on showgrounds. Clifford Bass, mechanic on show, who was chauffeur for late Jimmie Rodgers, revealed his rearage among lumberjacks in chopping, moving and putting up the "giant" as Christmas tree for show people and town-folk. Hundreds made merry around it. One thousand incandescents illuminated tree and varied gifts upon it. Town band played and J. Doug Morgan-Neale Helvey show-folk sang yuletide melodies. "Cardinal" Dan Kelly, Santa Claus. Gifts, autos to hammers.

The writer held "service of the dawn" Christmas morning in memory of "passed on" show people and spoke memory tribute for late noted Texas show owner, Mollie Bailey, who from circus receipts built in Texas 39 churches. Old iron stake of the Mollie Bailey Circus, bearing her mark, found on lot by Harry Nash in cleaning spot for Morgan-Helvey big top.

R. E. Doss, old-time 101 Ranch Wild West "valiant," in sign business at Fort Stockton. C. F. Cox, 78-year-old ranchman, banqueted on his large ranch Billy Ketterman, Al Harris, Charles Pratt, Dan Kelley, Edward Thorpe, Billy Fandre, Clifford Bass, Harry Nash and the writer, the nine who are staying with show during two weeks' layoff. Remainder of 40 making up troupe in Dallas, San Angelo, Lufkin, El Paso and Los Angeles. Larry Lind broadcasting out of McCamey and in Crystal Ball dance hall orchestra there.

Show reopens here January 1, sponsored by American Legion, first tent show in Stockton for several years. City ordinance practical "shutout."

DOC WADELLE.

Attendance Is Good At Bonstelle Opening

DETROIT, Dec. 30.—Bonstelle Civic Theater opened its first season in the Institute of Arts Theater on Christmas night to a nearly packed house with the production of *Tour Du Monde*. Thru large-scale exploitation of the appeal of the play to children a good juvenile audience was held for the opening week.

The Bonstelle Civic is being managed this season by the women's committee, which took over financial responsibility following the death of Jessie Bonstelle, the founder, under the management of Mrs. McKee Robison, Thomas Wood Stevens is managing director.

Members of the acting company include Carl Benton Reid, James Doll, Stephen Garrard, Michael Paston, Frederick O. Crandall, Lauren Gilbert, May Ediss, Hiram Sherman, B. Iden Payne, Whitford Kane, Raymond Jones, Gretchen Rickel, Jackson Perkins, Paul Showers, Martha E. Scott, Josef Lazarovich, Charles Moyer, Button Chubb, George Berdan, Eugene Starkie, Carl Moody, Mary Jackson, Sheldon Bell and Irving Humphrey.

Walkathon Prize Winners

SPRINGFIELD, O., Jan. 1.—Mr. and Mrs. Mose Waggaman, of this city, were declared winners in the recent walkathon held at Memorial Hall, which began the latter part of October. They received the first prize of \$1,000.

The walkathon was staged under the auspices of the George Cullice Post, American Legion.

Stock Notes

HARRY MCKEE directed *Charley's Aunt*, which appeared during Christmas week at His Majesty's Theater, Milwaukee.

THE LOVE TEST was the Christmas week attraction of the O'Shea Players at the Davidson Theater, Milwaukee.

THE MYSTERY PLAY, *The Cat and the Canary*, was the offering of the 69th Street Playhouse, Upper Darby, Pa., last week. Among those in the cast were Eileen Coyne, Bert Griscom, Helen Travers, Nat Burns, Arthur Behrens, Ross Mershon, Mary Duncan Stewart, Walter Gilmrood, Pierre Pelletier and Phyllis Gilmrore.

TO INCITE greater interest among its patrons, the Pittsburgh Civic Playhouse will have one of its coming productions chosen by the public. A blank is printed in each of its programs, allowing persons to vote for any play they would desire to see the playhouse do. Final choice will be on the basis of the largest number of votes.

STAFF of the Seattle Repertory Playhouse includes Ruth Eldredge, stage manager; Hugo Alde, chief technician; Robert Houston, Dudley Nicholls, Victor Biddle, assistants; James McAllister, chief electrician; Curtis Balmer, assistant; Betty Lou Borton, Mollie Hibben, props; Betty Lou Borton and Ruth Eldredge, costumers.

THE PLAY'S THE THING, at Tremont Theater, Boston, last week, was the first of a series of dramatic productions to be presented there under the direction of Irving Isaacs and Arthur Casey, the former a well-known Bostonian and the latter a theatrical producer of prominence. The role of the playwright was acted by Guy Bates Post. Prominent among the players supporting him were Mary Mestayer, Helene Millard, Dwight Frye, Sam Flint and J. Colvin Dunn.

FOUR NEW CHICAGO

(Continued from page 33)

tor of the new spot and has produced an elaborate show that includes Harold Boyd and the Three Jig Saws; Marcelle Williams and Charles, adagio dancers; Wynne Wayne, blues singer; Bill Aronson, radio moments; Jules and Josie Walton, dancers; Countess Emily von Loesen, dancer; Shannon Sisters, specialty team; Sondra Laurel, the Balbo Troutadours and a chorus of 24 girls. Jules Stein and his orchestra furnish the music.

The Moulin Rouge, formerly the Winter Garden, was opened December 29 by George J. Leiderman. The place has been entirely remodeled and includes a beautiful new taproom. The opening show includes Lee Morse, vocalist; Bob McLaughlin, pianist; Moss and Manning, dance team; Inez Gamble, dancer, and Sylvia and Bettina, song and dance. Charlie Craft's Orchestra is furnishing the music.

The Red Grange 77 Club opened December 28 at 1116 Leland avenue. It is under the management of Grange and his partner, Roy (Red) Keller. They expect to make the club a rendezvous for many of the local sport celebrities as well as well-knowns of the stage and radio.

WANTED—Full acting cast for Circle Stock. People doubling Orchestra and Specialist given preference. State if you have car. Answer quick; pay your wires. FRANCIS SMITH PLAYERS, 2512 East Wills St., Perry, Ia.

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Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN G. BRENNAN, 138 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.



Magic and Magicians

By WILLIAM J. HILLIAR
(Communications to Cincinnati Office)

MERGE FOR 1935 AT CINCINNATI.

DECEMBER LINKING RING brings enough magical goodies to fill the stockings of all lovers of the conjuring art. Harry Cecil's *Musing Up Magic* and Tom Crawford's *Have a Card* remain in a class by themselves.

BLACKSTONE took Los Angeles like Grant took Richmond. In addition to many other complimentary reviews, Jerry Hoffman, in *Los Angeles Examiner*, had the following to say:

"Confidently, it's a lot more fun to be fooled. I found that out yesterday at the Paramount Theater while seeing Blackstone, the magician. There couldn't be one-tenth the pleasure to any smart f fellow who knew all the inside of 'how they're done' as there was to the hundreds of innocents like myself.

"Blackstone and his company are appearing in conjunction with a movie feature. Those of us who yearn for the showmen of the good old days will thrill to the work of Blackstone. Still others, who have been wondering where to take the children during the next week, need worry no longer. It's grand to be able to take the kids and enjoy the show yourself at the same time.

"Not since Herrmann the Great, the late Houdini and the rare appearances of Thurston has so versatile a magician been seen locally."

W. E. Oliver, in *Los Angeles Evening Express*, said:

"The little boy and girl feelings that are stirred to life in all of us as Christmas approaches may be fittingly excited this week at the Paramount, where the Magician Blackstone is mystifying his audiences.

"With all this debunking of stage magic that has been going on in the cigaret ads and with the late Houdini's secrets exposed in many books I had thought the illusionist's day was over except in the centers of the remarkably naive.

"But for every trick that is solved the men who create illusions indefatigably invent another. Blackstone has several new ones that your commentator has never seen, particularly blowing a man into thin air, making a caged bird disappear out of the hands of a member of the audience, suspending a lighted globe in the air within a foot of a spectator."

[Editor's Note: Just another proof that the *Billboard's* attitude towards the so-called cigaret-expose campaign was correct. That it boosted magic instead of hurting it.)

LOS ANGELES SOCIETY of Magicians opened new quarters, the Casa de Rosa, with a special housewarming, in charge of Frank Fewins, president of the society. Supper was served, following which a special program of magic was offered. Blackstone, current attraction at the downtown Paramount, was the guest of honor at the affair. Arthur Valli, secretary of the society, burlesqued the acts of Blackstone, much to the amusement of those present.

WIZARD CLUB NEWS comes along to add to the pleasures of the holiday season. Editor Al Gordon is getting out a distinctly different publication and its

every line is enjoyable. It is the official publication of the Wizards Club of Chicago, which recently staged its second annual show at the Cube Theater. Irving Dorenfeld, president of the club, was emcee. The program consisted of Charlie, Chinese Magician; King Don, James Taylor, Lu Lane, Golditz, W. C. Dornfield (Dorny) in a surprise act, portraying Van Hoven, the mad magician; Viter; Herman Homar (Homar Woulfe), as the Wizard of the West; Haji Baba (Johnny Platt), Lester Rizek, L. L. Ireland and Marvell. Show was ably run by Joe Berg, assisted by Al Gordon, Ken Bluhm, B. Lederman and Russell Lind. The entertainment committee, headed by James Taylor, consisted of Joe Berg, Sam Berman, Jack Hecht and Sam Berland.

MYSTIC PROULX recently entertained the children at the school hall at Hampstead, N. H.

GREAT LEON is in Hollywood, Calif., preparing for a comeback with a pretentious new act of illusions.

JACK GWYNNE, after a tour of the West, will shortly be heading back east. And when you next see him just take a good look at the gorgeous Chinese robe he wears for the opening of his act.

2-10 DANIEL, writes: "How time flies. Soon be time 2 trek towards Cincinnati 4 for 1935 convention of the Big 3. Yours in magic."

JOHN S. VAN GILDER graces the magic desk with a beautiful calendar for 1934. Many thanks, John. Hope you've got all your elephants back.

PELKIN writes he is playing thru Georgia. Recently enjoyed a visit with Al H. Miller Shows.

W. W. (BILL) DURBIN, now registrar of the treasury, just cannot keep his picture out of the Washington papers. He is the cause of magic receiving more recognition in the national capital than ever before.

BILLY READ sends information that Herr, Man of Mystery, will shortly launch a road show.

HARRY HUNSINGER is at his home at Greentown, Ind., recuperating from the results of an operation he recently underwent in a Chicago hospital.

WESTERN SUGAR REFINERY, of San Francisco, December 16 staged a monster Christmas party for its employees, their families and invited guests, with 3,200

people packing one of the company's big warehouses which had been fitted up for the affair. Carl Zamloch and Francisco, with an hour and a half of magic and illusions, delighted the big throng.

IBM Convention, Batavia, N. Y., June 6-8, 1934.

ROBERT REINHART, who interviewed John Mulholland and wrote the article, *The Widespread Appeal of Magic*, in *The Literary Digest*, is being complimented and thanked on all sides.

FRED C. LANDRUS, known as the Prince of Mystery, has opened a magic store at Williamsport, Pa., and welcomes magi to visit him. And in addition to always having some new tricks on hand, he sells *The Billboard*.

GORDON THE GREAT is playing dates in Fox-West Coast theaters out of Los Angeles.

MARQUIS SHOW opens January 4 for extensive tour of the South under supervision of Russell E. Murdock, who is just back from Texas, where he has set the show, until March 23.

JULIUS ALTFELD, South Bend (Ind.) councilman - magician, celebrated his 34th birthday with a party at the Oliver Hotel. The most propitious event of Altfeld's birthday was the discovery that he was preparing to raise a mustache.

Brownlee on Comerford Time

BINGHAMTON, N. Y., Dec. 30.—Pop Brownlee's *Hickville Follies* open on Comerford time January 8 for a four weeks' run. Unit is now playing theaters in and around here and doing daily broadcasts over WNEF. With the single exception of a nine-day layoff, the show has worked steadily since last May. Brownlee is enthusiastic over conditions on the road and says that demand for talent has improved more than 50 per cent over last year. His rural revue has been on the road 21 years.

Showboat Fire Loss \$10,000

INDIANAPOLIS, Ind., Dec. 30.—Fire at the Showboat here caused a loss estimated at \$10,000. No insurance was carried. The club was owned by Frank M. Cantwell and was one of the pioneers in this type of entertainment in Indianapolis. Property loss included virtually all the musical instruments of the Marvin Hufford Band, which had been playing there.

Leta Bailey, Notice!

PERU, Ind., Dec. 30.—Due to serious illness Florine Milligan, 9 West Second street, would like to have Leta Bailey (or Lind) write to her at once. When last heard from Leta Bailey was with the show *Louis XIV*, playing Cleveland some three years ago.

Is Harry Houdini Trying To Communicate With Me?

(By W. J. H.—11th Installment)

As promised last week I am reproducing herewith two pictures made from the same negative of part of my stage setting, showing the "Spirit" painting

frame which contained the photo of Houdini. The one to the left shows how the print looked while Houdini was alive. The other one after he died.



Before



After

(To be continued next week)



Showman's Bookshelf

Reference

The *Billboard* Index of the New York Legitimate Stage Season, 1932-'33. The most complete reference work published on the activities of the season, listing all plays and musicals produced, their authors, players, scene designers and all others connected with them, together with cross-indexes, lists of addresses, and the New York appearances of leading players in the last 11 years. The *Billboard* Publishing Company, Cincinnati, O. 50 cents.

Motion Pictures

How To Appreciate Motion Pictures, by Edgar Dale, Bureau of Educational Research of Ohio State University. A manual of film criticism published under auspices of the Payne Fund. The Macmillan Company, \$1.20.

The Educational Talking Picture, by Frederick L. Devereux and collaborators. How to make talkies for classroom use in the physical sciences. University of Chicago Press, \$2.

The Motion Picture Industry, by Howard T. Lewis. A professor's analysis of the business side of the film industry, with comments also on its artistic aspects. D. Van Nostrand Company, Inc. \$4.

The Sound Motion Picture in Science Teaching, by Phillip Justin Rulon. Volume 20 of the Harvard Studies in Education. Harvard University Press, \$2.50.

Radio

Radio and Education, 1933. A study by the National Advisory Council on Radio in Education. University of Chicago Press.

Tony's Scrap Book, 1933-'34, by Anthony Wons. Wons' own selections from radio broadcasts this past year. The Rolly & Lee Company, Chicago. \$1.

Magic

Magician's Manual, edited by Walter B. Gibson. One of the Blue Ribbon Books of the Magicians' League of America. \$2.

Published Plays

The Greatest Good, by Wilbur Braun. A three-act comedy. *The Gay Co-Eds*, by Marie Doran. A three-act comedy. *Three Taps at Twelve*, by Allen Saunders. A three-act mystery melodrama. All three books published by Samuel French. 50 cents.

What Grandmothers Know, by John Lewis Brumm. A one-act comedy. 30 cents. *Across the Jordan*, by Ernest Howard Culbertson. A one-act comedy. 35 cents. *Color in Court*, by Ernest Howard Culbertson. A one-act play of Negro life. 35 cents. *Heroic Treatment*, by Harriet Ford. A one-act comedy. 30 cents. *Sentence*, by Alice Gerstenberg. A one-act comedy. 35 cents. *Summer Holiday*, by Harry Greenwood Grover. A one-act comedy. 30 cents. *The Idea Shoots*, by Edward Holden. A comedy in one act. 30 cents. *The New Bride*, by Lola Howell. A one-act comedy. 30 cents. *The Terrible Meek*, by Charles Fann Kennedy. A new edition of this one-act play. 35 cents. All of these pamphlets are published by Samuel French.

The Fire, by Joel Rustam. A dramatic sketch in four acts. Tomorrow Publishers. 25 cents.

Miscellaneous

Playreadings, selected by Louise M. Frankenstein. A collection of scenes and speeches for radio, film and school auditions.

Walk-a-Show Stages Party

CINCINNATI, Dec. 30.—Helen May Young reports that the Walk-a-Show, at Elmwood Place, staged a jolly Christmas party for the five couples and solo still on the floor. Tho' tired and sleepy after 2,460 hours, their eyes began to open as Emcee Jack Hayes started filling their arms with the many presents sent in by admiring fans, relatives, etc.

After a Christmas dinner the grind was resumed before a packed house. Special acts put on by Earl Ragan, Jack Hayes, Nick Redding, Max "Little Eva" Leslie Young and Evelyn Mitchell kept the audience in an uproar until long after midnight.

Season's Greetings

To All Our Friends
Howard Thurston
and
Daughter Jane

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Large Professional Magic Catalogue, 25c
MAX HOLDEN, 220 W. 42d St., New York City.



WITH all due respect to the sincere and conscientious efforts of various theatrical organizations, led by the Actors' Betterment Association, to wipe out the benefit evil, it is our sad duty to report that no conceivable progress has been made. True, certain philanthropic and social organizations have been induced or gently coerced into paying for talent as a result of the publicity given the anti-benefit drives; also as a result of the personal efforts of Ralph Whitehead and a handful of others.

But, to call a spade a spade, the drive to wipe out the practice of actors playing so-called benefits or special private shows for what amounts to nothing (if remuneration for "expenses" is rightfully eliminated from consideration) has been a rank failure. It looked for awhile last season that the drive was to be a success. But the gains were illusory. Here we are in the midst of another season and the benefit racket is thriving like Iowa's pet hog on the best selected swill. As usual, the actor has himself to blame. That active little ingredient in almost every actor's soul (they say you can't be a good actor without it) that we politely call Ego is basically responsible.

The big shots in actordom are the worst offenders, and the second, third and fourth-raters are the ones that actually suffer. How can Mr. Big Shot turn down a big politician when asked to play a benefit? How can Miss Overnight Sensation refuse to appear at a benefit for dyspeptic cats when the lady who makes the request is so charming and thru whose veins flows blue blood instead of borsch? These are only a few of the intriguing questions that selfish, individualistic acting folk ask themselves every day and night in the week—and wind up throwing away their God-given talents to the four winds and into the pockets, via cold cash, of slick promoters and into the coffers of organizations alien from the show business.

Burning with the resolve to help the actor help himself, we labored hard last season in an effort to eradicate the benefit evil. If only for the purpose of elaborating on our theme we mention in this connection that we were responsible, solely and exclusively, for the drive made by the District Attorney's Office against benefit gypeters in New York City. It's in the record. We are not inclined to give to the Cause the same time, trouble and expense this season. We have decided to lay the blame at the doorstep of the guilty parties—and let it rest at that.

We repeat that the actor is himself responsible. Only an intensive educational process will bring him to his senses. But we are also allied to the gills with educating and moralizing. If the actor hasn't been able to see where the skunk is buried, if his usually sensitive nose hasn't told him, then it's about time he were left to his own resources.

At the opening of a New Year we find definite signs of a revival in the "fish" branch of the show business. More and more as the weeks and months pass will there be an urgent demand for living talent. If the benefit racket continues unabated, if the actor continues to prostitute his talents to the urge for applause and self-expression, he will wind up behind the eight-ball. The years of unregulated benevolenting have taken their toll. Nowadays the talent hound pays for his quarry only when there is no other way out. Thus will it continue to be until the actor asserts himself. The process of education and self-discipline need not be stimulated by an organization of actors, but it is possibly indicative of greater strength if thus fostered. However, the actor can do it by himself. By making a resolve not to play benefits and to recognize no exceptions unless a generous portion of the proceeds are turned over to approved theatrical organizations. This can be done. It is up to the big shots to start the movement. The lesser lights will have to follow. It is a fact that all talent grafters know—that no benefit show can be a success without "names."

Unfortunately, the stage-struck "names" know that, too. And there lies the difficulty.

As for us, we promise not to preach on benefits again until somebody really gets our goat. But the tincanorous boy is pretty well concealed these days. So that's that.

Side Glances

WALTER WINCHELL shouldn't have taken credit for that charity-tax idea as applied to broadcasting studio shows. This was a "Billboard" project last season. And we broke out with the same rash in this column last week. Winchell's discussion appeared in his Wednesday column—and "The Billboard" went to press Monday afternoon. It matters little who gets the credit as long as the idea is kindly received and acted upon.

The RKO vaude booking office can't take it. The new moguls up there issued orders last week barring trade newspapers from the floor. They should read up on their own history. It was tried before and failed miserably. This alone isn't a sufficient reason for the move to be unsound. There's something more basic than that. It's the old truism about the truth will out. McDonough, Thompson and Blumberg should get wised up.

We have been watching Loew vaude carefully lately. We congratulate Jake Lubin and Marvin Schenck on the improvement. The Loew shows we viewed had vitality, newness and smart booking technic. Loew is waking up, and at the right time, too.

A certain film company goes out of its way to get in plugs for a certain trade paper. Sometimes its efforts are ridiculously misplaced. In a recent release a burly girl is shot reading the paper. She's looking down the wrong alley. Either Mr. Props doesn't know his business or it pays him to act dumb.

Students of mass reaction and manifestations of it in pop-priced theaters should have posted themselves at the entrances to the Palace, New York, last week while "Artists and Models" was hogging the stage. One look at the type of patron would have been enough to show why smart showmen aim at the family trade for other than altruistic reasons.

Portrait Eighteen

Dominick F. Barreca

THIS week we add a niche in our gallery for a virtual unknown.

But time will tell, and we hope to proudly point to this in years to come and say: "We told you so."

Barreca is young, not very important and modest. He's one of Loew's district managers. He has IDEAS, an uncanny ability to do things without fuss or frills.

He gets things done, and his bosses know it. He takes only his responsibilities seriously. The rest of the stuff tied up with pomp and useless dignity doesn't intrude upon his consciousness. He began as a lowly assistant. He was given a house. He made good with a vengeance. He was given a district. And he is continuing to make short riffs of details of enterprise, loyalty and showmanship that represent insurmountable obstacles to most others.

He is, in a sense, typical of the caliber of man Charley Moskowitz and Sam Meinhold have been picking these many years to build up and sustain their organization. But his personality magnifies all the good qualities of a typical Loew man. He's going to make good. And we want to hurry and get our prediction in before it's no longer one.

Bankruptcy Plea Of Duncans Denied

CHICAGO, Dec. 30.—Word was received here Wednesday that Rosetta and Vivian Duncan, appearing here in *Topsy and Eva*, have been denied discharge in bankruptcy by the Federal Court in Los Angeles.

Denial was based on the report of the bankruptcy trustees, who described the attitude of the Duncans as "flippant." It was claimed they refused to account for receipts of \$900,000. When the bankruptcy petition was filed the Duncans claimed their liabilities were \$1,257,000 and assets \$76,163.

Minstrelsy
By BOB EMMET
(Cincinnati Office)

JOHN E. VAN, ARNAM opened his new minstrel show in Watertown, N. Y., last Friday. The show will do three weeks on the Schine circuit and then go direct to Florida to show over the entire Sparks Circuit. The unit included 25 people, street parade 'n' everything. Good luck, John!

BY GOSH says the government's C. C. C. camps have certainly helped business for the Seidom-Feds. Waterbury, Vt., was a recent two-night stand and the C. C. C. boys helped pack the house both nights. Show visitors the past week include Pop Brownlee and his Hickville Follies; Peter Schofield, advance agent of Columbia Radio attractions, and Howard Weber, agent for the Virginia Vampires company. "By" adds, "Here's to a greater 1934 for Minstrelsy."

OTE BALDWIN left Chicago last week for Henderson, Ky., to go into rehearsal on his new Dixiana Minstrels. Show is to have a 10-man circle and a five-piece girl band, as well as a good quartet, two names on the ends, three dancers and a yodeler. First-pact scenery will be the interior of a mammoth watermelon.

JOHN W. VOGEL closed his show for the holidays but will soon take to the road again.

MACK AND LONG'S New Idea Minstrels closed recently but will resume some time this month. Jack Long drove to Jackson, Mich., to spend Christmas. Frank Mack went to St. Louis to ring the jingle bells and decorate a Christmas tree.

WALTER MACEY is back in the Windy City.

HARRY VAN FOSSEN was seen passing thru St. Louis, en route to Joplin, Mo.

AL TINT visited with Habercorn and Denton when they dropped in for a visit in Chicago. They left to spend Christmas at Lester Habercorn's home in Peoria, Ill.

ROY FRANCIS and Billy Adams are in Chicago. Al Tint infers that Roy must have "sleeping sickness," as every time he calls on him he finds him in bed. Billy is training a fox terrier to do tricks—maybe he'll (the fox) be in the act soon.

DAN HOLT can be seen daily in front of the Woods Theater Building, Chicago.

KEN DRAPER, in a letter to Al Tint, tells that he is working night clubs around Syracuse. He was half of the team of Draper and Gillette, late of Van Arnam's Honey Boy Minstrels.

THE WORLD'S FAIR Minstrels recently disbanded in Chicago.

Cleveland Minstrel Notes

Moose minstrels, under direction of Bob McLaughlin, are soon to present two jubilee performances at the Moose Club for the benefit of the children's welfare department of the local lodge. Reese Prosser, veteran songbird of the original A. G. Field Minstrels, will again put cork on as he appears with the Moose minstrels in their forthcoming minstrel show. Jimmy Thomson, another veteran of other days, will head the Buckeye City Four, a quartet of songbirds who are making quite a name for themselves in this area. Bob Reed's Minstrels and their friends celebrated with annual party at Cap Terry's palatial Cappy Club. Prominent among the guests of the evening were President Harry C. Shunk of the NMP&FA and the missus; Capt. Curley Wilson, of circus note; Ed Raymond, international clown; Leo (Ebony Chaikologist) and Mrs. Schamadani; Forest and Mrs. Brayman, the Texas Dancing Demons; the Great Craven, of magic world, and Mrs. Craven; Sutton and Gardner, black-face comedians; Sally and Bob McLaughlin, the boy and girl of minstrelsy; Mike Dowd, veteran minstrel and song writer; Viola Hauseman's girl minstrel band; Steve and Mrs. Pearson, of Toronto; Norm Borthwick, the Scotch minstrel; "Hi-Pockets" Charley Green, veteran minstrel of the Field Show; Reese Prosser and Jimmy

Thomson; the Hauseman Trio, novelty musical artists; and Joseph E. Callahan, beverage connoisseur extraordinary. The entire upper floors of the Cappy Club were turned over to the 60-odd minstrels and their friends. Rooms were gayly decorated for the occasion and a splendid buffet lunch served. Bridge games, dancing to the soothing melodies of Viola Hauseman's band and impromptu entertainment found magician, clown, vocalist, monologist and musician all doing their bit to make merry the festivities of the evening and which Emsee Bob Reed kept rolling along at a merry clip.

NMP&FA Notes

By Robert Reed, Secretary

President and Mrs. Harry C. Shunk are visitors to headquarters this week and will be the guests of Secretary and Mrs. Bob Reed during their stay in Ohio's largest city. While in Cleveland President Shunk will formulate plans for the continued growth of our association during the coming year. He will also go over the convention committee's plans for the holding of our fourth annual convention, which will be held at Cleveland on September 1-3, inclusive.

Thanks to the many members and fans who forwarded season's greetings. Sorry we were unable to reciprocate. However, we have very much appreciated your thought and trust that you will bear with us in our effort to rigidly live up to the program of economy set up during the past year. Our problems have been many and real during this period and we know that you will readily agree that it was impossible for us to do many of the things we would have liked to do. Needless to state, however, we shall go forward during 1934 with a stronger determination than ever, building and strengthening our minstrel association, adding those new members we have so often mentioned, fighting the fight to keep the torch of minstrelsy eternally aflame. In this we ask the full support of each and every member. Let your New Year's resolution be one that will find you sincerely resolved to do your full share and take an active interest in the affairs of your minstrel association.

Remember our fourth annual convention meeting. Plan to be on hand. Secure that new member and, above all else, give to your association and your officers the support that goes for the complete success of any and all such undertakings. Lend that helping hand necessary to carry forward your association activities. Check up and see if your annual dues are paid. Help out in any way possible. The success of your minstrel association depends upon the kind of support that you yourself extend to that association. Get in the swim of active membership today. Onward! Forward! Merry minstrel! Let the year 1934 bring to us and to your organization a wealth of new members and a wealth of activity among older members. Think it over, minstrel man; think it over, minstrel fan, and then roll up the old sleeves and start the ball rolling for a bigger and better minstrel association, an association of which all may be justly proud and one which will proclaim to all that it lives and stands for all minstrel people and all things minstrelsy.

United for minstrelsy during the coming year, we are pledged to the upbuilding of our minstrel association.

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The Broadway Beat

By GEORGE SPELVIN

KATHARINE HEPBURN, seen just before the opening of *The Lake*, was wearing her second-season mink coat. . . . Maybe it's true then that she's giving Jed Harris a break by taking only \$750 a week from him. . . . Mark Murphy aided Abe Abrams, owner of Jack and Jill's, in putting on a dinner and show Christmas Day for 300 poor kids. . . . Among those who performed were Jack Pearl, Mary Small and the Horn & Hardart kiddies. . . . An RKO agent had the right answer when asked for some funny news about the booking floor. . . . He piped back: "Being on the floor is funny enough." . . . Wayne Pierson is practically set for the government job on Soviet film dealings. . . . Radio Pictures tried to nab him as its Soviet contact. . . . George M. Cohan's idea of a good Christmas basket is several bottles of wine draped around the bottom row, some rye in the middle and cognac on the top. . . . Also some Guinness Stout and Bass Ale. . . . What a Christmas as a result! . . . Bookers have been giving a radio lad the runaround and the gag seems to revolve around his important wife. . . . He used to be called the boy from Erin, but now they dub him the Erin' boy. . . . I like puns with my coffee. . . . The Walter Thompson Agency refers to NBC's Studio H as Royal's 39 Acres. . . . A plug for the Gelatin, of course. . . . Lionel Stander plays the part of a drawing room comedian in *The Wooden Slipper* show. . . . In shorts he does a slap-stick comedy, on CBS' *Big Show* he's a Russian funster, and with Bert Lahr he's a character straight. . . .

George Hamid, outdoor booker, had all sorts of trouble with Fire Department officials during the opening days of his circus at the Hippodrome. He accused them of playing petty politics and that they couldn't realize that scores of performers were put to work. Also that the pyro moguls contradicted each other on rules every half hour, with denials and unkept promises order of the day. Argument centered on two of the acts, the Hustral Family on the high wire and Tiny Kline's slide for life from the balcony to the stage. Hamid squawked that their elimination would hurt the rest of the show. Miss Kline pasted one of the firemen, but reprisal was miraculously averted. After a few days, the Hustrals were set on the stage, whereas they previously worked above the band pit. Strange part of the story is that Miss Kline did the act last year for the RKO Circus at the Palace and Prospect theaters, and even did it over Broadway, without trouble from the police and fire departments. Meanwhile, Hamid continues to battle with the powers that be, and even called on the Samuel Seabury office for legal suggestions—just in case.

Fred Allen is of the opinion that comedians should consider the radio field in the same light as stock. . . . Feels that they shouldn't stick to the airwaves more than six months at a time. . . . Most of the funny men are lucky if they stay six months anyway. . . . The Casino de Parez gives most people the willies as a result of those cauliflower-eared and pushed-in-nose gents who sit around. . . . A deal is in the air which may give the RCA Building in Radio City one of the classiest eateries. . . . If it goes thru it will get under way in the spring. . . . Netty, of Witmark, is wondering whether she will be in the inner or outer offices after the execs move up a notch since G. M. Clark stepped out into a better job. . . . Ed Wynm really got sort of risque on last week's broadcast. . . . Risque for him, anyway. . . . Eddie Cantor's harangue about radio audiences is the bunk, they say. . . . He and his sponsors wouldn't do without them for anything. . . . Those dial gadgets on NBC exec tables makes it dangerous to kid around during rehearsals. . . . Anything in the studio may be dialed in at any time. . . . Hot Tom and Jerry is coming back into style. . . . Now they claim it is an old Irish drink being revived. . . . Charlie Allen, agent, hid himself to Chicago last week to attend his sister's silver wedding anniversary. . . . While there he and Dick Henry knocked off some business deals. . . .

Artists and Models, at the Palace last week, dressed up the house front with photos borrowed from George White's *Scandals*. Everything was all right, the pictures drawing on the trade of the burly house across the street, until somebody got word to the White office. Later raised the dickens with RKO and threatened suit, etc. Photos stayed anyway. Reason for the whole thing was that the Shuberts did not have any photos made for the *Artists and Models* unit. . . .

James Barton walked out on the *Strike Me Pink* unit. . . . Trouble over billing. . . . He was replaced by Eddie Carr, the guy who imitates him so well. . . . Irving Schneider, attorney who pushed the drive for the inspection of the NVA san by the State, was made happy last week when he got a Christmas wire from a group of NVA patients. . . . He thought they had forgotten about him already. . . . Kitty Doner has strong opinions about performers as business people. . . . Just ask her some time. . . . Room 20 of the Lambs' Club is probably the most popular in the clubhouse. . . . Go up and see him some time. . . . Hotel Commodore's dining room repeated its cover charge when Repeal came in and the biz jumped accordingly. . . . Some of the local singers have heard that the Singers' Guild (chartered by the AFL in 1930) has come back to life. . . . Way out in Los Angeles, tho.

40th YEAR

The Billboard

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The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business. The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments. SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For VAUDE

NO MOTHER TO GUIDE HER—full length, extremely meller, legit show, with an all-midget cast, current at the President Theater, New York. Should be excellent for vaude audiences if condensed into a one-acter. The dramatic acting of the midgets would make it a real novelty, and entertainment is assured via the burlesque of a meller.

For FILMS

NENA SINCLAIR—currently appearing in *The Locked Room* at the Ambassador Theater, New York. An excellent ingenue type. Makes a lovely appearance, being blond and of graceful carriage. Her speaking voice is in keeping with the rest of her makeup. She should be ideal as a romantic lead.

JIMMY SAVO—veteran vaudeville performer, currently appearing in the *Artists and Models* unit. While he has appeared in some shorts, he should be considered for feature pictures. Is one of the best vaude comedians, getting laughs mainly as a result of his outstanding pantomimic work.

For RADIO

WILLIAM S. HART—screen veteran, who still is able to entertain with anything associated with the Wild West. Would fit on the air, handling a suitable script. Has a splendid speaking voice, the result of his past stage experience, and his rep is still worth something. Was heard on the Vallee broadcast last week.

For LEGIT

Musical

VIRGINIA LEE—currently appearing in vaude with the Lee and Rafferty flash. A clever tap dancer with a wealth of rhythm and intricate routines. She is a comely blond built along tall and graceful lines. Speaking voice okeh, too, as gleaned from her several announcements.

Chicago Chat

By NAT GREEN

ED AMBROSE, young Adonis, who is stage-door man at the State-Lake, is not only a swell guy, but a versatile youth. He is a proficient dancer and recently teamed up with Charles Bold and did a feature act for a Christmas charity affair. Ambrose is one of the most popular backstage doormen in town because of his courtesy, good looks and proficiency in taking care of the great number of artists who play the State-Lake.

Terry Turner, New York publicity man, in town from the West Coast, and preparing to take some sort of company to Los Angeles. . . . *Oddities*, getting under way again after a brief layoff, has added 12 line girls and some talent from several World's Fair spots. . . . Those husky guys I encountered in such large numbers in the Sherman lobby this week were the country's leading football coaches here for the annual winter confab. . . . Nope, I wouldn't want to meet up with 'em on the field of battle! . . . Blackstone Theater understood to be negotiating for *Goodbye Again*, with Bert Lytell, and possibly Nancy Carroll. . . . Cliff McDougall, Columbia Pictures publicity man, spent the holidays in Chi and met a lot of his old circus cronies. . . . Cliff just oozed enthusiasm over West Coast opportunities. . . . The old Hollywood "aperrit" will get 'em! . . . One thing the heavy mortality of so-called World's Fair shows is doing—it is showing just which guys are on the up and up and which ones are not. . . . Looks as if Horace Sistare will be back in the running as a legit manager if his plans for *The Sunday Student* go thru. . . . He hopes to open at the Studebaker January 13 or thereabouts. . . . Not much chance of the old Marigold Garden reopening this winter. . . . There was talk of it, but the dope is it won't open until the fall of '34.

Looks as if Ernie Young and his aids are going to put the Showmen's League to the forefront with those Saturday night theatrical parties. . . . In this connection possibly a suggestion may not be amiss—those who attend the parties are ladies and gentlemen, and it would be well to remind the masters of ceremonies of that fact; some of them seem to forget it. . . . Perhaps a better suggestion would be to eliminate the emsees entirely and let Frankie Taylor or Ernie Young himself do the announcing. . . . Either could do a more satisfactory job and they could be depended upon not to hog the spotlight or inflict ancient and smelly gags on the audience!

Clint W. Finney, erstwhile circus general agent and now ahead of Ripley's Odditorium, got out a holiday greeting card what am a greeting card! It's a real work of art, thanks to the spendid artistry of Harry Atwell, the old photog (free ad), and depicts a one-gallus country boy in the foreground gazing wistfully at the "big top" in the distance. The inscription is: "When a boy needs a friend—Circus Day, Christmas, New Year's." Blended tints make the card a symphony in colors and it's a picture that will touch the heart of every circus fan.

There were other cards, some simple, some ornate, among the scores received that were "different" in one way or another. Harper (CFA Pres) Joy, for instance, worked his name into the verse thus: "It isn't Christmas bric-a-brac, such gifts as men employ, but wishes true from friends like you, that gives the harper joy." Dainty little Olive Olsen sent a silver card with red star and band that was eloquent in its simplicity. Frank C. Payne, of *The Quill*, used a neat red, black and silver folder bearing Christmas and New Year's greetings, and Bettie Burnett, dancer and blues singer, a folder of deepest blue with futuristic cover design.

Distinctively unique was the greeting card of the Ed Shanks (CFA) family. A folder bearing on the cover: "Ye fair Christmas greetings from ye Shanks." Inside a pen portrait of Ed Shanks, drawn by his daughter Jean, a hand bearing a photo of the Shanks family, and a greeting (too long to quote here) from Ed, with the notation: "Sorry I can't look you in the eye when I hand you this reminder of how the family looks, but this is the way Jean drew me." On the back cover these greetings from the family, reproduced in the handwriting of each member: "My Dad says one of the nice things about Christmas is that it reminds us of good friends we like to keep in touch with. Jean." "That's right. Mother." "Dad spilled a jugful! Edwin." "I'll say so. David." "Me too. Lloyd." Clever!

There is some talk of Olsen and Johnson taking their show to Australia at the conclusion of their vaude tour, which has several weeks to run. . . . Bob Hickey chose a swell time to depart for the Northwest—ugh! . . . He's plotting the Jay C. Flippen unit to the Coast. . . . Looks as if opera is staging a comeback. . . . First offerings of the new Chicago Opera Company have been enthusiastically received. . . . And the management has wisely played up to the vanity of our "best families" by installing a series of boxes midway of the house, where milady's furs, jewels, gowns and what-have-you can be duly appraised and gushed over by the rest of the house. . . . I moved Louisiana's capital from Baton Rouge to Shreveport last week. . . . Oh, well! Huey Long has done a lot worse things to the State than that! . . . The Ducans are using "I'm Headin' for the Guy Who's Headin' for the Last Roundup in their new Topsy and Eva.

On Shakespearean Repertoire

Editor The Billboard:

Now that the road is coming back, why the delay in a good organization of a Shakespearean company...

People are disgusted with the silly sex dramas and risque comedies of today. So why not give old Bill Shakespeare a break?

How About Candy Butchers?

Editor The Billboard:

The writer agrees with John A. Bunn. I admit that Al Sweet was one of the greatest of all circus band leaders...

Davis had the stands with the ill-fated Rice & Dore Water Circus and stuck until the show sunk between Davenport and New Boston, Ia., in 1915.

Surely, some of the oldtimers can write some interesting articles on this most profitable end of any traveling circus.

Barnum's Giraffes in 1854

Editor The Billboard:

In 1914 I bought a considerable collection of old newspapers dating from 1761 to 1880. The other day I decided to pack this collection and ship it to an auction room...

"The living giraffes purchased by Mr. Barnum from the viceroy of Egypt for \$30,000 and now being exhibited (free of charge to museum visitors) at Barnum's American Museum in the city of New York (1854)."

I looked carefully over this paper to see if I could find any advertisement, but there was none. A few days later I again picked up this paper and, looking it over carefully again...

It invited all visitors to New York to visit the museum and see the big living giraffes that Mr. Barnum had lately bought and brought to America...

As for leapers and contortionists, they performed away back 4,000 years ago in Asia, as well along the great valley of the Nile, where the great kings lived and ruled and where happiness was sought after as much as it is today.



THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their personal views concerning amusement matters.

world almost since history began. Years ago I found an old book written in 1819, and the writer describes how he lived next door to a house where men and women came, the women in beautiful dresses and the men in velour, silver-buckled pants...

People, we find after we search history, were, after all, much the same as now; only invention has improved living conditions. About the only new thing in the circus of modern times perhaps is the flying trapeze and novelties, trained seals and sea elephants.

Greenwood Lake, N. Y.

Recalling Wallace Roster

Editor The Billboard:

Some time ago Doc Waddell suggested a memory contest in The Forum. When I joined the Wallace Show in 1884 as a candy butcher, J. R. Moody had the privilege.

Duke Forker was boss hostler; Shorty Jordan, boss canvasser; Lew Williams, assistant, and John Sachs, boss animal man. Col. John Rogers was in charge of the side show and Jim Greely was cook.

Gus Lambringer had toy balloons, Al W. Martin and John McKisson had the connection, Dick Weldon had concessions and he was ably assisted by Billy Traun, Knobby Clark, Frenchy Poliac, Dan Scribner, Clint Morrell, Pop Blodgett, Dick Spence and William Brando.

Some other time I will tell of the first sermon that Doc Waddell ever preached. This will suffice for memorializing at this time.

Findlay, O.

Who Knows "Who's Your Boss?"

Editor The Billboard:

About two years ago there appeared on the stage of the Palace Theater in Cleveland, O., a couple, a man and a woman, who gave a recitation entitled "Who's Your Boss?"

Silver Hill, W. Va.

Credits Small Circus Bands

Editor The Billboard:

I have been reading letters in The Forum regarding circus bands, their size and what they should play and, above all, less air calliope. I agree with Clarence H. Jacoby in The Forum of December 23, saying that people go to the circus to have a good peppy time.

I have read that it takes at least 35

men to put over a circus program and that no circus should have less than that. How about these little shows on the road that have small bands, some with 5 men and some with 8 and 10?

I think a band of 10 men can put out a lot of good music and I say let's have lots of air calliope because there's where the old circus spirit comes from.

Mt. Vernon, Mo.

"Cradle" Article Appreciated

Editor The Billboard:

Occasionally I purchase a copy of your publication and fortunately bought the December 23 issue containing an article by J. E. Bechtold, entitled "From the Cradle to the Cross."

Chicago.

Longs for Big Teams Again

Editor The Billboard:

Regarding the letter of John A. Bunn in The Forum of December 23, I heartily agree with him on the caliber of music furnished on the old Sparks Show by Jack Phillips.

During those months it was my pleasure to make the acquaintance of the personnel of the Sparks Circus and here just let me mention a few of the names that remain very prominent in my memory.

Franco Wasko had the cats and when the show opened on April 8 in the centerfield of the park I will remember seeing him crawl on his hands and knees into the runway which led into the menagerie and pull a sulky leopard (Tommy, I believe its name was) out into the arena.

Mr. Bunn also mentions the little hay team, Paul and George, and I agree with him that they were "a team" and many times have I watched them hauling the gilly wagon around winter quarters with the late Roy Lunson holding the reins.

the Big Show and working in a 6 or 8-horse team.

I surely would love to see another Sparks 20th Century Wonder Show again in 1934, and a parade with wagons drawn by the same type of beautiful horses and driven by such drivers as Steve Brown, Jim Ballard, Blackie Hall, Rags Baker and many others.

Geneseo, N. Y.

Repeats Growth Is Eternal

Editor The Billboard:

To, in slightest way, estop growth of an amusement enterprise is erroneous. On all sides we vision everything and everybody under the sun growing.

Show business is no exception. If the late James A. Bailey had sidetracked the eternal, true principle of growth, of quantity and of quality he'd never have had the great and mighty unit of amusement realm—the colossal Barnum Show.

"A little show is from 1 to 15 cars. A big show is 35 up. Grow and have both quantity and quality. And never stop in between 15 and 35 cars. The in-between shows go broke."

Go thru the records and it has been shown with 20, 23 and 25 cars, in and around that number, that bit the dust of defeat. I've often thought that this John Robinson idea reveals why carnivals have had so much trouble.

Oh, how show owners have sowed erroneously in dividing what they have! And with the idea of with two or more shows, "I'll get more money." Johnny J. Jones divided—had two shows en tour. From that moment on he retrograded.

My friend L. C. Zelleno, in my "Looking Backward With the Circus," prophesied "circuses in the air" transported and performed by and in airplanes. I here and now predict that, sooner than I think perhaps, there's to be the largest circus ever under canvas—and under the title and name of Barnum—that it will move on the steam cars (the railroad show will not vanish in our day) and pitch canvas over broad acreage between big cities like Boston and another large Massachusetts town, Pittsburgh and Columbus, Cincinnati and Indianapolis, Dallas and Fort Worth.

There it will be for not a day, but for two weeks or more. Under its creamy stretch of big top will be the greatest circus performance the mind of man ever conceived. Figure the saving of transportation charge by this procedure. Imagine people from everywhere making the pilgrimage by auto, airplane and every known mode of conveyance.

SUBSCRIPTION, PAYABLE IN ADVANCE.

Table with 2 columns: Subscription duration (One Year, Six Months, Three Months) and Price (U.S. and Canadian and Foreign).

Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty cents per square line. Whole page, \$3.00; half page, \$1.75; quarter page, \$1.00. No display advertisement measuring less than four lines accepted.

Last advertising form goes to press noon Monday. No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.

TAX SLASHED IN SAVANNAH

Former License Split in Half

Street parades not taxed unless shows exhibit outside the city boundaries

SAVANNAH, Ga., Dec. 30.—Savannah has just taken a more liberal view of the visiting circus than it has entertained almost "since the memory of man." It has cut the price of a circus license from \$1,000 a day to \$500 a day for the year 1934. For many years Savannah has been quite frank about the matter of circus taxes. Placed the tax so high it was prohibitive. Now it has put it at \$500 a day with a view of inviting the big tented shows to come and show within the incorporated limits of the city. Shows paying the new tax can stage parades without further taxation.

The city has also repealed a section of its code which required that before a circus could show at all in the city it must have a "clean bill of health" from the local sanitary board. This provision has been stricken from the tax act entirely.

There is also a more generous feeling toward dog and pony shows. Formerly the tax on this type of show was \$500 a week or any part thereof. This tax has been made \$100 a day. The yearly tax on vaudeville houses has been cut from \$500 a year to \$200.

The \$1,000 a year tax on concert halls, variety shows or dance houses has been cut out of the new tax act.

Circuses have been coming to Savannah thru the agency of local organizations, playing on a percentage basis, and invariably the prohibitive tax was cut for these special performances. There have also been instances of circuses exhibiting in small towns in the county adjacent to Savannah. These have had to pay a county tax but no city tax. Under the new law a circus parade on the city streets from a circus showing outside the city must pay a tax of \$500.

Jessup at Port Arthur, Tex.

PORT ARTHUR, Tex., Dec. 30.—W. T. Jessup, special agent Eastern States Circus Company, is here arranging details in connection with the staging of an indoor circus at the Auditorium in January. He states that the company will play in Texas, Louisiana and other States in the South until spring. Mr. Jessup visited the show at Wichita, Kan., where it appeared under auspices of Elka, and says he found it having a nice business. Also states that he found Irving J. Polack, Louis Stearn and other executives smiling; Sam Polack busy with the books and Mrs. Irving Polack busily arranging Christmas presents. Pat Hanlon, general agent, has a new automobile. Frank (Dutch) Hildebrand is credited with doing a nice job of promoting at Salina, Kan.

The Brightmans Play Host

NEW YORK, Dec. 30.—George Brightman, who trouped with the Frank A. Robbins Circus, and Mrs. Brightman held a Christmas Eve party at their Jersey City home which proved a jovial festival. The Brightman relatives turned out en masse and among showfolk and friends present were Miss J. Anderson, B. Brady, F. Bonagart, Mrs. L. Flynn, B. Himsel, H. Wells and Frank G. Graf. Mr. Graf, well-known tattoo man, for many years a feature attraction with World's Circus Side Show, Coney Island, announced that he will be back there next season.

NEW ORLEANS, Dec. 30.—The Shrine Circus, to be staged here in January, looms as one of the major attractions of the year. It is to be produced at Kemper Park as a benefit for the Crippled Children's Hospital, with George W. Paige as producer and director.



THE ROONEYS (Eddie and Jennie), aerialists, who have been re-engaged with Ringling-Barnum Circus for next season.

Marlow's Third Season Success

CINCINNATI, Dec. 30.—Marlow Mighty Shows recently called a close of season and went into winter quarters at some point in Missouri, according to information to *The Billboard* from M. C. Cookston, general agent. Mr. Cookston further advised as follows:

Opened March 1 and closed December 2 and covered 5,864 miles in five States—Missouri, Illinois, Indiana, Michigan and Arkansas. During its three seasons en tour the show has grown from a very small outfit to a 20-truck organization. During the early portion of the past season the show was in the Mississippi River overflow territory and business was not good. A great deal of rain also was encountered, but later, with better weather and thru the push-onward spirit of Reuben Ray, owner-manager, and his personnel the summer and fall months' trouper was successful. The roster included, besides those above mentioned: Fred Lemley, in charge of merchants' coupon tickets; Harry Bray, the pit show; Tom Smith, boss canvasman; William Harrison, charge of trained horses and ponies; Bill Brown, boss animal man; Manager Ray, also in charge of front door and announcing with loudspeaker; Mrs. Reuben Ray, treasurer and tickets; Mrs. Zarlington, reserved seat tickets; Mrs. Harry Bray, reserved seat ticket taker; Professor Eberhart, band leader, and the performers, Reuben Ray, Lottie Lorana, Sister Ray, Junior Ray, Buster Ray, Zarlington Family (five people), Eberhart Family (six people). In the program also were a bear act, pony drill and pony acts, a troupe of dogs and troupe of cockatoos. All new canvas was purchased, also some new trucks, new wardrobe and some animals. A new pit-show truck has been built and a new side show and some cages will be constructed this winter. There will be two trucks in advance the coming season.

Charles Kannelly Improving

SARASOTA, Fla., Dec. 30.—Joseph Halton Hospital here reported last night that Charles Kannelly, assistant to Samuel W. Gumpertz, general manager Ringling-Barnum Circus, was "considerably improved and well on the road to recovery." However, Dr. Joseph Halton said that no visitors to Mr. Kannelly are allowed as yet.

W. F. (BILL) WILCOX celebrated his birthday December 18 at Tulsa, Okla., and invited friends to participate in a feast, which included the usual "soup to nuts." All the arrangements were carefully prepared by the missus. Among those present were Mr. and Mrs. C. S. Brooks, Shorty Lynn, Mary Miller, Frank Bynum, Johnny Foss, Claude Morris, Joe B. Webb and P. C. Franklin. Webb acted as master of ceremonies.

Cold Weather Hampers Show in Philadelphia

PHILADELPHIA, Dec. 30.—The combined shows of the Frank Wirth Circus and Buck Taylor Wild West, for the benefit of the Associated Hospitals, opened Christmas Day at Cavalry Armory, 33d and Lancaster avenue. At the opening performance in the afternoon 4,000 orphan children were entertained. While the advance sale was quite heavy, the attendance for the first week has been light on account of cold weather, the coldest of the winter so far.

The performance is given in two parts, opening with the Frank Wirth Circus in three rings, with the following acts in fast routine: Tournament of all performers and stock, Laddie Lamont, Hip Raymond and Williams Brothers, in comedy acrobatics; Mme. Ella Bradna, in her Act Beautiful; Eagles of the Air, high-wire act; May Wirth and Wirth family, well-known riding feature; Adelle Nelson and Dancing Elephants; Claudio, Jessica and Ruby, cloud swings; Jorgen Christensen and his Creamline Stallions; Flying Coppellos, high casting feature. Clown alley has about 20 jokers, headed by Bluch Landolf, and also included Hip Raymond, Horace Laird, Jimmy McCoy, Laddy Lamont, George Chandler, Pierre DeKoe, Fred Canestrelli, Paul Horampo, Lew Kish and Fred Freeman. The circus performance is under the direction of Frank Wirth, with Fred Bradna as equestrian director. The second part is the Buck Taylor Wild West, consisting of the following numbers: Entry by the entire company, quadrille on horseback, Pony Express and holdup, trick and fancy roping, whip cracking, bronk riding, big-horse catch, two-horse automobile jump, steer riding, ladies' trick riding, cowboys' rough riding, and the grand finale, basketball on horseback by cowboys. The rodeo is under the direction of Buck Taylor, with Jack Brown as arena director. Among those taking part in the Wild West are Mamie Brown, Jack and Marie Wolf, Mary Keen, Tommy Horner, Pearl Byron, Billy Keen, Mildred Mix, Al Hobson, Rose Well, Lewis Young, Lew Werr, Curley Bell, Everett Vassar, Harry Brackett, Gladys Wilkof, Slim Welsh, Deaf Scott, Dade Petross, Bob Grover and Buck Wyatt. The Side Show is under the management of Mat Kassow, with Harry Wilson handling tickets. Acts consist of Professor Hall, magic; Princess Marie, midgit; Vic-Victoria; Jolly Dolly, fat girl; Mme. Hall, Buddha; Jerrow, sword swallower; sword box illusion.

Tiger Bill Combo Show To Troupe Next Season

CHARLOTTE, Mich., Dec. 30.—Tiger Bill's Wild West, which is scheduled to open next spring, with a combination of cowboy, circus and other acts, under management of Col. Emmett Snyder (Tiger Bill), is being prepared for its 1934 entourage. Music will be provided by a band and there will be a free act. Glenn McIntosh will have the cookhouse and privileges. Harry Hickman will act as master mechanic. An attractive transportation fleet is being assembled.

Colonel Snyder has been in circus and Wild West show business many years. Early in his career he was executive connected with a number of overland circuses in the Central States. In 1899 and for several seasons following he owned and operated Snyder's New Model Circus, which grew into a prominent overland organization, with title changed to Snyder Bros., and later developed into a 10-car railroad show titled Tiger Bill's Wild West. Colonel Snyder as manager, which was en tour several seasons. Of late years he has operated various kinds of attractions.

CINCINNATI, Dec. 30.—Robert E. Hickey, well-known press agent, may not be with any of the Ringling shows in 1934. From report, he is negotiating with a national advertiser to handle an open-air show at A Century of Progress, Chicago, next summer, along circus lines and new idea and presentation. During the last 12 years Hickey handled publicity on John Robinson Circus, Sells-Floto Circus and the last year with Hagenbeck-Wallace Circus.

Tom Atkinson Ends Long Tour

LITTLE ROCK, Ark., Dec. 30.—Tom Atkinson's Combined Shows brought its long season to a close after its scheduled stand at Donaldson December 16, where the show encountered a terrific rain that lasted several consecutive days, and there were no performances given. From December 11 to 16 the show had very good business—good at Chidester, full house at Whalen Springs, on the straw at Okolono, and full houses at both Delight and Antoine, all Arkansas. The concert attendance at these stands was remarkable. Whalen Springs and Okolono, 95 per cent; Delight, 50 per cent, and 100 per cent at Antoine. The show has gone into winter quarters on Route No. 3 out of Little Rock.

The closing came upon a sudden decision. Had pulled out of Donaldson on Sunday morning. Tom Atkinson and the writer, Lee Teller, stopped on the roadside to await some of the vehicles following. Near by was an empty house and next to it one of the largest wrecking plants the writer has ever seen, and said Mr. Atkinson: "That's winter quarters we've found." Here's the destinations of people so far learned: Great Albertine, Anita, Cowboy and Cookie to parts unknown. Anthony Shaughnessy, Los Angeles. Steve Fargo, Idaho. Tigie McCue, Teezie and O. Stevens took some animals and three cars and are playing dates. The writer rilling club and social dates in Little Rock. Mr. and Mrs. Atkinson, Bob Leeds and Leo Steffens in winter quarters. Dutch Dolan and the missus and Captain Cody rilling dates at Hot Springs. Mrs. Atkinson is almost ready to go visiting in Toledo, O. The showfolks had a Christmas dinner, of which the writer will give details later. The season-closing "crack" (which semi-humor was given in "letters" to *The Billboard* at intervals during the tour): Who calls the cook and almost everybody every morning, pulls the stakes at night, puts up the kid show and the banner line, packs up the pie trunk at night, puts on the concert, cleans the lot mornings, checks up on gasoline, oil, etc., and does magic, escapes, etc.—that's me, the writer.

Jennier's Indoor Unit Starts Tour in Texas

GAINESVILLE, Tex., Dec. 30.—Jennier's Society Circus, a stage unit, opened a winter tour with a two-day engagement at the Majestic Theater here last Friday and Saturday. Walter Jennier is manager, and Al Clarkson, general agent of Sam B. Dill's Circus the past season, is handling advance.

On the program were: Gus Bell and Walter Jennier in a comedy acrobatic turn; Ethel Harris, single traps and muscle grind; John Willander with trained dogs, Jennier's performing sea lion, Buddy and Gus Bell and George Jennier worked several clown numbers, including a "Jargo." Acts were neatly framed and costuming was distinctive.

Garden Take Declines

NEW YORK, Dec. 30.—Operation of Madison Square Garden for the three months ended November 30 was at a loss of \$40,105. Corresponding period last year brought a profit of \$28,011. There was a net loss of \$205,629 for the six months ended November 30, compared with a net loss of \$130,133 last year. Boston Garden, partly owned subsidiary of the local Garden, leading sports-amenement arena in New York, showed a loss of \$46,750 for the first six months against a loss of \$38,261 for the corresponding period in 1932.

CHICAGO, Dec. 30.—Jack Burslem, whose wife, Lillian, died last week (announcement in Final Curtain last issue), has expressed to *The Billboard* his heartfelt gratitude toward the Showmen's League of America and his friend acquaintance, whose kindness and sympathies have been consoling to him in his hours of sorrow.



**LAY-DEES
AND
GEN-TLE-MEN**

**"Happy
New Year"**

**to ALL you folks
in Show Business**

There's a Warm Welcome

at

The CIRCUS ROOM

of

The Cumberland

BROADWAY at 54th STREET, NEW YORK

**Season's
Greetings**

**TO YOU TROUPERS
EVERYWHERE**



**The
CIRCUS SAINTS &
SINNERS CLUB, Inc.**

"Just Be Patient"

**Wishing My Many Friends
With the Various Circuses
A Very Merry Christmas and a
Happy and Prosperous New Year**
**ELMER A. KEMP
TRENTON, N. J.**

**HASTINGS
DIAMOND BRAND
GOLD LEAF**
"Proven Best Thru a Century's Test."
**HASTINGS AND COMPANY
817-19 Filbert St., Philadelphia, Pa.**

**SHOW TENTS
FOR EVERY PURPOSE.
ACME TENT & AWNING
CO., INC.**
208 S. Jennings, FORT WORTH, TEX.

WANTED

Side Wall, Blues and Circus Reserves, and Ponies.
Must be cheap. McIntosh, Bellevue, Mich.



**With the
Circus Fans**

By THE RINGMASTER

CFA. Secretary
President, **HARPER JOY**,
425 Riverside Ave.,
Spokane, Wash.
(Conducted by **JOHN SHEPARD**, P. O. Box 545,
Wheaton, Ill.)
Secretary, **W. M. BUCKINGHAM**,
Thames Bank,
Norwich, Conn.

CFA Sverre O. Braathen, of Madison, Wis., has been spending several nights each week in the Historical Library digging up old circus material, especially in connection with the Ringling and Gollmar shows. He has already covered Baraboo papers from 1882 to 1893. Braathen is also writing and talking on circus subjects. Gave a talk before the Madison Lions' Club on December 19. He states that he gave at least 50 public speeches on the circus during 1933. He is continually adding something new to his already extensive collection of circusana. He will have a circus exhibit at the local YMCA hobby show, January 18-21.

J. I. McFarland, of Lodi, Wis., an ardent CFA, dropped in on Sverre Braathen at Madison recently. McFarland has seen many circuses come and go since the concert days of the Ringlings. He knew all of the Ringlings personally.

How many wonderful and unique holiday greeting cards were sent out by CFA members!

Hale Bros.' Circus (miniature) presented the editor of *The White Tops* with two camels, one single and one double humped.

The holiday issue of *The White Tops* was another outstanding number.

Among recent guests at Cumberland Hotel, New York, were Wesley Blair, on Barnum Show in the early '80s; Jimmie Moran, of Hagenbeck-Wallace; J. W. Curzon, who first introduced iron-jaw acts, and Frank G. Meredith, of Montclair, N. J.

President Harper Joy sent out a very novel card as a Christmas and New Year greeting. He was pictured out in his Mickey Mouse clown costume with his three children at his side.

Here and There

ROSSLYN, Va., Dec. 30.—Jerome T. Harriman, general agent of Downie Bros.' Circus, who has been in Washington for the last month on business relative to the proposed circus code, has gone to Macon, Ga., with Mrs. Harriman and Jerome Jr. Will be back in Washington about the middle of January. Jerome Jr., who is two years of age, made quite a hit with the circus fans of Washington. Given a map of the United States he picked out and named all the States on the map, and in a large animal book he named every animal. Altho he cannot pronounce the word elephant, he can say "rubber cow."

The Shrine Circus, staged by Art Eldridge at Wilmington, N. C., Dec. 11-16, was a success. Altho some were framed on very short notice, everyone concerned got a little money and seemed satisfied.

Frank Higgins, leader of Higgins' famous band, is in Washington for the winter.

Advance publicity for Ripley's Odditorium, which opens in the Washington Auditorium January 3, broke into *The Washington Herald* of December 24, followed by good readers in the Christmas Day *Herald*. Real tieup and plenty of space devoted to show by paper.

J. Tracy Hager, formerly with Richards Bros., Mighty Haag and other circuses, is working like a good fellow to put over the George Sun Circus Club. Same being organized for the pleasure of the little inmates of the Harry-Anna Home for Crippled Children.

Sensational Sellis is working on a new act for next season.
REX M. INGHAM.

Seils-Sterling

MOUNT VERNON, Mo., Dec. 28.—Last Saturday local merchants, Manager Leathers, of Strand Theater, and Seils-Sterling Circus put on a free show. Winter quarters was open at noon to handle the crowds that stopped in en route to the picture show house, where it was necessary to give three performances in order to accommodate the attendance. At the second show there was an exceptionally large assemblage. About 1,600 people came to the city that day

and few of them missed the free show. Jack McFarland and the writer acted as ushers for Mr. Leathers to assist in handling the crowds. Joe Kennedy and Harry had the novelty and pop corn privileges. Mr. and Mrs. Albert Lindeman left December 18 to spend the Christmas holidays in Sheboygan, Wis. Expect to be gone until the middle of January. King Baile recently left to spend Christmas at his home in Muskegon, Mich. John Wilson has returned to winter quarters from Arcadia, La. Willard Bally has started breaking in a new dog act, six canines. The boys in quarters have a recreation club, cards and checkers every night—a list of players will be given later.
MICKY McDERMOTT.

Seal Bros.

FREDONIA, Kan., Dec. 27.—Equipment of Seal Bros.' Circus is nicely put away in quarters here on the fairgrounds. Manager Bud E. Anderson and wife are leaving for a trip to Tulsa, Okla.; Dallas, Tex., and Hot Springs, Ark. They expect to return to winter quarters late in January. With Mr. Anderson's return work will begin, getting everything in readiness for the coming season. Three pretty manage horses were recently purchased, also a new Silver Dome living trailer. Several trucks will be added to the fleet, all other equipment will be overhauled and repainted. A short time before Christmas the local Chamber of Commerce gave a "Santa Claus" parade, which was witnessed by thousands of people of this city and vicinity. Besides the many non-professional entries, the Seal Bros.' Band truck carried a load of candy, which was distributed to kiddies. In the lineup, a 16-piece band played circus music, which impressed the spectators that Seal Bros.' animals were following, which contingent was headed by Pete Henningan on a dancing high-school horse and carrying the American flag, followed by ponies with monkey riders, some cages, more ponies, manage horses, water buffalo, camels, and Ena, Seal Bros.' big elephant. The writer is in charge of winter quarters.
JAMES RILEY.

A CIRCUS TOP BARGAIN

135-ft. Round Top in six pieces, with three 50-ft. Middies, each in two pieces, 8-oz. Boyle's Drill 18-in. Extension Rave, roped second seam, poles fourth seam, double guys each wall pole, cut for 14-ft. wall. Two rows quarter poles, double jump ropes quarter poles. Top only.

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From

CAPTAIN DANIEL E. FOX

and

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From Scout to Showman

By FRANK A. SMALL

AFTER a close friendship with Col. William F. Cody, "Buffalo Bill," covering a period of 44 years and as his press and personal agent half of that time, I feel qualified to tell something about him that has been written of a great deal and mostly wrongly written or stated. I have talked the how and the wherefore he quit the plains for the stage with Cody and with such men as "Wild Bill" Hickok, Major John M. Burke, Jules Keen and others who were associated either with Cody personally or with the events of which I am speaking.

I do not intend to make a strictly chronological chronicle of all I say, but will summarize as if I were telling the story of my own experience. I will not tell exactly what each individual quoted has told me as the reporting interviews, but will confuse and make an olla-podrida tale of the things I learned from Colonel Cody, Colonel E. Judson, Charles D. Hess, Leonard Grover Sr., "Wild Bill" Hickok, Major John M. Burke, known in his younger days as "Arizona John", Jules Keen, known as "Buffalo Bill's Dutchman," and a few others whom I will not mention.

For some time prior to 1871 Colonel Judson, under the pen name of Ned Buntline, had been writing Western tales for *Street & Smith's New York Weekly*. During midsummer of the year mentioned the firm decided that it wanted a real character for the hero of a series of Western stories and commissioned Buntline to go out on the plains in search of such a man.

At that time "Wild Bill" was the best known scout and Western bad-land man in the country, and to him Buntline went. He was armed with recommendations to General Sheridan from the war department before he left on his mission.

Arriving at the camp where Sheridan made his headquarters, Buntline made his mission known and asked the general as to "Wild Bill" and others of his scouting forces. The general called Hickok into his tent and introduced the writer as a personal friend. Hickok told much of his experiences and exploits, and a general good visit was had. Then Buntline told the scout what his mission West was. Hickok after listening to it all broke out with: "Hell! I ain't the man you want. See that fellow standing on that big rock out there (pointing

to a figure some yards away)? Well, that is Bill Cody, whom we call Buffalo Bill. He's just the fellow for you. He is the best looking man in the West, the best scout we have, one of the best shots ever to pull a trigger, has had all kinds of scrapes and escapes and he is just the fellow for a hero. I'm not that kind."

Hickok introduced Buntline to Cody and again the writer was up against it, for Cody did not like the idea of giving up his life to be told as tales for all the world to know. About three weeks were spent in visiting, talking, telling tales of life as it was led by scouts, army men and Western characters in general. A deal was made by the help of General Sheridan. Buntline was writing steadily all the time, and every bag of mail to leave headquarters carried in it a bunch of mss. for Street & Smith.

All stories from whatever source were woven around "Buffalo Bill," and they were humdingers. The New York office recognized the value of the new material and the new character with its authenticity vouched for by the commanding officers of the army and backed by a genuineness that no fiction writer could possibly envelop a hero of imagination in. They wired Buntline to arrange a party to come east as their guests. Cody was to head the party and it was to contain any and all characters of note that could be persuaded to make the trip. Cody, Hickok, Omohundro and half a dozen feather-bonneted Sioux chiefs were gathered together and, led by Buntline, started for New York, where they would make the most spectacular and effective advertising the country had ever seen up to that time. It was many moons before New York got a glimpse of the bunch.

Another angle of the story: Leonard Grove Sr. and Charlie Hess were managers of the theater in Washington, D. C., where they were running a season of grand opera, and their biggest attraction was "the greatest ballet dancer ever to tread a stage," Mile. Morlacchi, who afterwards married Jack Omohundro, "Texas Jack."

Morlacchi and her troupe were sent on the road by Grover and Hess, with John M. Burke as business manager. They were playing to the usual beggarly array of empty benches at the theater on Halsted which had been built by old Jim Nixon and was known as Nixon's Amphitheater. Buntline took his Western advertising bunch over to show them Italian ballet. To all this would just be something startling and it proved so.

During the evening Burke (the major) had one of his brilliant ideas. If he could combine Buffalo Bill and his crowd with some sort of stage show with a part of the program filled up by Morlacchi, he simply knew the house, or rather barn, would not hold them. All hands agreed and Buntline spent that night writing a first act of a drama while Nixon and Burke scoured the near-by saloons and hotels for supporting actors.

Next morning rehearsal was called and the script was read to the actors. Talks were made and explanations to Cody, Hickok and company were made as to what they were expected to say and do on the stage. All were simply thrilled and excitement was such that dinner was forgotten. Parts were copied and distributed while Buntline was writing a second act. This went on for four days, and on the night of the fifth *The Prairie Wolf* was born on the stage of Nixon's and it was preceded and followed by a full ballet dance by "the world's greatest dancer."

On the first night Hickok, when he made his first entry, turned his back to the audience and in a stage whisper that could be heard almost in the next block said: "Hell, Bill, what is I got to say?" Stage light hit the best shot in America as hard as any bullet he ever fired hit its target.

"Long John" Allen was stage manager and actor, and as he was a great favorite with lovers of old-fashioned melodrama, he was given an ovation at his every appearance. Not a man or woman knew his lines and business was just what



The Corral

By Rowdy Waddy

MEL BURTIS, formerly of 101 Ranch Wild West and last season a ticket seller at Duke Mills' Old Plantation at a Century of Progress, Chicago, is now connected with the concession department of the Chicago Stadium.

A GREAT DEAL of advance newspaper publicity was given the Buck Taylor portion of the circus and Wild West that opened on Christmas in Philadelphia for a two weeks' run. A list of hands appears in a story on the event on another page of this issue.

TEXAS JACK SULLIVAN, accompanied by the misus, stopped over in Cincinnati last week while on a motor trip to Florida, which probably will be halted at several cities, Jack giving his lectures and rapid pistol shooting exhibitions before civic clubs and other organizations. While in the Queen City they were callers at *The Billboard* and held a gabfest with The Corral editor. During the visit, Sullivan gave a detailed account of the working of the "Days of '49" at A Century of Progress, Chicago, last summer, which attraction he was a prime factor in promoting and starting, but which afterward underwent a number of radical changes, altho not successfully. Jack's father, the widely known Broncho John Sullivan, is resting up from his last summer's Chicago grind at Valparaiso, Ind., and may, later, also go to Florida.

NOTES FROM the Red Horse Ranch outfit.—Col. A. R. Chase will leave Kent, Conn., shortly after the first of the year to purchase additional stock for the new season. Bucking horses and Brahma bulls and steers, and horses to be used in the racing hippodrome. Lew and Rose Wier left to work in a show at Philadelphia. Will return at the conclusion of the engagement. Waite Johnson, steer and bareback bronk rider,

instinct told the actor to do. After the first week, however, all were going like old troupers, and the business was only limited by the capacity of the house.

The tour, after leaving Chicago, took the party thru the Middle West to Pittsburgh and Pennsylvania, New York State, Connecticut and Massachusetts. At no place played was the theater large enough to accommodate the patrons.

During the tour "Texas Jack" so impressed Morlacchi with his gentlemanly manners and his bearing in general that a warm friendship sprang up, which rapidly grew warmer until they were married, much to the surprise of all who knew them. Dire predictions were made as to the end of such a romance, a Texas cowboy and a gentle Italian premier danseuse. Predictions went aglee, for a happier wedded pair never lived and only death could separate them.

In 1908 I attended an operatic performance in a small city of Italy in a theater named for the celebrated wife of the American cowboy, The Morlacchi. Major Burke bought about 100 postcards showing the handsome interior of the theater and sent them to every oldtimer whose name and address he could recall. Burke was himself a worshiper at the tootles of Morlacchi, but then that was a common disease among all who knew her.

After 12 years of showing in Western dramas in theaters, Colonel Cody in 1883 organized his Wild West and toured about all the civilized world, with it for exactly 34 years, when he died. Burke soon followed, dying of grief for his old pal. All the others had preceded them to the "happy hunting grounds." Johnnie Baker lasted until a couple of years ago, when he, too, took the long trail. I had been a friend of all of the men mentioned. Now I am the lone survivor of the original Wild West party and suppose that I will have no one to fire last shot when my remains are dropped into the soil.

spent Christmas with New York relatives. Billy Binder, old-time cowboy, now schooling show horses at Southboro, Mass., writes that following the Boston Rodeo, Bert Weems and Charley Fryron spent Sunday with him, while en route to their arena homes. Jack Neuens, who was arena director of the Red Horse Ranch Shows last season, postcards from San Antonio, Tex., that he is having a very enjoyable winter attending race meets and rodeos. Fog Horn Glancy and family are living temporarily in New York City. Work on the physical equipment will be started in the workshops on the ranch about the middle of January.

THERE HAVE BEEN some inquiries regarding developments of a petition drawn up and signed by rodeo folks appearing at the Madison Square Garden Rodeo the past fall toward an NRA code relative to rodeos and Wild West shows and contestants and performers. The last report received by The Corral editor, as to any developments, was published in this "column" some weeks ago, in effect that the Recovery Act Administration had received some data of the petition proceedings and that the code matter was to receive consideration later. The following, according to the list that has been received by The Corral editor, signed the petition during the rodeo at New York in October: Ted Elder, Floyd Randolph, Richard Merchant, Bob Askin, Bert Weems, Pete Knight, L. Tindall, Floyd Stillings, Dick Shelton, Bryan Roach, Irby Mundy, Buck Stuart, Bob Crosby, Chester Byers, Everett Bowman, Tommy Kirnan, Dick Truitt, Jasbo Pulherson, Brida Gifford, Florence Randolph, Roy Adams, Herbert S. Maddy, Turk Greenough, Alice Greenough, Rene Shelton, Buck Davis, Shorty Hill, Roy Gafford, Pat Woods, Ralph Bennett, Junie Martin, Milt Moss, Burel Mulkey, Earl West, Everett Coburn, Leo Murray, E. Pardae, G. M. Jones, Canada Kid, Mike Hastings, Bug Yale, Leonard Murray, Allen Holder, Hugh Bennett, John Bowman, Justin Carrjer, Fanny Nielson, Rose Davis, Lucyle Roberts, Vaughn Krieg, Johnny Williams, Melvil Avis, Ken Insley, J. C. Sawyer, Velda Tindall, Pedro Martinez, Emil Avery, Johnny Rufus, Charles Jones, Tom Hogan, Elmer Kepler, Okie Joe Mullins, Alvin Curtis, Oklahoma Curly Roberts, Tom Bride, Rusty McGinty, Maxine McClusky, Doff Aber, Frank Curtis, George McIntosh, Elms Jacobs, Jake McClure, Al Fosbon, Eddie Curtis, Hoss McMillan, Pete Grubb, S. D. Wells, Doc Lucas (since deceased), Al Carey, Hugh Ridley, Blackie Russell, Harry Hart and Luther Marsh.

West Coast Jottings

VENICE, Calif., Dec. 29.—William D. (Specks) Fredricks, last two seasons candy butcher on Barnes Circus and who is now in the engineers' department of the S. S. President Hoover, making long tours, states that he may return to the road next summer.

Charles Cook, now at Paramount Studio, has completed his work on the picture, *Good Dame*, starring Silvia Sidney and Fredrick March. Show people who worked in this picture were Ina Davis, Flo Bastine, Ann Beeler, Don Beeler, Junior Cook, John Backman, Howard Clifford, Emma Clifford, Mel Vaught and Fritz Hawk.

The E. K. Fernandez Circus folks, who were touring the Hawaiian Islands, arrived in San Francisco December 22, with E. K. Fernandez coming along for some new attractions. The Christy Bros.' animals and equipment will arrive in the near future on a freight boat. Acts that stayed over in the islands were Jimmie Healey and wife (wire act), Frisco Seals, a bear act and the girl band.

Circus people who worked for Al W. Copeland on a picture titled *Modern Hero* at First National Studio, Burbank, were Lela Plank, Flo Bastine, Ann Beeler, Agnes Lausten, Venice Mitchell, Wilford Besson, Spud Redrick and wife, Scotty Thomas, Nels Lausten, Curly Phillips, Fay Wolcott and Tom Plank.

Mr. and Mrs. Al Mitchell and Jack (Scotty) Thomas drove to Tucson, Ariz., to spend the holidays with relatives.

Mr. and Mrs. Spud Redrick motored to San Francisco to spend the holidays with relatives and friends.

The Al G. Barnes Christmas tree, mounted on a car, with plenty of lights (See WEST COAST JOTTINGS page 48)

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Under the Marquee

By CIRCUS SOLLY

CIRCUS FOLKS warmly greet the new year!

THERE WILL BE a couple of additional motorized shows in the Eastern sector.

BERTRAM MILLS' CIRCUS, London, again issued a marvelous, artistic souvenir program.

NEWS OF a prominent individual trying up with a motorized circus may soon break into print.

C. L. ALDERFER, of dog and pony show note, has been spending the holidays with his mother at Rochester, Ind.

JOE H. NICHOLAS, former agent with Robbins Bros. and the Big One, is frequently seen conversing with showfolk acquaintances in Hollywood, Calif.

GREGG BROS.' Dog and Pony Show has been playing department store engagements in Michigan at Jackson, Grand Rapids and Lansing.

DECEMBER 23 was Sam Dock's birthday. On that day he passed his 70th milestone of life. Silver Bros.' personnel honored the occasion.

CLINT W. FINNEY, well-known circus general agent, now ahead of Ripley's Odditorium, spent the holidays visiting his sister in Aurora, Ill., and friends in Chicago.

CLIFF McDOUGAL, former circus press agent, now with Columbia Pictures on the West Coast, visited friends in his Iowa home town and in Chicago during the Christmas holidays.

JOE (CLOWN COP) and Evelyn Lewis, of Hagenbeck-Wallace, have been in Kansas City, Mo., for the holiday season, visiting relatives, after which they will open in a series of Shrine Circus engagements.

CHARLES KLINE, clown cop, postcarded from Detroit that after concluding his Christmas season work at Sears-Roebuck stores he will be working a few theater dates during the remainder of the winter.

E. J. WING, horn player, who has been with various circuses, was a caller at *The Billboard* last week and informed that he is residing at his home in Lockland, O. Ewing was not on the road the past year.

GLORIA HAND, exhibition bag puncher, after undergoing an operation is back at her home in Indianapolis. She is recovering nicely, but doesn't think she will be able to do her act the coming circus season.

WORD FROM La Crosse, Wis., thru J. Eddie Holmes, is that Art Miller, of Sells-Sterling advance, is for the second winter operating a resort for a firm near that city; also has been doing some publicity for a theater chain.

ACCORDING TO report from Iowa, Merle Trousdale is framing an out-of-

the-ordinary dog act for next summer, after being settled in one city for about two years. A unique feature, troupe of six canines, named after well-known brands of cigarets and tobacco.

WALTER LEVINA and Princess Lola, with their Santa Claus and mental act offerings, took part in a "Happiness Party" staged at Coronada Theater, Rockford, Ill., sponsored for kiddies by local newspapers, after they had just finished entertaining for four weeks in a large department store.

AL KADEL, band leader, and wife, late of Wheeler & Almond Circus, recently joined Silver Bros.' Dog and Pony Circus in Georgia. Al has a seven-piece band and Mrs. Kadel doing her balancing trapeze in the big-show performance. The Simpsons also recently joined the show, H. E. Brison postcarded Solly.

G. H. McSPARRON, husband of the former Emily Stickney, erstwhile bare-back rider and daughter of the late Robert (Bob) Stickney Sr., was in Cleveland, O., last week to visit Master Clyde, who is fast developing his singing talents. They will both soon return home, Miami.

CANTON, O.—Six American Belfords, Riskey act, many years in vaudeville and with major circuses, is now playing Midwest time for Loew's. Act recently appeared at Canton and Akron, where members of the troupe renewed acquaintances with troupers living in the two cities.

How many comedians in bare-back riding acts have availed themselves of the grotesqueness and stunt possibilities of a very "sway-backed" horse in the ring?

ORLO H. WACH and wife, Emma, recently disposed of their motorized show equipment and left Cincinnati for Florida. Plan staying at Jacksonville a greater part of the winter, then go to their home in Pennsylvania to prepare for a return to the "white tops." Last few years they have had their exhibits on fairgrounds.

HOMER KEEFER, member of Circus Saints and Sinners Club, Dexter Fellows (Under the Marquee on opposite page)



Circus Saints and Sinners Club

For the Troupers—and a Home

The luncheon of Dexter Fellows Tent, held at Hotel Gotham December 20, was "the best yet." Genial Harry (ain't missed nothin') Baugh was early at the door greasing up the old red and blue wheel which acts as a turnstile. Among the first to arrive were Gene Tunney, Hans Adamson, Lowell Thomas and Tony Sarg. There was a new entrance staged at this luncheon. A specially appointed committee met in a room of the hotel and there met Major General Smedley Butler. At the sound of a bugle call the general was escorted to the midway fronting the tent or big top. A Luna Park "barker" had been engaged and all guests (who are compelled to don white nightgowns) were seated on freak platforms and as General Butler went from one to another a comic spiel was pulled on each man. The laughs were magnified because the descriptions had nothing to do with the subjects. Later another bugle announced that the cocktail flag was up and chow was ready. So in joggled everyone and took their respective places—108 plates were laid.

Another innovation was the singing of the club's alma mater, *The Man on the Flying Trapeze*, accompanied by Carpenter's Gotham Band. Ollie Oliphant, chairman executive committee, then reported on the committee's activities during the last month. "No member," he stated, "will be allowed to bring a guest more than twice a year and then not consecutively." Prexy Tony Sarg told of the club's plan to run nationality dinners, by which he thought much coin could be raised to put toward the Home Fund. General Smedley Butler was then introduced by Mr. Sarg and when it was the general's turn to respond a marionette setting was brought out and he was asked to put his head thru an opening, which placed his head atop a miniature manikin in sailor, or marine, costume. It was cleverly conceived. Then came another surprise when Jolly Bill Steinke, 'emsee, got into his accustomed "barker's" stand, dressed in Santa Claus costume, with white whiskers 'n' everything. He gave the general's life in pictures, the pictures being provided by Hans Adamson, of the American Museum of Natural History and chairman of the initiation committee. The monolog was extremely humorous and the pictures created plenty of belly laughs. The general was so pleased with the film that he asked if he could have it to take home and his wishes were graciously acceded to. Tony Sarg then proclaimed him a full-fledged member of the Dexter Fellows Tent and sealed this declaration by placing the usual 18-inch medal on the general's breast. The fighting marine is dubbed "Chief Dick" or circus detective. These circular disks have accumulated very rapidly and a special rack was built for them. General Butler will make a fine acquisition to the club.

Edwin D. Peck, a noted veterinary of East Norwich, L. I., was sent by Dexter Fellows Tent recently to at-

(See *Circus Saints on opposite page*)

Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, Dec. 30.—Christmas night the Performers' Club gave a Christmas dinner party for members and their families and a wonderful time was had by all. Mrs. Al Seror was the cook, assisted by Bessie and Bill Geddis and Ben Beno, and what a dinner it was! The officers were presented with gifts from the members. Al Seror acted as m. c.

A wire from President Toby Wells, from Los Angeles, stated that the 27 members of the E. K. Fernandez Circus and himself arrived in Los Angeles on Christmas morning from Honolulu and he stated he would be back in Chicago real soon. Edmond Mack advises that he is no longer connected with the act known as La Salle and Mack.

Walter Powell, who is in the American Hospital, is coming along fine and will be out again in a few days.

Seror Brothers and Sis are still in Montreal playing night clubs, and state they will be up there for some time.

The club's Christmas tree was a dandy and made the reception room look pretty, and the committee that dressed the tree and decorated the hall for the party deserves thanks of the members.

As this is written the New Year's Eve party at the club's auditorium is coming along great and gives promise of being a huge success.

A letter from Ruff and his Ruffians from New York City states they are busy in the East. Chris Cornalla is enjoying a visit at home in Sioux City, Ia. The Four Clovers are back in Chicago from the West Coast.

Emilie and Dahnha Cameron are back in Chicago and can be seen daily in the gymnasium rehearsing their act. Cyse O'Dell is back in Chicago and rehearsing her act. Grover McCabe and his troupe can be seen every day in the gym.

Ameta and her mirror dancing act will open for a week in Gary, Ind., January 1. Edith Harmon has been visiting relatives in St. Joseph, Mo., over the holidays.

Brown Sisters and Buddy are in Chicago with their act at night clubs. Bob Avolon, of Six Avolons, dropped in to the club after months on the road.

Peru Pickups

PERU, Ind., Dec. 30.—Mr. and Mrs. Jess Adkins have returned from several weeks' stay at Sarasota, Fla., and other Southern points. While driving thru a blinding rainstorm near Florida line their sedan skidded off the road and crashed into a tree. The car was badly damaged, but occupants escaped injury.

Julius Wulf, veteran S-F attache in past years and employed at circus railway shops, arrived here Christmas from Chicago. "Painbrush," as he is more familiarly known to troupers, was in a Chicago hospital with a severe attack of heart trouble several months, but states he is getting back strength and feeling okeh.

William Johnson, of H-W, was set upon by an assailant with knife while making his way home late Christmas Eve. Johnson says that the fellow attempted to rob him and while putting up battle William received a number of severe cuts on hands and wrists.

Earl (Irish) Greer, in charge medicine chest H-W road season and who has been visiting his sister in Ohio, is here and at the circus farm.

A special baggage car, moving animals and props that worked at a St. Louis department store as holiday feature, arrived last Sunday. Shipment included Roll and Habeler's performing seals and Dewey Butler's performing ponies and dogs. In charge of animals were Hayward Draft, C. Taylor, Jack Polk and Jimmy Brown.

Mr. and Mrs. J. C. Biggar have returned from spending holidays with relatives at Brazil, Ind. Jack is trainmaster H-W and superintendent railway car sheds.

Sunday and Christmas had throngs visiting circus winter quarters from many parts of the country. Chief White Eagle presented visiting friends at the farm with Texas horned toads.

George Davis, chef de garde at circus farm hotel, and assistants are still receiving praise for wonderful meal served Christmas.

Jimmy, trained monkey that was featured at Abbans Night Club, Columbus, O., has been shipped back here.

News of the death of Lillian Burslem cast gloom over circus people here. With her discharge from hospital some months ago, she came to Peru to join up with her husband, Jack, who was in charge of concessions on Sam Dill's Circus, and the personnel of Dill's Circus and local troupers, with whom she was a favorite, were at the railway station to greet her.

Mrs. Bert Bowers is vacationing in Florida.

Jess Adkins was emcee at a party at Roxy Theater on Christmas, when an annual party to 600 children was given by Salvation Army.

Los Angeles Briefs

LOS ANGELES, Dec. 30.—Theodore Forstall returned from an extended trip east—New Jersey and New York. Is located at a downtown hotel, assuming his usual winter duties at the A. G. Barnes winter quarters. . . . Manager S. L. Cronin was host to the winter workers at the Barnes winter quarters at Baldwin Park. Bill Denny and assistants served a turkey dinner with the fixin's.

The winter colony near Baldwin Park, where a number of workmen on the Barnes Show during the summer have established quarters, were given Christmas dinner and a generous supply of food by Mr. Cronin. . . . Members of the party that were with the Eddie Fernandez Circus unit on the Hawaiian Islands landed December 23 at Los Angeles Harbor from the S. S. Lurline. The Albert Hodgini Troupe will await the arrival of the freighter carrying stock and equipment—boat will dock at San Francisco. George Christy will ship direct to Houston, Tex. Among those arriving, besides those noted, are the Blondin-Rellim high-wire act, which has six weeks of vaude booked. Five Fearless Flyers go to Chicago. Four Mortensens have vaude dates, then to O. N. Crafts. Harry Frank, who had Crafts rides. Toby Wells going to Chicago. Roy Barrett will play dates. Bones Hartzell to his chicken ranch. Jack Klippel goes to San Francisco. The Frisco seal act stays on the Islands for tour. Cliff Thompson, giant, and Jim and Katherine Healy also remained for six weeks more. The Rhythm Girls, from Chicago, go to Manila under Eddie Fernandez contract. The tour was eight weeks. All report business good and a very pleasant trip. E. K. Fernandez in town. Goes to Chicago. On return will take a number of acts back.

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Must be of good character, adapted to the work, willing to be shown and work with REAL WILD ANIMALS from the JUNGLE.

WANTED—Monkey, Dog, Pony and Horse Trainers that can deliver results.

BENSON'S WILD ANIMAL FARM

John T. Benson

Nashua, N. H.



By CLAUDE R. ELLIS
(Cincinnati Office)

HEINIE SCHOEN, Brooklyn, one-legged fancy roller skater, and James Lawler, figure and exhibition skater, New York City, now a team, have signed for a series of exhibitions in New Casino Rink, Rahway, N. J., for the season. Amateur and pro events and hockey will be featured from time to time. Dalton Bros., Herbert and James, are proprietors.

THE MARVELS, fast two-man skating team, are playing nightly in the Commodore Club, Detroit, and have run up a record of several weeks.

FOUR WHIRLWINDS, Frank Wiesznar, Cecil Ayres, Babe Korsten and Belle Avalon, American roller skating act, are winding up a tour of Italy and appearing the week of December 11 in the Corso in Milano.

ARDMORE GARDENS Roller Rink, near Wilkensburg, Pa., is operating with nightly sessions from 8 to 10:45. There's a special Saturday afternoon get-together each week from 2 to 4.

INTERNATIONAL FOUR, since closing engagements at fairs, have been working theater dates in and around Chicago and believe they are the first to originate and use four-people combination spins on the stage.

A **NEW RINK** opened on December 19 on the North Side, Pittsburgh. Afternoon sessions are from 2 to 4, with nightly double sessions from 7:30 to 10 and from 10:15 till 12:45. Harry L. Denise is manager.

FEATURE of a Christmas night party in Bell's Rink, Fort Wayne, Ind., was a two-mile speed race in which a dozen of the best skaters in the vicinity entered. Beyer brothers, Chicago, staged several individual skating feats.

ORANGE REDS, playing basketball on rollers for Orange Roller Rink, Orange, N. J., are out with challenges, writes their coach, B. Hoover. They defeated one of the best teams in the East, the Woodlands of New Jersey, on December 11, 12 to 0. On December 12 they defeated a team from Plainfield Park. The team had not lost a game until the Orange Speed Merchants took them into camp 9 to 5.

"AFTER several years of plugging in this community," writes Ed L. Lehner, manager of Roller Palace, Youngstown, O., "I have finally convinced myself that the people do want decent skating with decent surroundings. My business this fall has been so good as to be without precedent in this locality and has surpassed the gross business for any winter in the past five. Every Monday the drawing card is a gift of a pair of new

rink skates to some person. Tuesdays, Wednesdays and Thursdays parties are booked by many clubs, fraternities and schools hereabouts. Friday night is always High School Night because there is no school next day. Saturdays and Sundays take care of themselves. All I can say is, give them a clean, refilled place in which to skate, with decent floor supervision, and you can't keep them away."

A **VISIT** to the newly opened Jeff's Garden Rink, under management of William Frazier, at Hamilton, O., was recently paid by Armand J. Schaub, well-known former rink man, of Cincinnati. He reports good biz for the new rink and a number of novelties and innovations which are keeping the crowds coming. "One is a game put on for skaters which Manager Frazier calls 'Jail House,' said Mr. Schaub. "In the center of the floor is an imaginary jail and courtroom with benches. Skaters that 'misbehave' on the floor are taken to court and 'sentenced' and are given odd penalties by a girl judge. Officers and sheriff are women skaters. I was 'sentenced' to push a pill around the neck and drawn was roped around the neck and drawn and followed around in harness by a lady skater. Comedy aplenty generally creates a continuous uproar of fun. Many funny things are required to 'ball cut' a prisoner. There are special stunts Tuesday, Thursday, Saturday and Sunday nights. On the staff are Mr. and Mrs. Neal and three daughters, three skate boys, and in the skateroom I found an old friend from Cincy, Fred Hesserberger."

AT CHAMONIX, Alpine winter resort, a huge ice-skating rink has been opened in the Mont Blanc Olympic Stadium. European skaters will compete for fancy skating championships in Prague, Czechoslovakia, January 26 and 27. The Four Whirlwinds, during Christmas week, presented their sensational skating act in Vittoria Theater, Turin, Italy. At Berne, Switzerland, a new skating rink was inaugurated early in December. A modern artificial ice-making plant has been installed.

A **NEW RINK**, opened in Bethlehem, Pa., is going over well, with the Butler interests in charge, reports Ed (Iggie) Rau from Allentown, Pa. A Christmas dinner to 1,000 underprivileged children was given by Martin Fern, Allentown, one of the sponsors of Rau, well-known skater. Allentown business men are being interested in a roller-skating endurance contest to be held about February 1. Rau and Joe Taylor are putting on their new skating act in a local beer garden where Iggie is emcee. Manager William J. Butler has been turning 'em away in Fairmount Rink.

NSA Notations

By BERT RANDALL, Secretary

Next executive officers and governors' meeting will be held in Detroit Saturday evening, January 6. State governors please note that they may be represented by proxy to be approved by the executive officers.

This office notes E. M. Moocar's remarks regarding a working NRA code. If Mr. Moocar will refer to *The Billboard* of September 30 he will note where the NSA requested suggestions from rink owners, skaters and all persons interested in drawing up a working NRA code.

Mr. Moocar did not answer that query and, as a matter of fact, only two replies were received. As stated in that issue, it is difficult to draw a working code to cover the entire nation, but if persons interested will send in suggestions the NSA will co-operate.

E. E. Shepherd, governor for Illinois, and W. E. Sutphen, Michigan, apparently were the only two persons interested. Jole Ray, please communicate with this office.

Joe Laurey, long-distance champion, writes that he will race Roland Cioni at any time and place. Cioni should accept this challenge.

Laurey also advises that he will manage a rink in Illinois on the first of the year. He is training such stars as William Kerber, Illinois State champion; Jole Kleats, Chicago champion; Pete Saindon, Howard Schriebaum, White City Rink; Dick Drake, Willard Spicer, Madison Gardens; Ed Chundy, Pete Maes, Belgium, and Steve Hill, Waukegan.

Here is a brief outline of skating activities for 1933:

Several records were broken, most remarkable of which was that of W. W. Miller, 74 years old, who skated 112 hours, 41 minutes. This was broken by

Arnold Binns in England, who skated 177 hours, 17 minutes. Both these feats were non-stop.

Malcolm Carey is still recognized as sprint king, altho no championship was held. Carey and Bill Holland still hold the 24-hour team championship, won in 1931.

Keego Harbor, Mich., has shown the most improvement in roller hockey and leads the Midwest League, only team to defeat it being the powerful Detroit team, now leading the National Roller Hockey League and potential champions. Keego, however, has scored more goals than any other team in the country and boasts the only three brothers playing either roller or ice hockey as a forward line.

Another most interesting item is the enormous amount of interest being taken by such oldtimers as Bert English, Walter E. Sutphen, E. M. Moocar, Jesse Carey, Pete Shea, L. B. Porter and others, and it would not surprise us that if just as soon as the right opportunity presents itself they are not back in the game.

Forgot to mention W. E. Genno and E. R. Scott, Buffalo.

Billy Nelson, Eastern professional champion, returned from a successful trip to Europe, and the Chicago Roller Skate Company reported large sales in England.

National Skating Association increased its membership beyond all expectations and looks for a bigger 1934.

Owing to the 21-day race in Detroit being postponed, the NSA point championships for amateurs and professionals were not decided, but these cups will be in competition soon.

WEST COAST JOTTINGS—

(Continued from page 46)

and big signs (in lights) on the side, which read: "Wishing You a Merry Christmas, Al G. Barnes Circus," with Frank (Fat) Chickereill as Santa, Al Wier as driver and George the wardrobe boy as assist, was in Venice visiting the homes of all circus people. Gave out cigars and candy.

The writer and wife were Christmas dinner guests of Mr. and Mrs. Neils Lausten and sister, Margaret Graham.

The McKeon Family, acrobats, arrived home in Venice after touring Northern California, Oregon, Washington and then east to Kansas City, playing vaude dates. Will leave again in a couple of weeks to fill some contracts.

Roy Barrett, who was producing clown for E. K. Fernandez Circus in Hawaiian Islands, was a visitor to the McKeon Family. Roy states that he will soon leave for the East to play some indoor dates. **TOM PLANK.**

UNDER THE MARQUEE—

(Continued from opposite page)

Top, Camden, N. J., visited with his sister, who resides in Cincinnati, over Christmas. Mr. Keefer, while not a showman, has been a circus and circus folks' friend for many years. In fact, he is closely acquainted with a majority of the well-known executives and performers.

CAPTAIN IRWIN, with his trained pony and dogs, played an engagement of about four weeks at a large department store in Harrisburg, Pa. According to report, Captain is contemplating the launching of a one-ring circus for the coming season, with a possibility of F. D. Berst, veteran agent, in advance. Mr. Berst is now at Elks' Home, Harrisburg.

A **LETTER** to *The Billboard* from Harry Mann, Detroit, contained the following: "Who is the oldest circus general agent now living? I believe that I can qualify. I am past 79 and was in active service until one year ago, when I decided to quit rambling and retired to my new home. It was not because of senility or decrepitude, for I am still hale, hearty and full o' pep. I found it a trifle dull at first, until I got really interested in dolling up my home, the

lawn, the flower beds and trees—not only lots of fun but gave me some needed exercise. If there is another circus general agent older than I am I would like very much to hear from him. I have seen so many of my old friends and colleagues pass I feel somewhat alone in the world." Mr. Mann inclosed two small snapshots of his home. It's a "dream."

EDDIE CAMM, formerly with circuses many years and who last year had a motorized fairgrounds exhibit, has returned to the Union News Company, for which he has often been in charge of train agents. He is now located at the mammoth new Union Terminal in Cincinnati. Eddie's brother, Charles, veteran Punch and Judy worker, with many old-time circuses and museums (including Cole & Middleton's, Chicago), passed way last week—an announcement of his death appears in the Final Curtain columns of this issue.

WHILE PRESS AGENT with Yankee Robinson Circus in 1917, J. D. Smith, while in jovial mood, jotted down a poetic composition for the back of his business card. Following is a reprint from one of the cards, in the collection of James (Jimmy) Fleming: "The winter nearly killed me off; it gave me grip and whooping cough, the mumps, the measles and the itch; the rheumatism and gout and sich. I'm thankful that I have survived—the circus season has arrived! Today the Yank show came to town, and it took three men to hold me down, for always when the circus comes the ancient blood within me hums. I never weary of its sights, its atmosphere and rare delights. I love the grand street parade; I love the ice-cold lemonade; the gymnasts, India-rubber men, the crocodiles from distant hen; the lovely girls with diadems composed of sparkling plate-glass gems. I love the tigers in their cage and the lions in a rage; the camels with their hilly backs, the snakes, the warthogs and the yaks. I love the wild hyena's yell; I love the good ol' circus smell—there's nothing like that fine rich scent outside the canvas circus tent. The same old fragrance I knew in youth when all my skies were blue, and I played hookey that my eyes might see the tented paradise. And when I hear the circus growl, the mingled groan and roar and howl, the bark, the mutter, and the whine, the same old thrill runs up my spine."

CIRCUS SAINTS

(Continued from opposite page)

tend a sick zebra owned by Max Gruber, whose act was playing in a Loew's theater. Knowing that CSSCA had sent him the vet made no charge for his visit and his application for membership has gone to the chairman of the admissions committee, Robert L. Johnson. We want to thank Mr. Peck for his kindness in this case, and besides the zebra got well. Thanks, too, to *The Billboard* boys who called our attention to this sick animal.

Just received a fine letter from Harry (Pep) Chipman and he carries in it a very hopeful note about the Ed Shipp Tent. He writes that his father's book, *Hey, Rube*, is going over big and we feel that every CSSCA member should have a copy of it. "I am copying some old data on the Walter L. Main Circus," writes Harry, "for the years 1884 to 1887, which will be added to my files of historical data. Also pictures of the Tyrone (Pa.) wreck, a number of pictures of the show at that time. Sig Dawn's widow is a member of our organization here and she loaned me the data to copy. Sig Dawn was a clown and with the Main Show for many years."

We know that every member of the CSSCA will work harder than ever to attain our great objective, a Home for the Old and Indigent Troupers, and we hope that every member of the CFA will encourage us by action, deed and word to carry this great piece of work to a successful conclusion.

F. P. FITZER,
National Secretary.



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TAMPA SHIFTS SHOW

Adds Night Spec To Stellar Acts

Bill of thrillers goes on during afternoons only—new settings for revue

TAMPA, Dec. 30.—Something new in grand-stand entertainment will be given Florida Fair visitors on January 30-February 10, when Catherine Behney's *Passing Revue of 1934*, supported by talented artists, will form the nucleus of a spectacle night show. P. T. Strieder, general manager, has just announced here.

In past years the grand-stand show has comprised nearly a half hundred circus acts and hippodrome thrillers. This year this type of entertainment will be confined to afternoon programs.

Build New Settings

During the last two years the Behney revue has played over Eastern fair circuits under the *Winter Garden* title. The *Passing Revue* name will be used for the initial presentation in Florida and it will be given wide billing thruout the State.

All new stage settings will be built by the fair association and none of the portable scenic arrangements carried by the Behney company will be used, according to Mr. Strieder. The backstage will have a frontage of 100 feet to permit presentation of as many as three acts at one time between revue numbers. Changeable colored lights, playing over silver reflectors and cellophane screen pillars, will form a background with unique drops to permit presentation of specialties in a fast-moving program.

Circus Band Booked

Supporting the revue will be Paul Jung and Company, Los Angeles, with Jung working as m. c. and stooge for his comedians; Chief Shee Noc, Oneida Indian songster; Kelly Brothers and Gladys and Garnet, quartet, presenting instrumental and vocal bits; Callie Mae Penn, juve dance specialist, and other specialty entertainers under consideration.

Wielding the baton will be Eddie Woekener, with his Hagenbeck-Wallace Circus Band. He has ordered new uniforms for the entire band, to be used for the first time at Florida Fair.

About 20 vaudeville and circus acts will be booked to complete the daily programs, and as a finale each night there will be a presentation of Thearle-Durfield's World's Fair fireworks.

Clash on Dates in Halifax

HALIFAX, N. S., Dec. 30.—Nova Scotia Exhibition Commission, sponsoring Halifax Fair, will use dates of August 27-September 3 for the 1934 fair. Dates were set after considerable opposition developed within the commission, a faction demanding dates in the middle or latter part of September. The 1933 dates were in October, as were those of 1932. Previously dates were late in August. Elected chairman of the commission was John A. McDonald. The resignation of H. D. Biden as secretary-treasurer and manager has not been accepted, altho one faction pressed strongly for acceptance, while another vigorously opposed considering the resignation.

W. Va. Bars Race Owner

CHARLESTON, W. Va., Dec. 30.—Michael Krock, race horse owner, Perth Amboy, N. J., has been barred from participation on West Virginia tracks by J. B. McLaughlin, State commissioner of agriculture and racing commissioner, after a hearing on charges that a painted mount was designed to be used as a ringer in State meets. West Virginia legalized racing less than six months ago and its first month's report on bets, for November, netted a revenue of \$23,300 for the State, McLaughlin said.



ROSSER J. COKE, former vice-president, who has been made president of the State Fair of Texas, succeeding Otto Herold, who has taken the newly created, salaried, full-time post of general manager of the big Dallas exposition. Mr. Herold will have charge of construction of a \$200,000 racing plant for spring and fall meets and of an extensive grounds and buildings beautification program.

Detroit Race Probe Squelched by Solons

DETROIT, Dec. 30.—A resolution to investigate conditions surrounding leasing of Michigan State Fair grounds to the Detroit Racing Association was introduced last week in the House of Representatives by Miles M. Callaghan (Republican), Reed City. However, the resolution, which was one result of considerable public protest against conditions which resulted in legalization of pari-mutuel betting for the first time last year, was smothered by the rules committee.

Political alignments in State affairs this year will probably cause the fair association to be a football for all factions, in the opinion of several women familiar with the situation.

The 1934 Farm and Industrial Fair will probably house the Michigan State Exhibit from A Century of Progress, which has been exhibited recently in the Fisher Building under benefit auspices for Detroit Symphony Orchestra. Jay Grinnell, president of Detroit Convention and Tourist Bureau and one of the sponsors of the 1933 fair when the State withdrew all aid, is negotiating to preserve the exhibit as a permanent part of the Michigan fair.

SEDALIA—Crews are at work on four major projects on Missouri State Fair grounds here under a CWA program. Projects included are for masonry, painting, plumbing and tinwork.

IAFE Government Relations Body On Job To Stop Slash in Exhibits

Report of the government relations committee given by Chairman Milton Danziger, Springfield, Mass., before the annual convention of the International Association of Fairs and Expositions in the Hotel Sherman in Chicago on December 6.

Activities of the committee on government relations were the most important since its creation. It is with difficulty that its report must be condensed. However, hundreds of personal and form letters and memoranda are in files for a complete record for the year 1933, including work on the exhibition code.

Most important of the committee's activities was in the restoration of the threatened elimination of funds for the Office of Exhibits of the United States

Claypool Slated Ind. Board Head

INDIANAPOLIS, Dec. 30.—Reorganization of Indiana State Board of Agriculture will be effected on Wednesday in the Senate Chamber of the Statehouse. E. J. Barker, secretary of the board nine years and who has directed the annual State fair, will be replaced on Monday by M. Clifford Townsend, lieutenant governor, who will add the department to his other duties.

Frank J. Claypool, Muncie, is slated for president of the board, it is said. Terms of offices of eight members will expire and thus far only three are unopposed for re-election. They are C. H. Taylor, Boonville; Mr. Claypool, and Levi P. Moore, Rochester. Those expected to have opposition are Guy Cantwell, Gosport; E. C. Jenkins, Orleans; E. D. Logsdon, Indianapolis; Thomas Grant, Lowell, and U. C. Brouse, Kendallville.

Members of the board are elected by the county fair associations and livestock breeders' associations.

Would Organize in Alberta

RED DEER, Alta, Dec. 30.—Alberta circuit fairs are proposing to hold a meeting for the organization of an Alberta Fairs Association, with the idea of getting the B class fairs on a circuit and enable them to organize in keeping with the size and importance of their district, reports R. S. Gillespie, secretary, Red Deer Agricultural Society.

Farm Show Lists Speakers

HARRISBURG, Pa., Dec. 30.—One hundred and fifty speakers from nine States and District of Columbia will address sessions of more than 30 annual conventions scheduled during the Pennsylvania Farm Show, Harrisburg, on January 15-19, according to the preliminary program. Speakers will come from New York, Wisconsin, Maryland, Ohio, New Jersey, Virginia, Missouri and New Hampshire in addition to District of Columbia and Pennsylvania.

Elkhorn Has CWA Project

ELKHORN, Wis., Dec. 30.—Walworth County Fair board decided to adopt a CWA project which will entail moving the art hall 100 feet toward the amphitheater and turning it so as to face north and south and leaving it in position to be added to with wings extending east and west. A committee will report on cost of this work thru assistance of the CWA.

Auto Injures Horse Owner

DECATUR, Ind., Dec. 30.—Ed Ahr, well-known owner of race horses entered at fairs in Northern Indiana and Western Ohio, was painfully injured in an automobile accident on December 26. It is reported that he will be laid up for some time.

Another Champ Regular

REP ROCK, N. B., Dec. 30.—John Douglass, Red Rock, who has not missed a Stanley (N. B.) Fair in 75 years, has been elected honorary president of that fair association. For the 75 years he has been a member of the association and is a former president. J. G. Thorborn has been elected president and T. A. Best, secretary-treasurer.

Bay Staters Lay Out Joint Meet

Notable talkers are listed at joint annual convention with Vermont association

BOSTON, Dec. 30.—An extensive program has been prepared and is being announced by Secretary A. W. Lombard for the joint annual meeting of Massachusetts Agricultural Fairs Association and Vermont Association of Agricultural Fairs on January 18 and 19 in the Hotel Weldon in Greenfield, Mass.

President Harry A. Ford will preside at the opening session at 11 a. m., and address of welcome will be by Chairman William A. Davenport, Board of Selectmen, Greenfield. Greetings will be extended by President John B. Kennedy, Chamber of Commerce, and response for the association will be by John W. Haigs, past president.

Danziger on Code

In the afternoon Chairman Otis E. Hall, managing director of Hampden County Improvement League, Springfield, will give the report of the committee on judging. Talks and speakers listed are: *Keeping the Poultry Department Up-to-Date*, Howard S. Rich, Springfield; *Attractions Which Attract*, President Will L. Davis, Rutland (Vt.) Fair; *Pari-Mutuels and Their Relationship to Agricultural Fairs*, Ralph H. Seavey, Rochester, N. Y.; *Allen J. Wilson, Boston; How We Can Increase Public Interest in Light Harness Racing*, Milton Mason, Natick, R. I.; *Gleyn W. Rubie, secretary Vermont Association, Enosburg Falls; A Word From the Legislative Committee*, Chairman Ernest H. Sparrell, Norwell; *The Exhibition Code*, Milton Danziger, co-ordinator for the exhibition profession, Springfield; *Fair and A Century of Progress Exposition*, illustrated, Joseph W. Hiscox, chief of the Office of Exhibits, U. S. Department of Agriculture, Washington.

Will Feature Speaker

At the banquet at 6:30 p. m. greetings will be given by President Fred B. Dole, Franklin County Fair, Greenfield, and by Chairman Davenport, and honor guests will be Dr. Hugh F. Baker, president Massachusetts State College, Amherst; Gen. Daniel Needham, State Commissioner of Public Safety; Dr. Arthur W. Gilbert, State Commissioner of Agriculture, and Samuel T. Brightman, master of the State Grange. There will be a featured speaker and entertainment by booking agencies.

At Friday's closing session Prof. Grant E. Snyder, State College, will speak on *Smothering New in Vegetable Exhibits*; Director Laurence B. Boston, State Department of Agriculture, on *Know Your Fair*; Manager Charles A. Nash, Eastern States Exposition, Springfield, on *High Spot From the International, and Getting the Dough*, will be discussed by selected speakers.

Spending \$25,000 in Minot

MINOT, N. D., Dec. 30.—Northwest Fair had a successful year and is looking forward to another successful event in 1934. There is more money in the country, more people are working and a much better feeling prevails than for the last two or three years, says Manager H. L. Finke. The fair did not cut down its live stock and retained all of its departments. It has been successful in getting \$25,000 from the OWA. The money is now being spent for additional waterworks, repairs and alterations.

Department of Agriculture. Thru a personal note from Chester H. Gray, legislative representative, American Farm Bureau Federation, and a reading of the *Congressional Record* of December 26, 1932, your chairman learned that the exhibits appropriation was reduced to \$10,000 by a vote of 28 to 13 on the floor of the House of Representatives.

Briefly stated, the appropriation for agricultural exhibits for the fiscal year 1932 was \$129,870. For the fiscal year 1933, in keeping with the policy of Congress to effect economies, it was reduced to \$120,000. For the fiscal year beginning July 1, 1933, the President's budget requested \$99,085. The House committee on agricultural appropriations (See IAFE GOVERNMENT on page 59)

WITH THE Trotters
By EDWIN T. KELLER



The present period is the real lull of the year in trotting horse circles, with little of importance to interest trotting followers. All important sales are over, final big sale of the year taking place in Chicago, and the sport is now marking time until shortly after the first of the year, when annual fair managers' meetings, early-season circuit meetings throught the country and race managers will meet to make plans for 1934.

First important announcement out of the racing circuits is to come from the noted Bay State Circuit of New England, of which Milton Danziger, the hustling executive, is secretary. The circuit is expected to follow closely the route of last season. There may be one important change in the lineup, some rumors of which have already been circulated, relative to a circuit meeting over the half-mile track in Rochester, N. H.

If this happens it will mark the first time in circuit history, stretching over two decades, that the Granite State has been represented by a Bay State Circuit meeting. Rochester might be a real spot. There is open betting in New Hampshire, and the point is accessible to all stables racing thru New England.

Matinees Coming Back

Western New York horsemen met recently and formed an association to promote matinee racing and horse interests in that section. Officers elected were: President, George E. Blood, Fredonia, new owner of Peter Watts, 2:07 1/2, one of the leading trotters raced thru that section the past summer; vice-president, David Lincoln, prominent horseman, Jamestown; treasurer, Theodore Skinner, Westfield, and secretary, Arthur Toomey, Fredonia, secretary of Western New York Fair Circuit and also race secretary of the big exhibition in Dunkirk.

Besides promoting weekly matinees during 1934, the new club hopes to effect erection of a winter barn on Chautauque County Fair grounds and to interest the right kind of owners in buying new racing prospects.

Matinee racing, once one of the most popular of sports and which until the past year or two had almost completely died out, is being revived in all parts of the country. A good number of splendid weekly events were staged the past season and this number is to be greatly increased.

Remodeling in Davison

A recent trip thru Western New York found horsemen highly elated over 1934 prospects. Around Buffalo, once a trotting stronghold, Marvin Smith, veteran horseman and secretary, is drawing plans for a return of the Grand Circuit meetings to that city, definite announcement of which is to be given out soon. A Big Line meeting is badly needed at that point to break the long ship from early Western Grand Circuit meetings to the meeting in Rockingham Park, Salem, N. H. About mid-point along the shipping route, a meeting there would be strongly supported by campaigning horsemen.

Recently in Clinton, Mich., the Trotting Horse Club of Michigan held an enthusiastic meeting, followed by a turkey dinner and an evening of entertainment, enjoyed by a large gathering of horsemen from Michigan, Ohio and Indiana. Plans were drafted for operation next summer of a Michigan Short Ship Circuit, to race thru Michigan during June and July up to opening of the fair season.

William Viet and Art Butterfield, well-known horsemen of Flint, said they were

W. F. Figures Tardy

CHICAGO, Dec. 30.—Because of inability to prepare complete figures in time, World's Fair accountants have not issued a further statement of receipts of attractions and concessions which grossed less than \$250,000 for publication in the Holiday Greetings Number of The Billboard. It was announced last week that these figures would appear in this issue, but every effort will be made to present the data in the issue dated January 13.

remodeling the plant in Davison, a short distance from Flint, and have made it into one of the up-to-date half-mile plants in the State. Plans call for a real bang-up early meeting there next summer, with several \$1,000 stakes for the week of racing, to be featured also by class races for attractive purses. This is most welcome news to all harness horsemen, especially those who annually race thru the Central States.



Fair Grounds

WINTER HAVEN, Fla.—Florida Orange Festival here on January 23-27 will be an all-round citrus show, with representation from every branch of the industry, if General Manager J. B. Guthrie and his board of directors carry out their elaborate plans.

NASHVILLE, Tenn.—Tri-County Fair Association, Jackson, has been granted a charter of incorporation by the Secretary of State. Incorporators are J. R. Arrington, Lee Whitlow, Hodge Macklin, I. L. Hildreth and Tyson Williams.

MITCHELL, S. D.—Auto dealers have joined with the C. B. H. Good Roads Fair and Carnival to be held in the Corn Palace here on February 8-10. W. D. Fisher, who initiated the fair eight years ago, has been secretary since its inception.

GRAND FORKS, N. D.—Arrangements are going forward for the annual meeting of North Dakota Association of Fairs in Grand Forks on January 17-19, when attractions will be booked for the State fairs at Grand Forks, Fargo and Minot. D. P. McGowan, secretary-manager of the Grand Forks show, and Ralph Lynch, local president, are in charge of preparations for the convention. B. E. Groom, Fargo, is president of the association and H. L. Pinke, Minot, is secretary.

Fair Elections

FAIRMOUNT, Ind.—Oren Felton was elected president of Grant County Fair Association; I. E. Carter, retiring president, vice-president, and John H. Scott, re-elected treasurer. No successor has been named for John R. Little, secretary for the last seven years, who refused a renomination. New directors are O. W. Florea and Arthur Winslow.

NORTHAMPTON, Mass.—Three County Fair re-elected President William H. Dickinson, Secretary George H. Bean, and Treasurer Gallon A. Hinds.

BRIDGEPORT, Ill.—Lawrence County Fair Association re-elected D. E. Taggart, president; Sam L. Irwin, secretary; M. B. Thompson, treasurer, and Ross W. Irwin Jr., attractions manager.

SUPERIOR, Wis.—Tri-State Fair Association re-elected Ford S. Campbell, president; Charles E. Armstead, vice-president; E. L. Hanton, secretary; A. J. Wentzel, treasurer; Max H. Lavine, assistant secretary. Expenditures of the 1933 fair exceeded receipts by about

Cut in Operating Expenses Most Significant in 1933, Says Corey

Address of Arthur R. Corey, retiring president of the International Association of Fairs and Expositions and secretary of Iowa State Fair, Des Moines, before the 43d annual convention of the IAFE in the Hotel Sherman, Chicago, on December 5.

(Continued from last week)

Attractions People Aid

I want to take this opportunity to thank the members of this association for supplying this data, as I fully realize that the questionnaire came to their desks at a time when they were paying their bills and trying to close up their books and had but little time to comply with requests such as this.

At this time we should also express our appreciation to the numerous groups which have co-operated with us wholeheartedly during the last few years. The live-stock breeders throught the United

\$200. A county appropriation of \$12,500 has been turned over to old creditors.

BRANDON, Man. — N. W. Kerr was elected president of Manitoba Provincial Exhibition Association; James Turner, vice-president; J. E. Rettle, secretary-manager; J. M. Allan, D. W. Agnew, Dr. S. A. Coze, W. A. Cameron, D. E. Clement, E. Potheringham, George Gordon, Hugh Gilmour, J. R. Hume, N. W. Kerr, C. W. Lockard, H. A. McNeill, A. M. MacPherson, R. M. Matheson, C. C. Mitchell, W. U. Pitfield, W. A. Prugh, W. W. Rathwell, H. L. Singleton, J. Turner, directors.

SASKATOON, Sask. — Saskatoon Industrial Exhibition elected Charles Agar, president; George Fuller, vice-president; N. C. Byers, treasurer; S. W. Johns, secretary-manager. Directors are George Fuller, N. C. Byers, A. M. McIntyre, John East, C. Agar, J. E. Underwood, H. Boyle, J. Olmstead, R. B. McLeod, J. H. Holmes, A. M. Duncan, John McDougal, J. O. Hettle, A. D. Munro, Robert Shannon, Archie Wilson, W. Hopkins, George Underwood, Robert Thomas, Carl Palmer, George MacDonald, Robert Pinder, G. W. Norman, J. H. Warren, A. H. Browne.

REGINA, Sask. — Peter McAra was elected president of Regina Agricultural Industrial Exhibition; T. Heggie, vice-president; Pearl Gray, treasurer. Directors are N. Andre, S. C. Burton, J. Boyle, W. H. Boyle, J. M. Craig, H. V. Dalley, F. N. Darke, F. G. England, H. J. Ford, W. F. Fuller, E. B. Gass, J. Grassick, W. M. Graham, A. Hammond, F. H. O. Harrison, T. Heggie, C. Harton, S. Johnson, H. A. Knight, R. N. Kelly, J. F. Lunney, N. Mackenzie, P. McAra, W. McInnis, D. B. MacRae, D. A. R. McCannel, E. A. McCallum, T. A. McCusker, H. Maltby, William Murison, George W. Robertson, P. E. Reed, J. J. Renwick, Fred Robinson, R. H. Read, G. Reilly, R. Sinton, W. G. Styles, C. E. Tremaine, C. W. Thurston, A. E. Whitmore, R. A. Wright, J. K. R. Williams, R. J. Westgate.

Short Biographies Of People Engaged in Fair Business

Under this heading each week will appear a short biographical sketch of some person active in the fair field.

No. 63—HENRY ODUM

Mr. Odum was born in Bethlehem, Ga., on October 13, 1882, making him 51 years of age. His home is in Covington, Ga., where he is secretary and manager of Newton County Fair, which position he has held 14 years, having first been connected with the fair in 1919. He was mayor of Covington, 1920-'21; member of school board, 1915 to present time; director of Georgia Association of Fairs and of Georgia Jersey Association; tax assessor of Newton County the last four years and member of the present tax board. He is a member of the Kiwanis Club and Jersey Breeders' Association. His hobbies are Jersey cattle and fair amusements for children. His wife, Mamie Odum, is president of the Covington Woman's Club. They have six children, Gladys, Frances, Ruth, Tallulah, Mamie Nell and Henry Jr.

Fair Meetings

Illinois Association of Agricultural Fairs, January 4 and 5, St. Nicholas Hotel, Springfield. C. C. Mast, secretary, Quincy.

State Association of Kansas Fairs, January 9 and 10, Jayhawk Hotel, Topeka. George Harman, secretary-treasurer, Valley Falls.

Ohio Fair Managers' Association, January 9-11, Deshler-Wallick Hotel, Columbus. Don A. Detrick, secretary, Bellefontaine.

Maine Association of Agricultural Fairs, January 10 and 11, Hotel Eagle, Brunswick. J. S. Butler, secretary, Lewiston.

Minnesota Federation of County Fairs, January 10-12, Lowry Hotel, St. Paul. R. F. Hall, secretary, P. O. Box 654, Minneapolis.

North Carolina Fair Secretaries Reorganization meeting, January 12, Raleigh, N. C. C. S. Farnell, Mebane.

South Texas Fair Association, January 15 and 16, Hotel Nimitz, Fredericksburg. George J. Kempin, secretary, Seguin.

Western Canada Association of Exhibitions, January 15 and 16, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Nebraska Association of County Fair Managers and Nebraska State Board of Agriculture, Hotel Cornhusker, Lincoln, January 15-17. Perry Reed, secretary, Henderson.

North Dakota Association of Fairs, January 17-19, Grand Forks. H. L. Finke, secretary, Minot.

Massachusetts Agricultural Fairs Association joint meeting with Vermont Association of Agricultural Fairs, January 18 and 19, Hotel Weldon, Greenfield, Mass. A. W. Lombard, secretary, 136 Statehouse, Boston.

Vermont Association of Agricultural Fairs, joint meeting with Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Weldon, Greenfield, Mass. Glenn W. Rublee, secretary, Enosburg Falls, Vt. Louisiana State Association of Fairs, January 19 and 20, Courthouse, Lafayette. Harry D. Wilson, commissioner of agriculture, Baton Rouge.

South Carolina Association of Fairs, January 19 and 20, Columbia Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Virginia Association of Fairs, January 23 and 24, John Marshall Hotel, Richmond. Charles B. Ralston, secretary-treasurer, Staunton.

Michigan Association of Fairs, January 24 and 25, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Saginaw.

Pennsylvania State Association of County Fairs, January 24 and 25, Americus Hotel, Allentown. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 26 and 27, Adolphus Hotel, Dallas. George D. Barber, president, Mineral Wells.

Wisconsin Association of Fairs, January 31-February 2, Plankinton Hotel, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Ontario Association of Fairs and Exhibitions, February 8 and 9, King Edward Hotel, Toronto. J. A. Carroll, secretary, Parliament Buildings, Toronto.

Association of Connecticut Fairs, February 20, Hartford. Leonard H. Healey, secretary, State Office Building, Hartford.

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

INQUIRIES are being made regarding coming meetings and association secretaries should send in their dates.

BRIDGEPORT, Ill.—Lawrence County Fairgrounds are undergoing extensive improvements. New barns are being built and all exhibit buildings are being moved to make space for a larger and more attractive midway.

SEASON'S GREETINGS
TO ALL OF OUR FRIENDS
SIDNEY BELMONT FAIR ATTRACTIONS
FULLERTON BUILDING, ST. LOUIS, MO.

NEW SETUP IN AKRON

Summit Beach, Long Litigated, Is To Reopen With a New Staff

Owners of land on which major rides and concessions are located arranging for next season—Perry will operate dance pavilion again and Ed Sheck has pool

AKRON, Dec. 30.—Summit Beach Park, several years ago one of the largest and most complete amusement parks in the Middle West, despite much litigation about receivership in the last two years, will be operated again in 1934. Mrs. Margaret Newman, representing owners of land on which major rides and concession buildings are located, is making plans to reopen the resort about the middle of May with an entirely new personnel. H. W. Perry, who last season operated the large dance pavilion, has leased this for 1934, assuming charge the middle of May, when he will reopen the ballroom. Extensive improvements were made last year, first in several seasons. He had one of the best summers in recent years in the park ballroom and has more ambitious plans for 1934.

Ed Sheck and associates plan to continue operation of Crystal bathing pool, erected several years ago at a cost of about \$100,000 and purchased when the park went into receivership two years ago. It was operated thruout the 1933 season, with Ed Latshaw, well-known pool man, in charge. Owners plan extensive repairs and improvements to the pool, one of the finest of its kind in the country.

Lessees of several major rides plan to paint and give them a general overhauling before start of the season. Most all of the concessions on the midway will be open with exception of a few which already have been contracted.

Mrs. Newman plans to reorganize the executive staff, and will have expert picnic and excursion men, promotion and press men on the job in anticipation of a big year, since industrial activity is greater than last year and unemployment here has been reduced to a minimum.

Gardner Wins Concessions

SALT LAKE CITY, Dec. 30.—Art Gardner, after a hard fight, won the concession privileges for the next four years in Liberty Park. He submitted a bid of \$10,800, with 15 per cent of gross receipts in excess of \$27,000. A contract will be drawn requiring Gardner to file a bond of \$5,000. This is the first time in history of the city that the commissioner of parks did not decide on this contract. Gardner's bid was by far the highest.

Tuscora Will Have Theater

NEW PHILADELPHIA, O., Dec. 30.—Tuscora Park here, one of the few municipally owned amusement parks in the Middle West, will have a modern theater as the result of CWA funds available for that purpose. An amphitheater was constructed last summer and plans are to put it under roof, enlarge stage facilities and add dressing rooms, making it one of the most complete park theaters in this section. City council has authorized the improvement and it will be completed before opening of the park in May.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Long Island State Park Commish arranging affairs so that the Island's State parks will interfere as little as possible with commercial enterprises next season. . . . Sportland, Jamaica, a busy spot. . . . Seitz, Oceanside, newest of the big money-making spots, catering to motorists. . . . Amusements of all kinds not encouraged along Cross Bay boulevard as they once were. . . . Mickey and Tommy Decker, two of the locality's better known showmen, leaving for Southern portions shortly.

Leonard Barron, Rockville Center, busy seeing that roadside stands are kept in good order at request of Long Island (See LONG ISLAND on page 59)

Wise Is in Charge At Sulphur Springs

SULPHUR SPRINGS, Fla., Dec. 30.—The Peninsular Distributing Corporation, headed by J. T. Hedrick, announced that beginning on January 1 it would assume management of property at Sulphur Springs, including Sulphur Springs Arcade, Sulphur Springs hotel and apartments and the Sulphur Springs amusement park.

Mr. Hedrick said the property, owned by the corporation, has been under lease for the last three years.

David A. Wise will be in charge of the amusement park, and W. M. Clark in charge of the hotel, which is to be renovated and improved.

Tilyou Gets City Post

NEW YORK, Dec. 30.—Edward F. Tilyou, of the Steeplechase Park (Coney Island) Tilyou family, was one of three appointed this week by outgoing Mayor John P. O'Brien to trusteeships of the Brooklyn Public Library. Positions are honorary, nonsalaried. Tilyou, manager of park, is a brother of the son-in-law of John H. McCooey, political leader of Brooklyn, who recommended the appointments, which are for 25 years.

Pertinent Park Patter

By ALFRED W. NICHOLS

The world has outgrown its amusement park accommodations. The amusement man must broaden his scope and increase his investments to hold public interest. To build an interesting park that will appeal to people of modern education necessitates more than the accumulation of a number of manufactured carnival riding devices.

A Century of Progress in its amusement section would undoubtedly have shown us newer and greater amusements if it had not been so unfortunate as to have been constructed at the very worst of hard times. Now that they have realized a profit they have also gained the necessary confidence to go into bigger things for next year.

Let us hope that really commendable attractions will take shape for another season. It will have its influence on all park business thruout the land.

As we review the old Roller Coaster it today appeals to us as a rather childish affair, altho it has been a great thing in its day. At one time figure-8 Roller Coasters were found in smaller parks that could not afford a great Scenic Railway, and the more elaborate Scenic Railways were found at the beaches and larger amusement gathering places.

Since then the Scenic Railways have given way to Roller Coasters, owing no doubt to the cheaper cost of Coaster construction. It is now acknowledged that the Coaster construction has gone the limit insofar as dips and thrills are concerned. Of course, to continue this line of business the builders will have to get away from the nauseating dips and go in for greater speed. In order to create airplane speed it will necessitate



PHILIP E. M. THOMPSON, general manager of Atlantic City Auditorium, who is displaying unusual efficiency in making the world's largest auditorium and convention hall a paying proposition. He looks for a banner season for resorts in 1934.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Dec. 30.—Warm weather here, while inland froze, brought a big crowd out on the Boardwalk for the week-end, and houses opened did record Christmas biz. All are preparing for a smash New Year's, booking big and playing extra shows and midnights. Steel Pier copped the headlines, with Eddie Cantor picture, Alex Bartha Orchestra, star vaudeville bill, Hawaiians, special lobby attractions.

Auditorium has Doc Dougherty booked for ballroom and two big hockey games on tap. Will sacrifice New Year's Eve, however. Wax place, Million-Dollar Pier (See SEASHORE BREEZES on page 59)

Facts for a Code

WASHINGTON, Dec. 30.—About 6,000 copies of a tentative code are being mailed to parks, pools and beaches thruout the United States, with questionnaires attached, and it is the ardent hope of the administrator that all owners of amusement parks, pools and beaches will fill out and return promptly to NRA headquarters in Washington these questionnaires, as the information requested will be of material assistance in the final adoption of a code and its application by the code controller's office.

Tudor Views Field Abroad

Amusement conditions in all parts of Europe are to be studied on latest tour

BROOKLYN, Dec. 30.—With plans for a thoro investigation of outdoor amusement conditions in all parts of Europe, Harry E. Tudor, well known in amusements and promotion and publicity, accompanied by Mrs. Tudor, sailed today. He has mapped out an itinerary of travel that will embrace, as his passport authorizes, the U. S. S. R. and further afield.

Mr. Tudor said his work will be in the direction of influencing and advancing the interests of "American inventors and manufacturers of any and every kind of device calculated to keep the United States ahead of all the world in those directions." He has long had a trans-Atlantic association and reputation built up by some 40-odd trips across the big pond.

"Port of debarking will be Glasgow," he said, "to allow my visiting the Bostock family and looking over the two great Scottish Christmas and New Year municipally conducted indoor carnivals in Glasgow and Edinburgh. Proceeding south, I shall visit similar annual affairs in Manchester, Liverpool, Birmingham and other representative cities, and wind up at the two biggest London events, Olympia and Royal Agricultural Hall, Islington.

"Subsequently I plan taking a hand in this expansion of amusement promotion, organizing and planning amusement parks in the larger British and Continental cities and shore resorts. I have, of course, my eye to spreading the gospel of frozen custard, with which my name has been associated for several years."

Until he has established headquarters in London, his address will be World's Fair, Oldham, Lancashire, England.

Kiddie Walk-Thru

By DeARV G. BARTON

Field Secretary, National Association of Amusement Parks

During the pre-Christmas shopping season all of the larger department stores established virtual kiddie parks in their toy departments. Kiddie shows, games, rides and concessions can all be found operating in store toy departments. Original and clever decorative schemes have also been devised that can suggest much to the alert park owner.

In one large Chicago store there has been installed a unique walk-thru show called "Fairly Tale Castle." The outside is cleverly done with an effect of highly colored stone blocks. On each corner is a turret, around which a continuous line of wooden soldiers move as if on guard. This is accomplished by simply attaching the figures to a revolving hooplike platform driven by a small motor.

The well-lighted interior is arranged similar to the conventional walk-thru, with scene sheds depicting the better known fairy tales and nursery rhymes. The titles of some of the scene sheds are as follows: "Old King Cole and His Fiddlers"; "Peter, Peter, Pumpkin Eater"; "The King Was in His Counting House Counting Out His Gold"; "Tom Thumb (See KIDDIE WALK-THRU on page 59)

All park men who realize that they must get back to the big fronts with real attractions back of them will be the ones to reap the profits during the (See PARK PATTERN on page 64)

Pepping Up the Rides and Games

By A. TIEUP

MUCH has been said in print concerning the best course to pursue for drawing people to amusement parks and getting them to repeat their patronage, but little have I noticed written on the subject of special inducements to people to spend money more freely once they have passed thru the gates. It is no uncommon thing to see a large crowd in a park, yet at the end of day a checkup made by the office reveals that the receipts are far out of proportion to the attendance. It must be granted then that a large crowd does not always mean a large gross business.

Now what can a park manager do to induce his patrons to spend more freely and without going to a great expense to accomplish this? That is not an easy question to answer, but my observations lead to the belief that park men are overlooking a good bet by not making such amusement features as riding devices and concession games help each other, from the standpoint of business, thru tieups under a premium-coupon system.

I hardly think there is a park manager in the United States and Canada today who would deny that his riding devices and games are in need of a real stimulant, and this tie-up idea which I am suggesting might prove to be that very stimulant. One thing certain, it is not a costly proposition, altho it entails some extra work.

The tieup is not only possible in the larger parks but in the medium-sized ones as well, just so long as there is a well-balanced lineup of rides and games.

Where the rides and games are owned by the park there would be less trouble than where they are owned and operated by others, yet what is principally needed in the latter case is co-operation of the individual owners.



The workings of the tieup so far as park-owned rides and games are concerned are simple. Get a sufficient supply of coupons with these or similar words printed thereon: "Good for 5 cents in play on any game where the charge is not less than 10 cents." I have made the minimum price 10 cents because there would be little if any profit on 5-cent games, nor would it be profitable to work the coupons on rides charging less than 10 cents. If a park manager did not want the coupons to be good any time during the season he could use a rubber stamp thereon reading: "Good on (date) only."

This done, the park manager would have the office in charge of tickets issue a number of coupons with the usual tickets to the ride cashier, keeping a record of the coupons the same as is done with the tickets. Each person when purchasing a ticket to enter a riding device where the price is 10 cents or more would be handed one of these coupons, which, with five cents additional, would be good in play at any game.

On the park office's books a portion of the 10 cents collected at the riding device could, is so desired, be credited to the game on which the coupon was used—for instance, 2½ cents to the ride and 2½ cents to the game.



Where the rides and games are owned by individuals, not the park, the coupon system would have to be altered. The park's main ticket office would require each ride owner to pay five cents for each coupon given him at the time of receiving them, and the game owner would be given two cents for each coupon in his possession when he turns them in at the main ticket office at the end of each day. Two of the three cents left after paying the concession game owner would be returned to the ride owner for each coupon which he passed out and the remaining amount (this would vary because some of the coupons passed out by the ride owner might not be used on the games) could be applied to the cost of the coupons and addi-

tional expense that the office is put to in handling them.

Where the ride owner has coupons left at the end of each day he would be given a refund of five cents for each one returned to the main office. To give an example. If the ride owner received 500 coupons from the main office he would pay out in advance or have charged to him \$25. If he passed out 400 during the day he would have 100 left and for these he would be refunded or credited with \$5 that night.



This coupon system could also be used by having the riding devices tie up with each other, both in the park that has its own rides and games and in the one where these features are independently owned, provided, as I said in the beginning of this article, there is the proper co-operation on the part of the latter class. However, it is my opinion that the tieup between riding devices and games would be more satisfactory because under that system one division of the park would be helping another division and this would make for better harmony.

Under this coupon plan each riding device and game sharing in it would receive 3 cents less where the charge is 10 cents, but I feel sure this loss would be more than made up in volume of business, and at the same time it would make more people ride and game consciously.



The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard)

As was reported here last week, there has been a definite upturn noted in the swimming pool industry. Many persons are getting ready to build new outdoor pools for next summer and many more are considering entering the business. All of which brings me to a very important point.

And that is that there's a prevalent opinion of a number of present pool operators that too many people are going into the aquatic business, and that competition is going to be too keen all over the country next summer. As one pool proprietor told me last week: "Why it's a shame the way everyone thinks they can get rich quick operating a swimming pool. All last summer people used to come to my tank and, noticing the large crowds on hot week-ends, used to scratch their heads, saying: 'Boy, this is some swell business—you can make a fortune in it; but they fail to realize the numerous days thru-out the season that you don't take in one red cent.'"

As I say, this is not only one man's belief, but it seems to be the contention of many in the business. The theory that you can't get rich quick in the swimming pool business is absolutely right. Sometimes it takes a number of years to get back your original investment, but still if one operates a pool properly he or she can make it a most profitable, everlasting business enterprise.

The fact that you can't coin money immediately in the swimming industry is what has kept it free from fly-by-night promoters. It takes money to build and run a good natatorium, and you can't expect to start on a mere shoe-string and gain a mint-full in one season.

However, this pessimistic outlook of those in the business shouldn't make persons contemplating entering the field change their minds. If you have a good location and if you have enough capital to construct a well-planned pool, and if you plan to run it with common sense—then by all means go right into the business.

This talk of the pool business getting too crowded is the bunk. There's plenty of room for hundreds of new swim tanks thru-out the country. Some sections are

entirely without commercial aquadromes for miles around. Of course, it would be unwise for one to step into a congested pool area, like the boro of the Bronx in New York City, for example, where there are already some eight outdoor privately owned tanks and expect to make money.

Prospective pool owners are therefore urged not to muscle in on territory already well supplied with swim establishments, in the hope of catching the overflow from the others or in an attempt to take away their patronage. For, in the first place, it's pretty hard to get persons used to swimming in one pool to go to another a few blocks away unless you have some great attraction or novel equipment to entice them.

It would be better for those plotting pool operations to go out after new fields. In the next issue a list of possible sites for swimming pools will appear in this column. Consequently, if you are desirous of becoming a pool man, or if you are looking for a location for a new pool, don't fail to read this department next week. And, above all, don't be fooled. There's money to be made in this business, but not overnight.

The holiday shot up receipts in most Eastern indoor pools last week, all reporting considerable attendance from school and college kids on vacash. Cold spell, too, helped a little, as indoor swimming seems to be most inviting when the temperature is freezing outside, altho no one knows why. The mammoth St. George tank, Brooklyn, did exceptionally good business.

The Miami, Fla., as well as other Southern winter resorts' outdoor swim season starts this week, with the Rooney-Plaza pool in Miami still being the most popular tank of them all down that way. Within the next week or so you local rot sections will sport pictures of celebs bathing in Southern climates, and you bet the Rooney-Plaza will get the greater portion of the publicity breaks. Still, it's going to be interesting for this writer, at least, to watch the progress of the swim publicity coming out of Miami and points south this winter. It's the first season in a long spell that Steve Hannigan will not be at the ballyhoo helm, and I'm anxious to learn how his successors will fare, for it's a plenty tough job for anyone to step into the shoes of experienced Steve, who is one of the best liked p. a's in the country.

DOTS AND DASHES—Holland indoor pool, New York City, up to now strictly a membership proposition, plans operating as a commercial tank open to the public early next month.—The family of Mack Rose is spending the winter in Tenne, er, Tennes, er, Tennessee—well, they're staying down South. . . . Oakwood open-air pool, Toronto, plans featuring famous marathon swimmers next summer.—George Young and Margaret Ravior, two famous pro swimmers who were made one last year with benefit of clergy, on the way to California to spend the rest of the winter. . . . Doc Saul Simon, noted swim manager, vacationed in New York last week from Toronto and agreed with Commodore Sexias' recent statement printed here calling all pro swimmers ungrateful.—And they tell me shorts in place of pyjamas will be the fad for girl bathers next summer.

NAAP

Manufacturers and Dealers' Section

By R. S. UZZELL

The new political administration of New York City has already promised support to the American Museum of Public Recreation. It now seems certain that the city will give us the desired site for the new building which will adequately house the constantly growing number of exhibits.

A more complete portrayal of the history and development of the marionette does not exist than Marionette Cove will show. W. F. Mangels has, at considerable expense and effort, collected marionette exhibits from many parts of the world.

He now has an enlargement of the painting showing the marionette tree with its roots deep in the ancient lore of the art. It generously gives to each nation due credit for its contribution to the development of the art. It all culminates at the top of the tree, where the ripest fruit, modernity, is found. It will be easily seen that future visitors to our museum will linger at the marionette tree of knowledge. The museum will record some very progressive steps in 1934.

Want To Aid NAAP

The executive committee of the Manufacturers' Division held its first meeting of the new board. It was called for December 26 in the office of the secretary, R. S. Uzzell. Despite the blizzard President Fred L. Markey came from New England. Other members who would have otherwise spent the stormy day at home were Harry C. Baker, Fred Fancher and P. Plesen. George H. Cramer (See NAAP on page 59)

Season's Greetings
From
SOL PINCUS
and the
CASCADES SWIMMING POOLS
New York City

Atlantic City Auditorium
EXTENDS SEASON'S GREETINGS
TO THEATRICAL WORLD
Your solicitation of our business always welcome.

COURT SALE
2:00 P. M. SATURDAY, JANUARY 13, 1934, at CLEAR LAKE, 1½ Miles West of Cushing, Okla. One E.H. Ferris Wheel No. 10, complete, with Gas Motor; one Seaplane, Baby Ride, complete with Motor; one Parker Two-Abreast Merry-Go-Round and Organ and Drums. All in good condition.

SCOOTA BOATS
WILL BRING YOU A HAPPY AND PROSPEROUS NEW YEAR.
Last year at Coney Island, N. Y., they earned cost and a profit under unusual adverse conditions. With improving conditions they can better that record for you in 1934.
Made complete in America by UZZELL, under British owned U. S. Patents.
Consult us for Aeroplane Swings, Rides, Kiddie Rides, Used Rides, Exporting, Waves for Pools.
R. S. UZZELL CORP.
130 W. 42nd St., New York City

1933
AUTO SKOOTER-WATER
Both Devices Have Proven Very Successful and Immensely Popular Wherever Installed.
MOST POPULAR RIDE ON THE MIDWAY AT THE CHICAGO WORLD'S FAIR.
LUSSE BROS., INC. 2809 North Fairhill Street, Philadelphia, Pa., U. S. A.

NOW IS THE TIME

To place your order for Miniature Gasoline Driven Auto Cars, fully equipped with spring bumpers. Good for Parks and Carnival. Full price, only \$335.00. P. O. B. San Francisco, Calif. JAMES DEMARCO, 720 Harrison St., San Francisco, Calif.

WALTER WHITE JOINS JONES

Becomes Gen. Mgr. for 1934

Leaves R&C after 14 years to accept new position—already on the job

CINCINNATI, Dec. 30.—Walter A. White, widely known outdoor show executive, has completed arrangements with E. Lawrence Phillips and James Guzzy, who recently purchased the Johnny J. Jones Exposition, to become general manager of the organization, and is already planning preliminary details for one of the best equipped railroad shows that ever went on tour.

Mr. White for the last 14 years has been associated with Rubin Gruber in the management of Rubin & Cherry and Model Shows of America, and has made hosts of friends among fair secretaries, city, State and county officials.

Firmly believing that the name of Johnny Jones will always be a drawing card in the minds of the public, the new owners and manager have determined the show shall go out next spring perfect in all respects, with the total elimination of objectionable shows or concessions.

It is understood that Johnny J. Jones Jr. will be the big feature drawing card. (See WALTER WHITE on page 58)

CN and CP Rlways Waive Demurrage

CINCINNATI, Dec. 30.—Canadian National and Canadian Pacific railways have issued an order, effective until December 31, 1934, eliminating all show parking charges in the Dominion.

This is another feather in the cap of R. L. (Bob) Lohmar, who is greatly responsible for the demurrage charge bugaboo, which has for years been a millstone around the neck of show owners, being waived.

Ok. Auto License Situation

Broken Bow, Okla., December 30, Editor The Billboard:

I am writing this to give the readers of your valuable paper and the traveling public first-hand information of the conditions existing in Oklahoma regarding auto license and registration, and trust you will find space for same.

I arrived in Broken Bow, Okla., with Texas tags on my trucks, and almost before I could lease a lot and pull my outfit up for business I was visited by the deputy sheriff and ordered to register my trucks and buy Oklahoma tags. I explained the trucks would not be moved until spring, and before I could communicate with the capital charges were preferred against me for violating the State law. Shortly after I received information from the capital I must buy tags, and went immediately to the county seat and registered my vehicles. Large chains and locks were placed on my trucks regardless of the fact I put up a \$50 bond.

At the trial the State did not ask for any fine when I produced my Oklahoma license plates, but asked for the costs. The jury returned a verdict of not guilty of the crime as charged, but guilty of the costs, which in my opinion is the first verdict of the kind ever returned in this country, and the costs were below \$20, so I could not appeal it.

I had to give up my Texas papers, therefore if I should return to Texas I will have to travel without papers and be liable to punishment by the law of Texas.

Signed, H. A. KAY,
Kay's Art Studio.



WALTER A. WHITE

World of Mirth Lands Two Plums

NEW YORK, Dec. 30.—Max Linderman, pilot of the World of Mirth Shows, has good reason to go merry on New Year's, for two plum fairs were awarded to him during the yule period. He landed the contracts to play the New York State Fair, Syracuse, and the Brockton (Mass.) Fair next fall. The respective Santas were Director Dan Ackerman and Secretary Frank H. Kingman. Mr. Linderman announced the prize packages to *The Billboard* this week.

Linderman played Syracuse in 1927 and '28 with the Bernard Greater Shows, of which he was co-owner. He has occupied the Brockton midway the last two years.

Florida Showmen's League To Open Spacious Downtown Club

TAMPA, Fla., Dec. 30.—Spacious downtown clubrooms will be opened by the newly organized Showmen's League of Florida, which got away to a good start when nearly 100 members elected Milt Morris president.

Dozens of letters from showmen throughout Florida have been received by the new organization with indorsements of the plan that has been mapped out for a permanent association. Aiding in establishing headquarters at once, which necessitated immediate expenditures, Curtis Velare, Milt Morris, Elmer Velare and Carl Sedlmayr each advanced \$50 to the club.

A lease for one year is now being arranged by the house committee on a clubroom and executive offices, with an option on adjoining rooming quarters which are expected to be opened next fall. All visiting showmen will be welcomed at the League's headquarters.

Hotel Hatcher, Jax, Gives Christmas Party

JACKSONVILLE, Fla., Dec. 30.—An enjoyable evening was spent by the many showfolk wintering in Jacksonville at the annual Christmas party that was held in the lobby of the Hotel Hatcher (formerly the Duval). Mr. and Mrs. Harry Hatcher, former troupers, acted as host and hostess to their many friends. The lobby was magnificently decorated with holiday decorations and a large Christmas tree, on which many presents were hung for the guests. After these were exchanged a delightful luncheon was served and then card games were in order, but the main diversion was the meeting of the "Jack Pot Club." Many a big score was cut up.

The Hotel Hatcher is as usual the popular rendezvous for those wintering in Jacksonville. Among those present were Harry E. Wilson, Phil Hamburg, Joe Corey, Milton Ross, Herb Martin, Floyd Newell, Mr. and Mrs. George Collins, Lionel Hirsch, Harry Hunter, Peggy

Castle-Hirsch Get Big Fairs

SHREVEPORT, La., Dec. 30.—Shreveport's own show, Castle-Hirsch Shows, has been awarded contracts to furnish the midway amusements at State Fair of Iowa, State Fair of Nebraska, State Fair of Kansas, Kansas Free Fair at Topeka, Oklahoma State Fair at Oklahoma City and Oklahoma Free State Fair at Muskogee.

The Louisiana State Fair here will also play the C.-H. Shows as usual.

Simpson to R. A. Shows

ST. LOUIS, Dec. 30.—James C. Simpson, during a visit to *The Billboard* office, advised that he had signed as general agent of Royal American Shows for the coming season. He will leave next week on an extensive trip in the interest of his new connection. Until last week Simpson was associated with the International Walkathon Association, from which firm he resigned to take over his new position. Last season Mr. Simpson was connected with Castle, Ehrlich & Hirsch Shows. Simpson has been in the outdoor show business for many years in various official capacities with most of the larger carnivals on tour.

Ballyhoo Bros.' Circulating Exposition—A Century of Profit Show

By MAJOR PRIVILEGE

Lane, Okla.
Week ended December 23,

Dear Bill:

Oklahoma at last. But this isn't in the oil fields. Auspices Mothers' Hospital and Baby Clinic. Business, fair. Weather, fair. No deaths; no weddings; no divorces, but 26 births on the show—mostly girls. Our auspices feel as tho they have been imposed upon, but our agent knew what he was doing when contracting with them.

Management immediately had one of the berth cars changed into a nursery. Berths taken out and cribs put in. Show's artist busy all week painting Mother Goose pictures on the walls.

Mail man's business has been slack since all the boys got married. Now has a sideline of rattles and teething rings. Children cry for him. Manager Ballyhoo delighted with the new troupers. "A valuable asset to the show." Said they would be working by spring. Skills for the kiddie rides.

One of the brothers left for Chicago last night for the fair meeting. We just found out it was over and wired him to sober up and come back.

Don't know where we go from here. Five of the Ballyhoo Brothers arguing. One wants to go east, one west, one north and one south. And one wants to stay here another week. They flipped a coin, threw dice, cut cards and drew straws. Finally decided to let the madam in the mitt camp settle it. She looked in the crystal and said: "All I can see in the crystal is the privilege on this show is too high to go in any direction with it." And she quit cold!

Fire at Hames Quarters

WACO, Tex., Dec. 30.—Fire destroyed some buildings at the Cotton Palace December 22, including property of Bill H. Hames Shows.

Mrs. G. H. Miller (Bobbie, tattooed girl) reports that she lost her circus side-show wagon, housecar and all personal property. The show was wintering at the Cotton Palace.

Martin, Melen McGranahan, Lois Diddell, Betty Hestor, Mr. and Mrs. Jack Braswell, Mr. and Mrs. J. Hollingsworth, Mr. and Mrs. Joe Cataldo, Mr. and Mrs. F. G. Faulkner, Mr. and Mrs. Ben Heineberg, Mr. and Mrs. J. E. Crawford, Mr. and Mrs. Jimmy Campbell, Mrs. Strick-

(See HOTEL HATCHER on page 58)

Tampa Bedtime Stories

By W. H. (BILL) RICE

TAMPA, Fla., Dec. 30.—All the folks around Tampa want the name of the photographer that makes the swell pictures of Milt Morris, Ernie Young, John M. Sheesley, Johnny Castle and other boys you have been running in *The Billboard*.

It's Mayor Dave Morris of Tampania now. He was elected by the show colony now living in this suburb.

Pearl Young just arrived from Chicago and attended the Christmas Eve party at Tampania and gave us all the late Chicago news.

Nat Rodgers and wife home for the holidays. Nat just left for his annual hunting trip.

Milt Morris the busiest man in Tampa. Selling concessions for the Florida Fair, in charge of publicity for the Haskell Indians-Tampa University Christmas football game, chief of delivery of Rotarian Christmas baskets; president of the Florida Showmen's League, member of *The Tampa Times* Christmas fund committee and helping the missus keep open house.

Mrs. Johnny J. Jones and son, Johnny Jr., just moved in next door. Boots Hurd has been ill and confined to the bed from the effort of helping with the "moving in," and blowed the big Christmas Eve parties in this block.

Mr. and Mrs. Jack Redding, of Atlantic (See TAMPA BEDTIME on page 58)



LARRY BOYD, notice of whose death appears in this issue of *The Billboard*, is shown here in one of the typical poses that endeared him to all who ever met him.

Pacific Coast Showmen's Association

LOS ANGELES, Dec. 30.—Meeting for election of officers for ensuing year. Fifty-seven members present. Roll call of officers: President Eddie Brown absent, being out of town on business matter. First Vice-President Charles Hatch presided; C. F. (Doc) Zeiger, second vice-president; George Tipton, third vice-president; Ross E. Davis, treasurer; Frank Downie, secretary. Reports show the PCSA has increased in membership 160 per cent in past year. Financial statement in final shows the general fund at a new high mark. The Cemetery Fund in excellent shape. One new member and one reinstatement. Newest member is Harry B. White, of New Haven, Conn. George Tipton, chairman of Charity Banquet and Ball, reports the affair giving every evidence of being the most successful one in years. Last article in by-laws to be considered for change gone into, and this completes the entire new setup in by-laws and constitution.

Election of officers being called as order of business on motion of Steve Henry that rules be suspended and that the secretary be empowered to declare the election of the ticket. It was carried by unanimous vote. The ticket: President, S. L. Cronin; first vice-president, Frank Downie; second vice-president, Harry Hargreaves; third vice-president, Mel Vaught; treasurer, Ross Davis; secretary, John Backmann. Special committees for Charity Banquet and Ball named by George Tipton. Details of annual memorial services handled. President Brown in charge. Burr McIntosh delivers the oration. There will be special music and a detachment of Boy Scouts. End of meeting "Let's Hear It." inaugurated by Charles Hatch, gave him opportunity as presiding officer to "rib" the members, and he stated that this being his last chance, he wished to "pan," goodnaturedly, however, some members. It was a lively closing of the business meeting. Harry Fink, J. D. Reilly, Pat Armstrong and Carl Sonitz gave impromptu talks; also talk from next President S. L. Cronin. Bill Denny, of the Al G. Barnes Circus, furnished and served an elaborate luncheon. Refreshments served by Doc Hall. Last thought of year: Showfolk, better get in the PCSA.

Larry Boyd Laid to Rest

CHICAGO, Dec. 30.—The funeral of Larry Boyd, who died in Toronto last Sunday, was held Thursday afternoon at Hursen's funeral parlor and was attended by a large number of the deceased's friends and brother members of the Showmen's League of America. Services were in charge of the league, Chaplain Thomas D. Rankine officiating. Services were short and simple, as was the deceased's wish. Cleora Miller rendered several beautiful hymns and Chaplain Rankine delivered a touching eulogy of Brother Boyd. Many beautiful floral offerings were banked about the casket. There was a brief service at the grave in Showmen's Rest, Woodlawn Cemetery.

Funerals were Charles H. Duffield, A. H. Barkley, Lew Dufour, Terry Turner, Sam J. Levy, Joe Rogers, Ed F. Carruthers and James Sullivan.

St. Louis

ST. LOUIS, Dec. 30. — Among other local showfolk who left for the annual banquet and ball of the Heart of America Showman's Club at Kansas City are Mr. and Mrs. Eddie Vaughan, Mr. and Mrs. Charles Goss; Mr. and Mrs. Dee Lang, Mr. and Mrs. Robert Hancock, Harry Smith, Mr. and Mrs. George Jacobson and L. A. (Larry) Rohter.

West Bros.' Shows arrived in East St. Louis, Ill., last week after closing their 1933 season at Fernandez, Miss. They have spacious winter quarters in that city located at 13th and Walnut streets. Mr. and Mrs. James Laughlin, the genial owners of this outfit, will reside in that city for the winter months. They report a fair season.

Princess Carmelita, one of the featured dancers at A Century of Progress in Chicago, is at present in the city playing night club dates.

B. S. Gerety, part owner and operator of the Beckmann & Gerety Shows, departed on Sunday for San Antonio. He is much improved in his health. Mrs. Vera Barlow will depart for Kit-

(See ST. LOUIS on page 62)

Philadelphia "Pickups"

PHILADELPHIA, Dec. 30. — Joyland closed Saturday night after a fairly good holiday season. The weather was unusually bad for the time of year from the opening date, which hampered the business considerably.

William Glick was a visitor on his way from New York to Baltimore. Says the past season he kept out of the red, but not any too much—is hoping for a better season next year.

Lee Schaeffer was in for a couple of days looking over things. Just came in from the Carl Lauther attractions, which he is representing this winter.

Several acts that went to the Grand Central Palace show in New York have returned.

Professor Herbert is leaving for a number of engagements at various museums.

Sheesley Getting Ready

VALDOSTA, Ga., Dec. 30. — Preparations are being made here for the invasion of Florida by Mighty Sheesley Midway early in January.

The show will play a number of fairs for the Florida county fair circuit, in addition to several New Deal fairs.

Heart of America Showman's Club

KANSAS CITY, Mo., Dec. 30.—Heart of America Christmas Party was staged Christmas night to the usual large attendance. Santa Claus (in the person of Frank Capp) was on hand to distribute the candy, nuts, fruits and toys to the children, as well as many of the grownups. The entertainment program was especially arranged for the children and was one of the most delightful the club ever staged. Those performers who donated their services for the evening and to whom we are deeply indebted were Lucille Young, accordionist; Jean Carroll, blues singer; Eddie Strassburg and Sammy, the educated chimp; Leroy Easter, in magic, Punch and Judy and a dog act, assisted by Sunny Boy Conroy; Ruby Latham, contortionist; Baby Betty Russell, song and dance, and Mrs. Carl Pfeister. Clarke B. Feigar was master of ceremonies.

The affair was held in the spacious Coates House Lobby with the co-operation of the hotel management, Campbell & Pooock. Local merchants were largely responsible for the gifts presented at the Christmas tree.

Each day brings new arrivals for the convention, banquet and ball, and from all indications New Year's Eve will be celebrated by a record-breaking number of showfolk. This year finds several old exhibitors absent, but new ones on hand to fill the vacancies.

Recent arrivals whose names were found on the hotel register are Larry Hogan, C. G. Buton, Macy Barnhart, Bob Flannigan, Catherine Oliver, Mrs. C. G. Buton, Joe Beaty, Mr. and Mrs. Pat Fitzgerald, Dutch Lash and Kenneth Blake and wife.

Mickey Humphrey is in from Texas. After the holidays Mickey will leave for St. Louis, then to Arkansas and Texas to get back in the harness.

Open house—and all thru the house—the clubrooms were thrown open to all visitors. Delegates to the convention, and showfolk as well, have done likewise with their rooms. No private parties but a welcome to all.

The chairman of the committee on holiday arrangements, Gean J. Berni, capably assisted by his committee, had everything in readiness for the visitors and nothing was overlooked to make their stay here a pleasant one.

For the first time in several years optimism prevails. Such a spirit is encouraging.

Los Angeles

LOS ANGELES, Dec. 30.—Showfolks made merry this holiday season. The BIM Club opened the new quarters with a fine affair—Walter Hunsaker, Archie Clarke and Orville Crafts did the honors. Two applications for membership were acted upon favorably, and Hunsaker says the requirements for eligibility will keep the membership down to just a few. The novelty salesmen among the local crowd did a fine business. It is a fact that considerably more money was in evidence than for

O'BRIEN BROS.
PRODUCTIONS

We Extend to Everybody the Good Wishes of the Season

Bruce Rinaldo, The Penleys, Cash Tomlinson, Tom Stuart, Vincent Strempski, Ben J. Lander, J. W. Welsh, Joe Burns, The O'Haras, Jim and Dot, W. J. (Bill) O'Brien.

Going on, happily; haven't a "kick" coming! Same to you!

JOHNNY J. JONES EXPOSITION

NOW BOOKING 1934 SEASON

Can place high-class Shows of merit; legitimate Concessions, positively no grift; new and novel Rides that don't conflict. Anything new we are interested. Like to hear from our friends. Those that wrote before, please write again.

FAIR SECRETARIES—JOHNNY IS COMING BACK, under new management, and new from top to bottom. We invite correspondence from leading Eastern and Southern Fairs interested in presenting America's outstanding 25-car amusement institution to their patrons.

WALTER A. WHITE, General Manager, Norfolk, Va.

SEASON'S GREETINGS
TO OUR FRIENDS EVERYWHERE

**MR. AND MRS. CASH MILLER
AND SON JACKIE**

Season's Greetings To All Our Friends

JOHN D. KILONIS SHOWS

New England's Best

Yes, we are 100% for L. C. O. Let us all put our shoulders to the wheel. Want to hear from high-class Shows, Merodiscs, Wheel, Corn Games, Grind Sicks. Went to buy No. 5 Ferris Wheel to complete extra set of three Rides for independent dates, also Kiddy Rides, for our Crystal Lake Park, Manchester, N. H. Mail address until later announcement.

JOHN D. KILONIS, Rot-Eddy Hotel, Columbus, O.

DEE LANG'S SHOWS

WANTS FOR 1934 SEASON (CONCESSIONS ALL OPEN) SHOWS. WILL BOOK Side Show with own outfit and any other Show that does not conflict with own outfit. Have complete frameup for Hawaiian and Blue Eye Shows. WANT capable people for same. Will furnish complete outfits Cowboy, Minstrel or Hill-Billy Show. Minstrel Show People wanted—Musicians, Chorus Girls, Comedians. All that were with us last season write. Ride Help wanted. FAIR SECRETARIES AND COMMITTEES wanting a good clean Show with 5 Rides, 10 Shows, get in touch with us. All address

DEE LANG, General Manager, 3220 McDonald Ave., St. Louis, Mo.

SEASON'S GREETINGS FROM
THE FOLEY & BURK SHOWS

Shows of merit, Riding Devices and legitimate Concessions interested, communicate.

This is a twenty-car railroad show, playing all the principal California Fairs and Celebrations.

Address E. M. FOLEY, 603 Humboldt Bank Bldg., San Francisco, Calif.

several years. Clyde Gooding made spots in suburban Los Angeles and did nicely. The Bissinger-Bozza stores did very satisfactory business. Louis Bissinger still at Long Beach. Vic Johnson's place on South Vermont and Harry Rawlings, Showfolk's Club, did big business. It was a bit encouraging to note the air of happiness that pervaded the showfolk's colonies.

The Rutland had several show parties, with the following: Doc and Lucille Hall, Roland Smith and wife and daughter Harriet, Tex Cordell and wife and son, Harry Webb and wife, H. Key and wife, Glen Miller and wife, Charley Walker and wife, Red Hilderbrand and

(See LOS ANGELES on page 62)

TO MIKE GOLDEN

We, the personnel of the World's Odditorium of San Francisco, located at 1143-45 Market Street, desire to take this method of wishing the owner, MIKE GOLDEN, a Happy and Prosperous New Year.

ARSTIN KING, Mgr. Entertainer.	RITA, Avoiddupels
ANNA-JOHN BUDD, FLIP, The Frog Boy.	L. A. (DOC) DODSON.
EDITH HUBELL, MARGE DOBSON.	BLONDELL.
ALEX LINTON, MYSERIOUS.	PROF. PATRICK.
HUBELL, Human	THOMAS CASSIDY.
Belows	DOLLYTA PERAR.
FAY, "That Mystery Man."	JEAN ST. ELMO.
HAL COMPTON.	
ZAZA FRAZER, European Sensation.	
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CARNIVAL MUTTERINGS
 By MIDWAY BILL

Mrs. Brown received some very nice and useful presents.

WHEELS Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price,
\$12.00
BINGO GAME
 75-Player, complete, \$5.25.
 Including Tax.
 Send for our new 1933 Catalogue of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties. Send for Catalogue NO. 233. Heavy Convention Walking Canes, The Hit of The Century of Progress. Price per Gross \$2.00.
SLACK MFG. CO.
 124-126 W. Lake St., Chicago, Ill.

LET 1934 BE A BETTER CARNIVAL YEAR.

MR. AND MRS. R. L. STEWART have moved into an eight-room home at Milwaukee.

MORE TENDER TURKEYS were consumed around winter quarters this Christmas than for many a year.

PASSING OF LARRY BOYD is mourned by showfolk all over the entire American continent.

AND BELIEVE IT OR NOT, work has actually started in several winter quarters.

L. D. MCGINNESS has booked his sound car and free act with the O. J. Bach Shows for next season.

J. H. TRYON, known in San Antonio as 'Painless Jack,' is the only tattoo artist in the Alamo City at the present time.

"AND NOW is the time for all good (carnival) men to come to the aid of their party." And Max Cohen will help.

JACK A. WILSON, legal adjuster with various carnivals, is recuperating from an accident at Lee, Mass.

ED VON SCHOEN, late of West Bros.' Shows, is in the Government Hospital, New Orleans, and would like to hear from friends.

friend, Al Schmidt, up on the mountain side with his little hatchet gathering Christmas holly for his friends.

FALLESEN'S MECHANICAL CITY is exhibiting in one of the large Tampa (Fla.) department stores. The show is particularly interesting to the Spanish element of the Cigar City.

DUDLEY (SOLDIER) ANDREWS, tattooer, who has been off the road for a couple of years, being in the Naval Hospital at Pensacola, Fla., most of the time, will be out with one of the big shows again next season.

MR. AND MRS. LEO CARRELL, after a good season with Cetlin & Wilson Shows, are wintering in Miami, Fla. Carrell plans to considerably enlarge his Monkey Circus for next year.

NEAL LANIGAN, last four seasons electrician with Wolf Shows, recently spent a few days with Mr. and Mrs. Bricker, who are now in the hotel business at Des Moines, Ia.

MR. AND MRS. TONY HARRIS send word they are really enjoying their engagement with Polite-Scully Museum and expect to be with Polite & Scully Circus next spring.

DOC SCANLON is still hibernating at Hartford, Conn., but is sending his countless friends souvenirs of his

CASTLE-HIRSCH SHOWS are flooding the country with an official bulletin describing in detail the preparations the show is making for 1934. It is an unusual piece of publicity and will undoubtedly bring much in the way of results. Thoroughly determined to live up to the new deal in the carnival world, and with financial resources behind them, Johnny Castle, Bill Hirsch and Bob Lohmar are going out to "do things" next season.

E. V. MCGARRY infos from Miami that Diamond Kitty, Boston's 714-pound jolly fat girl, is spending the winter at his home. Kitty was recently the life of a fishing party, Col. Bartlett furnishing the yacht. The guests included Uncle Billy Epsary and Aunt Ada, Mr. and Mrs. Megee, Mell Pryor, Dick Furlong, Cathryn Blitch and sister, Freddie; Jess Hendricks and wife and Mr. Sanders. Incidentally, Happy Nulty, an old show friend of McGarry's, arrived just in time to make the party more enjoyable, and he made the catch of the day, landing a good sized salt fish.

E. C. MAY writes: "Lee Avery and wife (Bingo) held open house at Cocoa, Fla., Christmas. My wife and I spent the day with them and a wonderful turkey dinner was served with all the necessary trimmings. In the afternoon guests that came in to spend some time and wish a Merry Christmas were Mrs. Gilbert, Mr. Carboni (band master of Cocoa), Mr. and Mrs. John Gora, Mr. and Mrs. Atkinson, Bill Thompson and Anna Mae Gilbert and Jessie Gilbert. There were some great stories told and everyone wishes to say that they—Lee and Bingo—gave them a wonderful Christmas. We had a big laugh when we were going thru the picture album as we ran across a picture of Charley Blue riding in an ox cart driving oxen.

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 Send photos. State all in first letter. Address all mail to
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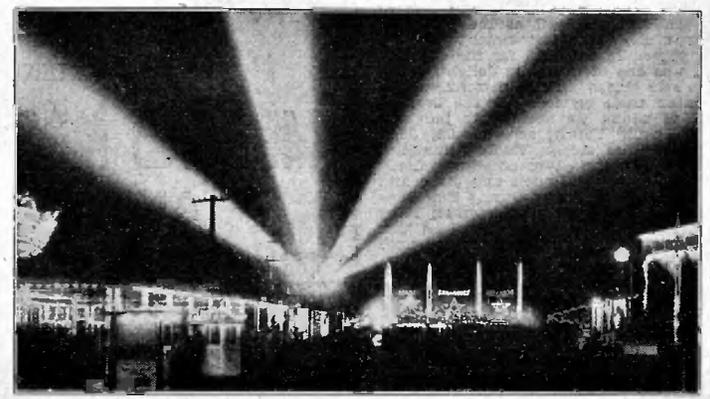
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 New 12-Yr. Readings (1934 to 1947)
 30-40 pages, approx. 12,000 words; beautiful, comprehensive; put next in your sales, increase profits. Priced low. Sample, 25c (nono free).
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 WISHING ALL
A HAPPY AND PROSPEROUS NEW YEAR
 Now Booking for the Season of 1934.
 Address
T. L. DEDRICK, Manager.
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C. F. ZEIGER UNITED SHOWS
 WANT reliable Help that appreciate getting paid every week. Electrician, Foreman for Spillman Merry-Go-Round, Full Wheel and Tilt-a-Whirl, Banner Hustler, that can post bills, High Dive and High Wire Acts. Ben Mouton writes. Carnival People in all departments. Showmen, we offer you the best show territory in America. Will furnish outfit. Some legitimate Concessions open Show outfits in March.
C. F. ZEIGER, Box 95, Roswell, N. E.



NIGHT VIEW showing the magnificent effect created with the four-unit Naval searchlight scheme of illumination, which has added much to the prestige of Royal American Shows, and, incidentally, brought important fair contracts.

DOC M. B. RUTHERFORD is now lecturing for Doc Garfield and reports the show, now in its third week at Bridgeport, Conn., is doing good.

OSO, bear boy, infos he has just concluded a very pleasant engagement at Bill Evans' Wonderland Museum, Chicago. He is now in Detroit.

MACK AND WILLIAMS, with Musical Oddities, are playing theaters, indoor circuses and bazaars around Sweetwater, Tex. "Doing nicely" they report.

NEIL (WHITEY) AUSTIN, after enjoying a vacation at Hot Springs, Ark., is in St. Louis looking after business interests.

ETTA LOUISE BLAKE is enjoying the Florida sunshine at Safety Harbor after one of the most successful seasons she has ever experienced.

MICHAELS AND BATTERLEE, while passing thru Augusta, Ga., met an old

"pythonic" abilities. Doc is one of the old guard and has always been a credit to the outdoor world of make-believe.

MR. AND MRS. WALTER LANGFORD, after closing at North Little Rock, Ark., with Superior Shows, spent 30 days at Hot Springs taking the baths. Langford says North Little Rock is full of trouper and is a good place to winter.

J. W. (PADDY) CONKLIN, with the misas and Paddy Jr., is in Vancouver, B. C., after a very enjoyable trip. Middle of January Paddy will be at the winter quarters of his All-Canadian Shows at Hamilton, Ont.

R. T. IRWIN, who has been off the road since 1928, will be with one of the major carnivals next season. He was at one time assistant lot superintendent with Abe Jones on the Johnny J. Jones Exposition.

FRANK LA BARE, mallman and agent for The Billboard with West's World's Wonder Shows, is wintering at Norfolk, Va., waiting for the band to play in the spring. Frank is one of the youngest "old men" in show business and always keeps abreast of the times in anything he undertakes.

MR. AND MRS. CHINK BROWN, of J. L. Landes Shows, were tendered a surprise party on their 20th wedding anniversary, December 9, at Ahlens, Kan. Friends present were Pete Prill and wife, Ray Martin and wife, Tiny Delay and Dutch Lash, all of the show. Refreshments were served, with a large wedding cake with 20 candles. Mr. and

BABY ELI WHEEL
 On Enchanted Island at A Century of Progress last year from May 28 to October 30, inclusive, grossed \$5,747.75 at 8c per ride. 125,955 children patronized it. BABY ELI is a popular kiddie ride. We equip it complete ready for operation. Ask for information and prices.
ELI BRIDGE COMPANY
 Builders,
 800 Case Avenue, JACKSONVILLE, ILL.

SHOW PROPERTY FOR SALE.
 \$40.00 Candy Floss Machine with Folding Counter.
 \$65.00 Long-Aiken Crispette Machine. Working Order.
 \$10.00 Airplane Electric Hot Dog and Roll Machine. Cost \$75.00.
 \$1.25 Fair, Richardson Steel Wheel Skates. Also Fibro Skates Cheap. We buy Wax Figures, Wax Shows and Kiddie Rides. Write us. WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

Season's Greetings SNAKE KING
 World's Largest Importer and Shipper of
WILD ANIMALS, BIRDS AND SNAKES
 OF ALL KINDS
 Telegraphic Address, Brownville, Tex.
 Post Office Address, Brownville, Tex.

WILL BOOK ANY RIDE
 With own transportation at 25%; Shows, 25%. Any kind of legitimate Concessions that throw out profit, 25%. CCM Game and small Cook House, Crickets, Booze Hoods, Boaters and Novelty items need not answer. Out all winter, heading North in early spring. WARNER BROS. SHOW, sulphur, La., next week.

Wonderland, Chicago

CHICAGO, Dec. 30.—Manager W. B. Evans gave entire personnel a swell party and Christmas dinner Saturday night. Closing the museum at 9 p.m. "Bill" escorted all employees and visiting trouper to a restaurant, next door, where special reservations for over 40 persons were held. All hands dined and made merry till midnight. New decorations have been made throught the show from lobby to annex. Bud Dunsee, announcer in charge of the front, returned recently from a motor trip to Minneapolis and has things humming out front constantly, with the following talkers and grinders ably supporting him: James Poole, Edw. Duffy and Bud Williams, tickets; Christ Sorenson, second openings.

Joe Tracy Emerling continues as emcee and announcer for the extra added attraction, Jean Val Jean.

The Great "Gravitoy", held over indefinitely as headline pit attraction, continues to thrill repeaters and new patrons alike with variety entertainment from his seemingly unlimited repertoire of magic, juggling, escapes, sharp shooting, etc. Dorothy Simpson is gracing the new horizontal sword illusion. J. W. Aylesworth had an enjoyable Christmas visit with our popular ventriloquist, Larry Benner, recutting the jackpots of happy days gone by trouping together with Sells-Floto.

Wendel Kuntz, of the firm of Austin & Kuntz, paid a Christmas visit. Mr. Kuntz came by plane from Boston, enjoyed the trip so much he has decided to make all long trips by air hereafter. Many other prominent showfolk visited various members of this show Christmas, including Hafry Calvert, Charles DeKreko, Walter Gilbert, Charles McCurren; Tom Segeurney, museum operator; Hiki Adams, well-known circus man; Chick Thomas, of Oriental Village at the World's Fair, and Bobby Clark, an old friend of Manager Evans.

World's Odditorium

SAN FRANCISCO, Dec. 30.—A phenomenal business for World's Odditorium during the holidays that was entirely unexpected brought smiles to the faces of Mike Golden, owner, and Austin King, manager. Publicity tieups with the daily papers have helped in swelling the gate receipts. A big Christmas party and dinner given at the California Cafe by the management as their token of appreciation for the co-operation of the employees during this strenuous season was enjoyed by all. Many extra shows were given, and sometimes the museum was held open until the wee small hours of the morning.

After a 10 weeks' run the management is making some changes in the personnel of the show. Mysterious Blondell, with his fire act, has replaced Al Bruce on the bally. Princess Pontus, Amazon giantess; Lady Ruth, smallest mother, and Maybelle (Mary Podras), snake enchantress, have closed. Replacing them are Rita, avoirdupois entertainer; Flip the Frog Boy, and Prof. Patrick, tattooed man. After enjoying a long season here as the feature attraction, during which time he has caused a great deal of comment amongst the medical profession, Hubell, the human bellows, will close January 2 and take a much-needed rest. Dollita Pekar, just closed with a museum in Seattle, is visiting friends here and renewing acquaintance with Mysterious Blondell, with whom she expects to work next season.

A great many visitors were entertained during the holidays. Among them were O. N. Crafts, Charles Curran, Virgil the Magician, Jim Ferdon and Eddie Fernandez.

Lauther's Traveling

NORFOLK, Va., Dec. 30.—Lauther's All-Star Museum, now in its second and last week at 230 Main street, opening in new location Monday at 814 City Hall avenue, about five blocks from present location. All street cars and buses stop in front of door. No change in lineup of attractions.

Everyone here had a great Christmas. Mr. Lauther provided a big turkey dinner for the performers, and all show people wintering here were invited.

Mr. and Mrs. Lauther, accompanied by Mr. and Mrs. A. Fisher, Patricia Lauther and Claude-Claudekte, drove to Millers Tavern, Va., Monday to visit Mrs. Lauther's mother, Mrs. Fleda Olsen.



MUSEUMS

International, Traveling

HARRISBURG, Pa., Dec. 30.—The International Congress of Oddities opened a week's engagement here Christmas day at 404 Market street. Located in the heart of the downtown business district, adjacent to Loew's Theater, business for the holiday week promises to be the best of the season. Notwithstanding the spacious auditorium accommodates more than 2,000 people, capacity crowds were in evidence until after midnight the opening day.

Business conditions thru West Virginia and in Pennsylvania, where the museum has played the past several weeks, are the best in several years. Especially is it so in the soft and hard coal mining fields, which in most instances are working full time. One seldom hears of the depression, which seems to be passing slowly out of the picture.

Among the attractions carried with Odditorium are 16 platform entertainers, as follows: Elma Von Lynd, three-legged girl, under the management of D. La Mont, well-known repertoire actor of other days; Big Bertha Allbright; Jackie Stevens, English illiputian; Leonard Tracy, dwarf sword swallower; Shorty Callahan, human volcano; Slim Curtiss, human skeleton; J. Carpenter, Abyssinian pygmy, and wife, late of Lew Dufour's Darkest Africa exhibit at the Chicago World's Fair; King, Johnson and King, novelty musicians; Ward Hallings, tattoo artist; Roberta-Roberts and nurse, Miss Mickie Brown; Elsie, the half girl; Mlle. Leona and Jack Halligan, lightning calculators and mentalists; Pagoullis Emil, piano accordionist; Artigan, human pin cushion, and Queenie Duval and her Bagdad mystery casket.

Recent visitors: H. Slim Wolf, in from Sunbury, Pa., where he recently promoted an indoor circus; Walter Melsenwald, formerly with Max Gruberg's museum, ran over with his wife from his home in Lancaster, Pa., to spend Christmas Day with the show; Charles Sheesley, of Mighty Sheesley Midway, who spends his winters in Harrisburg; Frank Hall, circus agent, and George Whitmore, formerly secretary to Johnny J. Jones, retired, and now operating a theatrical booking office here.

Ernie Delbatte is in charge of ooncessions with three assistants, and Joe Levine, boss candy butcher, in charge of stands and novelties.

The staff continues the same since its opening, as follows: J. J. Stevens, owner; Ray Marsh Brydon, contracting agent; Floyd King, in charge of advertising; Billy West, manager of generalities; Earl De Gloppe, second agent; Billy Hartman, general manager; L. V. Brown, treasurer, and Ward Hallings, superintendent.

Radio City

NEW YORK, Dec. 30.—Dave Rosen and Harry and Fred Sindell, operators of the Radio City Museum, staged a merry celebration in the Cecil Restaurant, West 46th street, on Christmas for the personnel of the Sixth avenue showshop. Speeches and toasts featured the occasion and the employees presented the management with an elaborate desk set "for its constant courtesies, friendliness and good will." Gathering included Artie Steinhardt, assistant manager; Lentini, three-legged man; Howard, lobster boy; Fannie-Frank; La Goldie, sword swallower; Cortland, mentalist; Francesco, iron tongue; Charles Leroy and Lasky, talkers; Jimmy Davenport and Jack Brady, girl-show talkers; Miss L. Lemar, Vivian Allen, Ray Burns and Helen Wright, dancers; Hamda Ben, girl show tom-tommer; Doc Graham, lecturer; Harry Berkley, Irving Bins, Sam Spielman, Tom McAuliffe, John Hill, Harry Bang, Fat Whalen and W. Crosby.

Harlem

NEW YORK, Dec. 30.—Lillian T. Sterling, more familiarly known as Madam Zenda, mentalist, told a representative of *The Billboard* last Saturday that she was in the process of relinquishing her interest in the Harlem Museum, East 125th street, the oldest of its kind in the city. Zenda, currently appearing in the Jay Goldie show on 70th street and Broadway, has been connected with the museum for many years as owner and co-owner. Her base during the summer seasons for the last few years has been with World Circus Side Show, Coney Island.

Pollie-Scully, Traveling

CHARLOTTE, N. C., Dec. 30.—Gastonia proved the best week of the winter, due both to ideal building and location and to Christmas. Show remained for Christmas Day, and then, due to short jump, moved in the night and opened on time next day in Charlotte. All the boys put in long hours in down-pour of rain and cheerfully worked hard. Beautiful store at 225 N. Tryon street, in heart of Charlotte; opening day crowds indicate another winner. New arrival on show is Willard Barnes, musician. Bernie Collins left, going home to Wilkes-Barre, Pa.

Working Christmas night was difficult for all, due to great indulgence in bounteous Christmas feast so tastily prepared and served by Chef John Bennett and Bessie Harris and topped by fine deserts concocted by Mondu. The decorations in the dining room surpassed even those of the showrooms in harmonious design, and the repast was notably replete from egg-nogs to turkey and seeming endless succession of courses. Speeches by members of the jolly group were cheered, as also were impromptu songs by Tom Scully, Oscar Pearson and Ted Morton. Photos of the dinner were snapped by Mondu.

Visitors were many, including Adams Mitchell and Steve Mitchell, William D. Shirley, M. A. Manny, H. Kilpatrick, Linnie Wallace, Sheesley Shows; also Lonnie Hutt, same show, and Walter B. McGuin, formerly of Sparks and Ringling circuses. Visitor opening day here was Robert Todd, of Bunts Greater Shows. H. J. Pollie, after holiday with the show, is again out ahead contracting.

Philadelphia South Street

PHILADELPHIA, Dec. 30.—South Street Museum still holds forth to very good business, but the stormy weather of the first part of the week cut down receipts. Attractions this week are: Adam and Eve, educated chimps, presented by Captain Smith. They are exceptionally well trained and give a most pleasing show. Spike Howard, strong man act; Donaldino, Albino twin sisters. In the annex dancing girls are now being presented.

McCaslin's

BALTIMORE, Dec. 30.—John T. McCaslin, owner of the Baltimore Dime Museum, has closed a deal with William Williams to run the museum on a percentage basis. The result is even more than a miracle. The gross business was the best in five years, with the coldest weather in five years. Showmanship predominating every minute.

World's Fair Freaks

ST. LOUIS, Dec. 30.—World's Fair Freaks, 815 Washington avenue, still enjoying fair business after eight weeks in same location. New attractions since last writing: Jeanne Garpey, cabinet mystery, assisted by Joe Austin, J. Robert Ward and wife (Lady Evangeline) and their pinheads.

Tom Rankine Jr. and wife (Zilla the mystic) closed to spend holidays with former's parents in Chicago before rejoining Royal American Shows for Florida fairs. Joe Austin and Ray McBride handling inside. Jack Lee and Bunnie Thum, tickets; Charlie Johnson on front. Prince Ramichandi underwent minor operation past week, much improved now.

Entire troupe enjoyed Christmas party, with Jeanne Garpey and Mrs. Joseph Erber as hostesses. Individual stockings containing fruits, nuts, candy and presents given each member of troupe by a real Santa Claus. Music for dancing furnished by George Nepo and his Hawaiian Orchestra.

Neil (Whitey) Austin missed at party, as he left for Chicago on business Saturday evening.

Philadelphia Eighth Street

PHILADELPHIA, Dec. 30.—This week, with the exception of Christmas Day, has been stormy and cold, but business is satisfactory to the owners of the Eighth Street Museum. Attractions at present are Prince and Princess Zulung, fire-eating and glass dancing; Shackles, handcuff and strait-jacket; Jean-Jeanette; Van, tattooer; Adema, expansionist; sword box illusion. Hawaiian dancing girls are now in the annex.

Harris & Winters

DETROIT, Dec. 30.—Harris & Winters Museum is still doing fairly good business at 2206 Woodward avenue. Mabel, armless wonder, who has been confined to her bed, is getting along nicely. Fat Redding christened Mrs. Cuban Mack's new Indian python "Big Jumo." It is a big flash to her collection. Baby Irene and Little Jimmie Weeks, half girl, play checkers all day in the window.

Among the visitors were Joe Rogers and Nate Eagle, Frank Pilbeam; Mr. and Mrs. Pete Harkins, of Happyland Show; Percy Watters, Jack and Henry Silvers and Neville and Stetson.

Management will change some of the acts, as show expects to stay in this location for balance of the season. Timmie, the movie dog, got a big break in *The Detroit Times*.

BINGO CORN GAMES

FROM 25 TO 300-CARD SETS.
 20, 35, 50, 75, 100, 150, 200, 250, 300 Cards.
 20-Card Set.....\$1.00
 35-Card Set.....\$1.25
 75-Card Set.....\$2.50
 Send for Free Sample Cards and Price List. We pay postage except C. O. D. expense. Instant delivery. No checks accepted. Established 10 years.
 J. M. SIMMONS & CO.,
 109 North Dearborn Street, CHICAGO, ILL.

RUTLAND FAIR
 SEPTEMBER 3-4-5-6-7-8, 1934
 Third Largest in New England
RUTLAND, VT.
 Will contract for Carnival, 8 to 10 Rides, 20 Shows.
 Wire or write if interested for conference date.
 F. S. NICHOLSON, Secretary.

BLOOM'S GOLD MEDAL SHOWS
 Extend the Season's Greetings
 NOW CONTRACTING FOR SEASON OF 1934.
 OSCAR BLOOM — KANKAKEE, ILLINOIS

FREAKS WANTED
 No salary too high for people with box office appeal. State all in first letter.
 RALPH KROONER write. Important.
 RADIO CITY MUSEUM, 6th Avenue and 17th Street, New York City.

BECKMANN & GERETY'S

WORLD'S BEST

SHOWS

Extend to all their Friends in the Profession best wishes for
"A HAPPY AND PROSPEROUS NEW YEAR"

We are now booking attractions for the 1934 season opening at
"THE FIESTA SAN JACINTO
AND BATTLE OF FLOWERS"
 San Antonio, Texas, April 16 to 21

Address Beckmann & Gerety
 301 Duval Street San Antonio, Texas

DODSON'S WORLD'S FAIR SHOWS

Wish Friends Everywhere the Season's Greetings

BIGGER THAN EVER BEFORE
SEASON 1934

MEL AND GUY DODSON

Winter Quarters Address: Clarksdale, Mississippi.

SOL'S LIBERTY SHOWS

EXTEND HOLIDAY GREETINGS
 TO FRIENDS EVERYWHERE

MR. AND MRS. SAM SOLOMON
 STREATOR, ILLINOIS

SEASON'S GREETINGS
 TO OUR FRIENDS EVERYWHERE

MR. & MRS. J. W. CONKLIN
 AND BABY

Paul Hunter's Concession Enterprises

BIGGER AND GREATER THAN EVER IN 1934

Season's Greetings To All My Friends

PAUL HUNTER, 506 North Laredo St., San Antonio, Tex.

Season's Greetings to the Entire Show World

BIG CITY SHOWS

OPENING OUR TWENTY-SECOND SEASON IN MARCH.
 Now booking Attractions, Shows and Rides for 1934 Season. WANT Cook House, Custard, Striker, Palmistry, Scales, Long Range Gallery, Diggers, etc., etc. Address
 523 North 52d Street, EAST ST. LOUIS, ILL.

HENNIES BROS. SHOWS, Inc.

SEASON'S GREETINGS TO ALL OUR FRIENDS

Now Booking Shows and Attractions for 1934 Season

Winter Quarters Address: Box 1931, Wichita, Kansas.

HOTEL HATCHER

(Continued from page 54)

ler, Mrs. Kellogg, Mr. and Mrs. J. D. McCauley and Mr. and Mrs. George Berry. Harry E. Wilson in town putting on a contest and baby show for the local Moose Order.

William Jennings O'Brien passed thru. Headed south.

Lionel Hirsch, of Asbury Park, had a big month with his kitchen gadget, leather goods and tie store. Main street location.

Phil Hamburg figuring on putting in an auction store after the holidays. Smilo, the clown, worked a big store here for Christmas.

Milton Ross left for Tampa today.

Tom Martin in from Mayport frequently. Says business is poor.

Everyone anxious for Mighty Sheesley Midway and Royal American Shows to open, as they look for a big season. Biggest gang of tourists since the boom.

Bob Morton's overcoat stolen from his car while parked downtown. Third time in as many years. Bob visiting his sister here.

TAMPA BEDTIME

(Continued from page 54)

City, here for the winter and to make the Florida Fair.

Bill Dearmin and Madame Otis, of Galveston, Tex., spending the holidays. Open at Tarpon Springs Sponge Carnival.

Lilly Belle Rhodes, the 9-year-old wonder, entertaining all the Tampa apartment guests with songs and dances. Also does a good double on the dishes. Hence a welcome visitor.

Mrs. D. C. McDaniels, Mrs. Eddie Madigan and Mrs. Iva Oppice called with all the news from downtown.

Billy Bozzell and Jack Himes dropped in with some Christmas cheer and an enjoyable time was had by all.

The writer warns all folks who come to my office and first look in the window to see how many are present—do not walk away—go to the kitchen door. It and the ice box are never locked.

Mrs. Bertha Melville called and told about the "Truckless Truck Show" she placed three of her rides with last fall.

Benny Krause promoted a wheel chair and pair of crutches. Not able to use the latter but was able to make the big dance at Kidders.

Izzy Fireside called and discovered he could look from my office window and see the "Madigan apartments" and the "Murphy and Madigan restaurant." Now deserted.

Mr. and Mrs. Ollie Trout called and left me two coupons for Christmas.

Jack Wright and his missus have several promotions lined up for after the holidays.

Clem and Lloyd Coffee live in the last apartment with Mac McDonald, their talker, and were first to announce their Christmas party. It started two weeks ago and is still going strong as this is written. Who says Captain Sheesley did not have a big season? The Coffees had their girl show on the Mighty Sheesley Midway last season.

Lil Murray Sheppard busy making new wardrobe and her husband rebuilding her front on Royal American Shows.

Mrs. (Plain) Dave Morris and Ivy (Bill) Rice conducting ring sales to keep the big bad wolf away.

Curtis Velare telling me about the real stock concessions.

The big Christmas Eve party given by Mr. and Mrs. Charles Kidder at their home in the Tampa apartment was attended by many of the showfolks. Mrs. Mabel (Brown) Kidder and Mrs. Lil (Murray) Sheppard acted as hostesses.

Dancing and refreshments were enjoyed from 9 p.m. to 3 a.m. The following attended: C. J. Sedlmayr, wife and C. J. Jr., Mr. and Mrs. Milt Morris, Mr. and Mrs. Dave (Mayor) Morris, Mrs. Marguerite Welch, Mrs. Augusta Vaught, Mr. and Mrs. William Dearmen, Jimmy Hicks,

The School of Experience

The old school of experience, hard and stony on the hill,
 There's a certain class of students
 that can come whole thru the mill.
 You will find no bankers or doctors
 in this imaginary class,
 But a class of graduates that in all
 walks of life will pass.
 They can qualify to take the raps
 that life is bound to give,
 Any of these graduates can show
 you how to live.
 There are no books or studies in
 this school where men are made,
 The teacher is your common sense,
 that is how the game is played.
SILENCE! is the college yell of this
 school that is but a mist,
 Altho some of the greatest men of
 the day are at head of the list.
 You can travel this wide world
 over, o'er land, sea or foam,
 You will find the students of this
 school wherever you may roam.
 Some of them have millions, others
 are on their way,
 They always come out on top; this
 I can truthfully say,
 So I can advise the younger class,
 struggling day by day,
 To join the school of experience,
 you'll find that it will pay.
 This famous school of experience
 that sends you thru life's grind
 Will make you the man you want
 to be. A genius or a mastermind.
"ORIGINAL" SAILOR
 JOE SIMMONS.

Leonard E. Wilson, Edw. Layland, Carl Carson, H. B. Berry and wife, L. S. Sowerly, Jennie Collins, Reid McDonald, Harold Paddock, June and Harry Boyles, Clint Nogle and wife, Mr. and Mrs. Billy Bozzell, Kay Bozzell, J. C. Gilbert, Frances Scott, Mrs. Johnny J. Jones, Johnny Jones Jr., H. Tisdale, Mrs. Lilly Rhodes, Lilly Belle Rhodes; Harry, Carl and Charley, the Royal American Midgets; L. Reeve, Mr. and Mrs. Eddie Le May, Mr. Walters, W. H. De Voyné, Mr. and Mrs. L. L. Coffee, Mr. and Mrs. Ollie Trout, Gillman Brown, Jean Brown, Harry Walker, George F. Lewis, Mr. and Mrs. Norwood, Adline Fleischmann, Shep Sheppard, Mrs. D. C. McDaniels, Doc Jacobson, Mr. and Mrs. Jack Reddick, Grace Johns, Mr. and Mrs. Cliff Jewel, Mr. and Mrs. Ralph Vogel, Jimmy DeBow, Mr. and Mrs. B. A. Dumas, Mr. Setzer, William Hamilton, Mrs. Mathew J. Riley, Robert Woolard, Kitty Williams, Earl and Netta Hammond, Ann Eubanks, Mr. and Mrs. Moran, Olonzo Regar, Freddie Thompson, from Tampa Times Radio Station WDAE, George J. Seargent, Louis Baker, Max MacIntire and Mrs. W. H. Rice, Lovey Rice and the writer, who made the party via the wheel chair and may have missed some of the folks.

WALTER WHITE

(Continued from page 54)

operating his own Kiddie Rides, as well as appearing in the circus and animal show at each performance.

Mr. White is at present enjoying the holidays at his home at Quincy, Ill., with his wife, but will be leaving in a few days for Washington for further conferences with Phillips and Guzy and then enroute for Norfolk, Va., where work will begin in the winter quarters.

WANT

UNDER DRAMATIC HEATED WATER-PROOF TENT,
 CONCESSIONS OF ALL KINDS. Everything open. Rates \$7.50. Out all winter. Admission free. WANT Team for Minstrel. Eme Moore, Willie Charleston wire. THE GALLER SHOWS, this week, Luskota, Ark.

FOR SALE Two-A-Breast Merry-Go-Round, complete, first-class condition. Also other Carnival Equipment. HONOLD, 1236 Athens St., San Francisco, Calif.

Season's Greetings TO OUR FRIENDS OF THE GREATER HAMES SHOWS

Opening Bigger than Ever at the 1934 Fat Stock Show, Ft. Worth, Tex., March 9 to 15, Inc. Now Booking Shows and Attractions for the Stock Show and balance of season. We control and are now booking all kinds of LEGITIMATE Concessions for this date and remainder of season. Absolutely no "arbit" or "controlled joints." Have your stamps and do not come. Address
 BILL HAMES, 511 Bewley Building, Fort Worth, Tex.

Season's Greetings TO MY FRIENDS EVERYWHERE DEE LANG

General Manager Dee Lang's Shows,
 Permanent Address, 3520 McDonald Ave., St. Louis, Mo.

LIFE GOVERNMENT

(Continued from page 50) asked the department to accept a further reduction of \$9,085, leaving the item as recommended by that committee, \$90,000. Representative M. C. Allgood, from Alabama, a former county agricultural agent and a former State commissioner of agriculture, in his attack on the appropriation, stated:

"I have made a study of the hearings on this matter, and I fail to find where there is any need for an appropriation as large as \$90,000.

"The fact is that fairs are almost obsolete. People are out of employment; we have 5-cent cotton, 30-cent wheat and 6-cent tobacco, and the people are not able to attend the fairs. States are not attempting to keep up the fairs, and we have no more county fairs. So it looks to me like here is certainly one place where we can economize.

"I have left a small amount, \$10,000, to keep up the work of the organization; I do not think that will be called for, but it will provide the Agricultural Department with funds sufficient to notify the few fairs that make requests for exhibits that the funds were not appropriated by Congress. None of this \$90,000 appropriation goes to the farmer to pay his expense in making exhibits or as premiums on his exhibits."

Committee Shows Fight

With permission secured from President Corey and Secretary Hemphill, your chairman hastened to Washington to seek restoration to the \$90,000 amount recommended by the House committee.

Immediately upon arrival in Washington your chairman called upon Representative Allgood and presented the claims of our association, challenged the accuracy of his statements and a plea for consideration in throwing out of employment nearly 40 valuable and loyal employees, several of whom had given nearly 30 years of service to their government. Mr. Allgood was uncompromising in his attitude, retorted that "economy knew no humaneness," and that "the President was committed to economy" and he, personally, was going to back him to the limit despite protestations from organizations like ours.

Your chairman advised Mr. Allgood that our association could not and would not accept his attitude and that we were going to fight for restoration to the finish. Suffice to say the Senate committee on agricultural appropriations restored the item to the budget figure of \$99,085, but in conference with the House, the conferees finally agreed on a sum of \$85,000.

Time and space will not permit your committee to personally thank the 153 organizations and associations which came to our assistance in our time of need. It is needless to say that we are grateful for their co-operation and helpfulness.

Extensive Appropriations

Shortly after the inauguration of President Roosevelt Congress conferred extensive powers and discretion on the President in curtailing appropriations already passed by Congress. The administration gave evidence to an unconfirmed rumor that all agricultural appropriations including the customary grants to States would be drastically reduced. It appeared that the Federal and State extension services would be hopelessly demoralized. Inasmuch as many of our educational activities center around the extension forces, the crippling of these agencies would have been a severe loss to our member fairs.

Your committee joined hundreds of other organizations in writing the President, urging retention of Federal and State extension appropriations. The Senate before adjournment passed a resolution requesting the President to withhold cuts in extension appropriations until after it convened in regular session in January. An executive order, however, asked the various departments to reduce their expenditures by 25 per cent. In conformity with the order, administrative officials of the department of agriculture further reduced the office of exhibits appropriation to \$63,750. This was a lump sum reduction for the whole department and not necessarily applicable to a particular item. Your committee feels that in view of the reduction previously sustained by the office of exhibits and the hard work involved in getting the item restored, to \$85,000 the further reduction of the exhibits appropriation was unnecessary. Inasmuch as department officials had discretionary authority to leave it at the congressional figure.

In view of congressional generosity in providing \$1,000,000 for the participation of the United States Government in

A Century of Progress Exposition, Chicago (1933), and the President's alleged further financial support of the Chicago fair if continued in 1934, your committee has felt justified in asking the department of agriculture to request the Bureau of the Budget to restore the appropriation to \$120,000 for the fiscal year 1934-1935.

Rules Pertaining to Beer

At the request of Secretary Hemphill your committee made a study of Federal regulations pertaining to the operation of beer privileges at fairs and this information was transmitted to our American members by the secretary. The secretary's circular letter of August 19, 1933, is applicable also to the sale of hard liquors with the repeal of the 18th Amendment, unless changed by the Congress or new regulations promulgated by the Internal Revenue Bureau, at which time our members will receive the latest instructions at the earliest possible date.

Miscellaneous Matters

Your committee handled a number of miscellaneous matters pertaining to the United States Government and also considerable correspondence with our members in various interpretations of Federal laws and administrative regulations.

Your committee sincerely thanks Past President Nash for his co-operation in placing the facilities of the office of the Eastern States Exposition at the disposal of the committee. As a contribution to the association, the exposition clerical staff has been pleased to work many hours after office hours without compensation.

Mr. Nash has also kindly advanced the necessary funds for travel and incidental expenses. Without this fine co-operation from Mr. Nash it would have been impossible to have accomplished the many duties of the committee with urgency and dispatch. The committee wishes also to thank Secretary Hemphill for his co-operation and assistance to the committee at all times.

Respectfully submitted: Committee on Government Relations, Milton Donziger, chairman; A. R. Corey, Fred A. Chapman, Ralph T. Hemphill, John L. McNamara and William B. Boothby.

CUT IN OPERATING

(Continued from page 51) we are going thru and come forward in a spirit of co-operation to play their part for the common good. We appreciate the wonderful spirit shown by all of these groups. Perhaps we should all be glad in a way that we have had a depression. First, it has shown us what good friends we really had. Second, it has put us back on a sound budget basis. It has taught us how to formulate a budget, how to keep within our income and how to carry out the budget even on declining revenues.

Stick to Your Budget

Even if we now have turned the corner and during the coming years head back into better times again, I hope that none of us will forget this lesson which we have learned. You can never tell in this business when you are going to have good times or when you are going to have bad times and the only safe policy is to make a budget and stick to it.

As I have said before, it seems that we are now headed back into better times. Perhaps I should qualify that statement in some respect. I believe that most of us will agree that our optimistic feeling with respect to the future is a result of the steps which are being taken to rehabilitate the farmer and restore agricultural prosperity. The government has announced a firm determination to carry thru its agricultural adjustment program and to follow up this program until the farmers of this country are back on their feet economically.

All of the wealth, in the final analysis, comes from the soil. The return of prosperity must start with the farmer. Until these farmers are able to buy the goods produced by our industrial centers the wheels of the factories will continue to rust and corrode. The great utilities will continue to default in their bonds, our railroads will continue to appeal to the bankruptcy courts and the great insurance companies will continue to foreclose mortgages and go into the farming business.

Fairs Will Feel Squeeze

As I have said, I believe that the government now is definitely determined to go thru with its agricultural adjustment program in spite of any obstruction that may be put in its path. Most

people are coming to realize that government aid to big business, badly as it was needed, did not percolate down to the local communities—to the farmer and laborer where the real help was necessary. In the program on which we are now embarking, the money from Washington will go directly into the hands of the unemployed and the distressed farmer.

Millions upon millions of dollars of loans on farm products and land rentals will be poured into the farmers' pockets during the coming year. This money will go right down to the grass roots where it is needed. It will provide money with which to buy implements and machinery, money with which to pay the storekeeper, the banker, the insurance company, and money with which to finance 1934 operations. It will make a difference in every community, in every town and hamlet from Coast to Coast, because it will go into the hands of people who will begin to spend, and their spending will start all business on the upward trend.

No institution will feel the direct effect of this movement more definitely than our fairs and exhibitions which are allied so intimately with the prosperity and success of the farmer. If this movement is not obstructed by selfish interests (and I emphasize the word "if"), I feel that we may all look forward confidently to 1934 as the beginning of another new era of better times in this country. We have been thru the worst, and with a new note in the air, I believe that we can look forward with true showmen's optimism to a 1934 of real promise for all fairs, all farmers and live-stock men, all showmen and all other groups with whom our institutions are so closely related.

LONG ISLAND

(Continued from page 52) Chamber of Commerce. . . . Hughie Starr busy around Queens Village way. . . . New trade center seen in the Sunnyside-Long Island City territory. The Jungle, Massapequa, already priming itself for early spring biz. Tommy Dornling contemplating an outdoor amusement project in the Hempstead sector. . . . Clifford Jackson, Hampton Bays, a busy member of the Long Island State Park Comillah. . . . Many rallying to the aid of sponsors of the municipal swimming pool in the Forest Hills section.

ROCKAWAY BEACH: Work on replacing bathing place destroyed on the Bowers section of the Boardwalk will be under way just before spring. . . . Fred Marsell, owner of plenty of "Walk property and the next proxy of the Rockaway Chamber of Commerce, has just stepped out of the same role for the Rockaway Board of Trade. . . . Faber Brothers, concessioners, in New York City for the winter months. . . . Doc Kane changed his mind about opening for the winter at Hammel. . . . Ed Goldberg reopening under the Florida sun. . . . Hans Klein, Playland Park's swimming pool pilot, in Brooklyn for the winter, but info that he'll be at Rockaway in a couple of months.

Summer hotel owners organized to seek lower license fees for sale of beer and liquor. No reason to pay same fee as year-round hostilities for two or three months' biz, insist managers. . . . Dick Randall at Astoria. . . . Regular visits being paid to Johnny Bills by local tribe. Johnny's in Bellevue Hospital. . . . May be a special police unit on Boardwalk next summer to check on confections.

LONG BEACH: As was expected, Supreme Court Justice John McCoony denied the petition of S. Pistnick and Nathan Popper, as taxpayers, to restrain the city from purchasing the Boardwalk. . . . The Beach's biggies gather nightly at the West Club. . . . Jack Fink, newly chosen head of the Long Beach Board of Trade, busy designing 34 plans for the group. . . . New mayor, Charles Gold, takes office amid much celebration. . . . Hundred dollars per front foot appears to be the price that will be called for Boardwalk spots the coming summer. . . . Arcade being polished up a bit. . . . No chance of the Casino operating for the winter.

SEASHORE BREEZES

(Continued from page 52) bet hauls, pier museum, several game concessions, Professor Chiro, peanulands, skee-ball, all to reopen, starting today. . . . Tonight marks Vince Martino's reopening of club, with big revue to continue rest of winter. . . . Al Wohlman back in town to open club. . . . Claridge books Billy Hays and CBS ark, while Ambassador gets two, Freddie Kindig and College Critterons. . . . Every oak in town work-

ing. . . . cover charges dropping, with lowest \$1.50 per person . . . highest \$10.

Steel Pier installs fireplace with real fire for holidays in ballroom. . . . Evan Prosser led special "Christmas feature . . . 100 voices in chorus. . . . Beach front beer garden operators to fight A.C.B.M.A. for right to remain open next season. . . . \$100,000 building permit taken out for remodeling New Apollo Theater. . . . Ocean City had unusual holiday attraction of big whale off shore, which hovered in vicinity for entire day.

KIDDIE WALK-THRU

(Continued from page 52) Fights the Spider, "Fairy Godmother Changes the Pumpkin Into Cinderella's Coach," "Hey Diddle Diddle," etc. The figures in these scenes are constructed of inexpensive composition board and papier-mache painted in high colors and many of them animated by simple hinged arms or nodding heads, motor driven. The whole piece is highly colored and well lighted. Nursery rhymes and story book figures adorn the walls. All of this can be done by any clever artist.

Park men are all familiar with the walk-thru show idea for adults, but to our knowledge no such show has ever been built making a pure child appeal. We feel that the idea has true merit, as it will be one kiddie device which will bring adult revenue as well. It should prove a popular and profitable innovation with a relatively small investment.

NAAP

(Continued from page 53) wrote that he could not come at that time, while Fred Church and Herman Bergthoffen must have been snow-bound. A comprehensive plan for 1934 was agreed upon. Our annual book will be published as usual, but in last year's form so as to fit your folder. The code is still under consideration. You will all hear soon just how to proceed. The board expressed willingness to co-operate on plans for a 1934 convention, but wants more complete information of proposed location so as to act toward the best interests of all.

In the present unusually arduous work of the National Association of Amusement Parks we feel disposed to help as much as its need requires and our ability permits. Our parent organization will be granted a code. This means added work of organization and administration.

Bad Games Troublesome

While taking on the order of the new day it is hoped that crooked games can be left in the discard. Crooked games are crooked wherever or by whoever operated. Amusement parks, carnivals, lotto bazars or roadside locations in some instances have been guilty. Not all of them by any means have been guilty, but all who have tried them really know in the end they make more trouble than profits.

More than a decade ago W. F. Mangels said: "Ninety per cent of those who patronize a good ride or attraction go away satisfied, while more than 90 per cent go away from a questionable game dissatisfied."

This from a veteran should make the answer easy. All who are vitally interested in outdoor recreation have nothing but good will for the entire industry.

The detailed account of business done on each attraction at A Century of Progress Exposition during the past summer is a good gloom chaser, jitters antidote and pep generator. It is not just whistling to keep up courage. It is a record of accomplishment which will give new courage just now when it is sure to bring substantial results for 1934.

To Work Over Parks

John T. Benson knows an opportunity when he sees it. He always comes out with a brand-new idea in a calendar. We often wonder how he can always equal the pace he set some years ago in being right up to date.

He has one of those rare things seen in captivity, a baby zebra. The mother and her child appear on Benson's calendar for the new year. A visitor here the other day saw it and asked me where I ever got the sport model baby donkey in a picture. Benson did it.

Silver mine long idle in the West are now humming with life. Low-grade ore and slag dumps long in the discard will be worked over and re-treated. Some amusement places are sure to be worked over this year to the other side of the ledger—the profit side.

YOU WANT THESE EXTRA BIG WINNERS

RAZOR BLADES Latest Slotted Blue Steel, Double-Edge Type, Cellophanned. Per 100... **60c**
 Carry Other Leading Makes. Prices 75c to \$1.60 per 100. Write for List. Single-Edge Auto-Strip and Segal Blades, Too.

KNIFE SHARPENERS — Each Mounted on Attractive Card, Reading, Price 10c, Per Gross... **\$3.60**

SAFETY GRATERS—A Popular Favorite for Pitchmen. Per Gross... **\$11.50**
NEEDLE THREADERS—Wire Loop Style, Directions Attached. Special. Per Gross... **80c**
 All prices F. O. B. New York. Samples at wholesale, plus postage. Deposit required on C. O. D. orders.

CHARLES UFERT
 19 East 17th St. NEW YORK

Prompt Service Square Dealing Since 1913



By GASOLINE BILL BAKER (Cincinnati Office)

Pitchmen Measure Up to the Average

There has been a conspicuous him-haw on the part of self-interested merchants in many places the last many years against street salesmen as "competition." Isn't it utterly ridiculous to so much as think of the operators of big business establishments; more ridiculous, combinations of local merchant concerns "cry-babying" about a few persons operating at small portable stands and earning their livelihood thru selling some wares? "Competition!" Ye gods! If it were not for being pestered in earning their subsistence the "lowly" pitchmen could feel honored by such complaints.

However, it is safe to predict that in the final moral and brotherly love accounting, in proportion to numbers, there will be as many pitchmen with "wings" as there are the "greater than thou" store-merchant knockers! The pitchmen are up to average.

A FEW SQUIDS from Toledo—Roy Crandell has changed (for the winter) and has a swell Russian art store on Adams street and had a successful pre-Christmas week — Doc Reed and some others would enjoy seeing him work. . . . Al Wagner is back home for the National Farm and Dairy Show middle of January. . . . H. E. Van is here and will work the Dairy Show and the Auto Show. . . . Blacky LaRue monogramed fountain pens in a chain store and had a couple of very good weeks. . . . Crandell says he is strong for spinach since Harry Corry taught him how. He also says that Andy Stenson should see this store—his English brogue would go big here. . . . Summit street is still Doc Watson's (solder) location. . . . Sam Shoen is in and out of town. . . . Louis Black is still on razor blades. . . . The new mayor, Solon T. Klotz, is a former circus musician.

"THIS IS MY FIRST pipe in *The Billboard*, but my wife and I never miss an issue of it," penned E. A. Pine from Washington, N. C. "Four months in Eastern North Carolina. Fair business during the pre-Christmas season. Met lots of oldtimers. Cummings and Al West, two wonderful boys, teamed up to make Kentucky and Tennessee tobacco markets. (Here Pine tells of a certain talker of Doc Lewis' med show telling his audience at Greenville that "those soapbox artists selling junk on the street could get patronized but he couldn't"—but Pine also states, "I just figured that he was some ham on a lam and Lewis, a good scout, was giving him a break."—BILL). Saw Doc

Anderson at Greenville. Seemed to me that a razor paste worker was giving almost everything but the town clock for 35 cents. Boys, let's protect our profession and conform to the NRA by keeping our prices up! I have not needed a reader, as I am a disabled war veteran. Received the best treatment of my career on the road in North Carolina, but South Carolina is "poison."

FROM CHICAGO . . . Tom Sigourney wrote as follows: "Am back on State street. Have a great roster, but money is scarce and weather very cold the past week. Bill Evans, with his museum, 24 people, is a few doors from me. No other pitch store in Chicago. Locations seem to be scarce. Shortly after January 1 I will announce my new book in *The Billboard*. Have with me Doc Kukle, Rube Nelson, Jack Lamore, Ben Feldberg and Wilbur, human pincushion. What a Christmas party about 50 of us had with Bill Evans—the best of everything!"

JOHNNY McLANE piped from "Lil' ol' New York": "The pavements were thrown open to the selling boys and girls for Christmas in some sections only. Everyone seemed to be making money. The incoming mayor may or may not close the town. Met Gilstrap, Buddha worker, and he was looking prosperous. Saw Doc Miller in Sergt. Poulos' store the other day. Tisha Bhutia was working in Ike & Mike's. Lots of pitch stores here, but only a few get a night play."

MADALINE E. RAGAN rang a New Year's bell in the form of pipe from Miami: "Here I am in the 'Land of Sunshine.' Only one pitchman here, to my knowledge, Professor Seward. License to pitch high here is \$175, not counting lot rent. Will be here about 10 more days, then back north. Have not met any of the high workers. They leave as soon as they find out local conditions. My advice to all is to stay away from here. Will have Baby Patsy with me again in two weeks. Let's hear from more of knights down this way."

BILLY AHEARN Let's have some news of folks and conditions in and around Montreal.

HIS NAME is West, but he has been working in the Southeast. Anyway, Al (West) shot a splash from Washington, N. C.: "I have teamed up on coils, polish and solder with a real hustler, Ed Pine. His wife, Ruth, still getting money with her waffle-plate irons when she can get demonstrations in stores, but mostly has been getting quarters on solder, while Ed and I go after, and get, greenbacks. And has North Carolina been a hunting grounds this fall! Everybody and his brother (and several hard-working sisters, too, particularly Mrs. Harvey, on subscriptions) have made money. There were six liquid solder stands in Winston-Salem and all getting business, and no throat-cutting tactics, either. Yet in Lonsberg two weeks ago two j-c-ls started price cutting and wound up at a decmer for a two-bit item (solder). Won't some of 'em ever learn?"

HUMAN-INTEREST TIDINGS . . . come from the veteran former med show manager, Frank H. Carr, who of late has been a resident of the Home for the Aged, Richmond, Va. His letter follows: "Dear Bill: I want, thru your 'column', to extend my sincere thanks to *The Billboard*, which includes Pipes, in bringing back to me my boy whom I last saw when he was between three and four years old in 1892. For the last 20 years I had thought him dead. Some time ago he happened to see my name in the Pipes column and I think that by writing you he got on my trail. I have not met him personally, but thanks to God he is still alive and holding himself; yes, and a trouper at that! So again I say: Thanks to you and your 'column.' And while I am at it, 'Bill,' please give

another thanks in the 'column' to another man for me. A true friend to me, a friend in all manners. He is John C. Carter, of Winter, Mich., who has stuck to me, ever since I have been in this Home."

ZIP HIBLER SHOOT'S . . . another prose poem:

Said Elmer Jaycent to a small store prop.: "I guess I'll have to leave. Your city-dads and big-merchants clique is too darned strong for me. The little money there is in town it seems they're bound to 'git' and a little fish like me just has to hit the grit."

"Well, I'll declare," said the small store prop., "that's a new trick to me!" Said Elmer: "It's no surprise to me for slimps like you can't see. Your name no doubt is on their list and they will work on you and in due time you'll realize that you're a sucker, too!"

OPTIMISM . . . and suggestions are contained in a pipe from Doc George M. Reed, Columbus, O.: "Well, another New Year's Eve has passed, and as I sit here I wonder what 1934 has in store for all of us. I cannot complain of 1933. Mrs. Reed and I were out 10 months and I made a little money by working hard. We met many of our old friends and made new ones. I believe that 1934 will be a better year for boys and girls of Pitchdom, if they work hard and try to give people something for their money. So, boys and girls, let's all resolve: To work clean, keep clean, boost the towns we work in, don't talk harshly of local merchants and civic officials, boost business, have a smile and

REAL STONE HONE

NEW IMPROVED DURA-HONE MADE OF SOLID STONE

Slanted on one side for Safety Blades; other side flat for Straight Razors. Black slate color. Each in Gold-Embossed Red Leatherette Box.

\$7.20 per Gross **SAMPLE DOZ.**
 \$3 Deposit on Each Gross. **95c Prepaid**
 A KNOCKOUT FOR SALES & PROFITS.

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 Neon Tube Ignition Tester
 Exclusive Champion Feature
 High Frequency Oscillating Coil gives hotter, quicker spark. Neon Tube shows spark-plug action and checks faulty cables, coil, distributor, etc. Sample, 25c.

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Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

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Make Money Calling on Stores

New occupation. Pays big money at once without investment. Introduce sensational new line 5c and 10c necessities to stores. Self sellers. Repeat business easy. Experience unnecessary. Start free. Write **PRO-CO-PAC**, Dept. 78-B, 1836 S. Troy, Chicago.

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Mail forwarded daily. Phone calls received.

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HARRY G. CORRY, auction pitchman, one of the well knowns in that field. Outdoors during summers, indoors for winters. Harry now has an establishment in St. Louis.

MEN—HERE'S A TICKET TO 1934 PROSPERITY

\$1.00 BOX QUALITY MEDICINE

Containing 10 Herbs, Roots, etc. Retail at 25c. 500% profit. Makes a pint tonic. Proven restorer. Packed under your own brand no extra cost. Start now—cash in. Coupons. Cooperation furnished. Write Dept. F.

OHIO MEDICINE CO.
 COLUMBUS, O.

LORD'S PRAYER CHARMS

PERFECT STOCK

No. B1261—Lord's Prayer Charms, Dn., 65c; Gro., \$7.50.
 No. B1374—Ten O'Clock in a Day Charms, Dn., 65c; Gro., \$7.50.

IMMEDIATE DELIVERY GUARANTEED

TOOTHPICK KNIVES

(Czech Make)
 No. B1767—3-Blade Toothpick Knives. Per Gross, \$2.00.
 No. B1769—5-Blade Toothpick Knives. Per Gross, \$2.45.

GELMAN BROS. 119 North Fourth St., MINNEAPOLIS, MINN.

SLUM JEWELRY \$1.00 WITH 25% gross ORDERS.

Waldemar Chains, Assorted, Dozen.....\$1.75
 Plated Pocket Knives, Dozen..... 1.75
 Tie Holders, Assorted, Gross..... 4.00
 Collar Holders, Assorted, Gross, \$2.00 and 4.00
 Full Line of Watches, Jewelry and Etc.

FELDMAN BROS., 150 Canal St., New York, N. Y.

\$ BIG MONEY \$ VETERANS GET BUSY

Offset pension cuts. Build a monthly route. **PATRIOTIC CALENDARS** are hot now. **HOLIDAY ISSUES**, Soldiers' Jokes and Stories, etc. humor, snappy illustrations. 15 fast sellers, 2c to 5c to you. **VETS. SERVICE MAGAZINE**, 187 Leonard St. New York.

Ben Gelber OF **BERK BROS. NOVELTY CO.**
 543 Broadway, NEW YORK CITY.

WISHES ALL A **Merry Xmas** AND A **Happy New Year**

welcome for one and all pitchmen and pitchwomen we meet. Try to help one another by giving square dope about spots, also write honest pipes to Pipes in *The Billboard*, and report open or closed towns; also state if towns are open on streets or doorways. Now, if we all do this, what a difference it will make. I have not worked the last three weeks, but have been on ol' High street, seeing the boys working on streets and in stores. While none of them got big money, most of them surely did fair considering conditions. Among the 'bright lights' on the streets were Frank Libby, Earl B. Bowers, Harry Smith, Fred McDowell, Mr. and Mrs. Herbert Hull and Kid Carrington, and Doc Charles Hammond, who had trees on a corner Fourth and Rich streets for the eighth year prior to Christmas. I had a letter from that grand old pitchman, John L. McClosky, the first I had heard from him in three years. He tells me that he is 78 years old, and that he is almost blind (he is at 12 Delaware street, Albany, N. Y.), and oldtimers should call on him or write him and cheer him up. I made my first big pitch off his stand. I will open in a chain store about January 8 and expect to again be out 10 months if all goes well and Mrs. Reed and I keep our health. We surely enjoy Hoot McFarland's pipes, also Tom Kennedy and others. Keep up the good work! Would like to see pipes from Ray Pierce, Red O'Brien, Art Engle, Doc Bennett (last time I saw Doc I was in the old Metropolitan store in Peoria, Ill., and he called to see me several times). What has become of Andy Watson? Wonder does Andy remember the Coshocton Fair in 1917. Also wonder if Andy still has the farm—300 feet wide and 40 acres long—maybe Ray Pierce will tell us about it. Well, we now have (in most States) beer and 'repeal,' also a New Deal, so let's all pull together to make 1934 a wonderful success! Also resolve to 'Do unto others as we would have them do unto us!' Great Scott! It's now 11:30 p. m., and there are no more pretzels—so I must 'ring off.'

KANSAS CITY, MO.
Early in December the Kansas City Locksmiths' Association staged a ball at Plaza Hall. Among those present were numerous oldtime roadfolks, including Homer Roberts, who is president of the association; Prof. A. M. Henry, Roy Vincent and Chance Corbin. Refreshments were served and a good time was had by all, according to the report of Chief Eagle, who also was in attendance.

WHO SHOULD
ramble into Cincy and to the Pipes desk last week but J. C. (Dude) Murphy, of shampoo note! His first time in the Queen City in about a dozen years, he started looking up oldtime acquaintances, some of whom he learned had since passed on. Dude has been, periodically, in ill health the last several years, apparently returns of the flu. He came from Cleveland, where he and the missus have been residing. Murphy nursed back to health. He and his wife have both recovered from injuries received in an auto accident some months ago. Dude of late years has been working store demonstrations only, altho years ago such indoor working and in big stores in big cities was his forte. The missus remained in Cleveland, her hubby being on this trip to test his vocal apparatus after his illness.

DOC T. R. MARSHALL
and family have been having a wonderful time taking in the "climate" and visiting with acquaintances at St. Petersburg and Tampa, Fla. Had a fine Christmas. They plan on soon moving back to their winter quarters at Lake Park, Ga., where all the show outfit will be overhauled and repainted for the coming outdoor season, and where Doc will say howdy to acquaintances in his office in the rear of a local drug store.

ONE OF THE BOYS
sent in a copy of a program of Social Science Institute, Chicago. Various speakers were listed on it for talks on specified days between December 22 and 31. Among the listings: "December 26, *The Case for Eugenic Sterilization*," Thomas F. Sigourney, able lecturer."

How 'bout your "resolutions" for the new year? Let's have some of 'em.

"A FEW LINES . . . from 'Good Ol' Arkansas,' where the people are okeh and some of the 'John Law' try to be hell all the time," writes Doc Coy D. Hammack. "I worked three spots down here. The first was a real red one for a 15-day stay and then got a shake on candy—on which they can shake you plenty if they make their minds to do it (from what angle might be tipping off others to do it). I met Doc Streets a few days ago. Worked a week with him. He is okeh and has a fine show. After 17 years in the business I give 'Rastus' Streets my vote as being the best comic I have seen so far. He can really sell it. I closed my show recently. I take two weeks off for Christmas, then open at Memphis, Tenn., where I will be on radio twice a day for six months, and will have my open-air show in operation as soon as weather permits. Just got my reader, for a year in Tennessee, today. In my opinion, Doc Laird is one of the grandest men to ever mount a platform. I mean from all angles. I just got my housecar finished and I am proud of it. Met Doc Rolling Cloud a few days ago. He has a do luxe outfit. Looks like he is in the money." Coy would like pipes from Red Steele, Art Atkins, Harry Latimer and Jim Ferdon (Great Fizarro).

H. J. LONSDALE
tells us about the social and organizational activities of NPSA folks in Los Angeles and along the West Coast.

FROM SOUTH CAROLINA
came word that the Kerr Indian Remedy Company (free show) closed its tramping for 1933 at Drayton, S. C., December 22 and scheduled to open the new season at Ridgeland, S. C., on January 1. Doc W. R. Kerr Sr. informed: "As a whole the 1933 season was a red one for us." Wonder if Kerr Sr. remembers having his attraction at a "doings" in a small town in Tennessee, back in 1905, located near a trapeze free-act rigging, and the aerialist, altho undergoing a surgical operation in the forenoon of the "big day" volunteered to do his stunts (regardless of pain) a few hours later in order to draw people to the location.

"ONE DAY BEFORE
Christmas and in 'Ol' St. Louis.' Headed to the East tonight," penned Jim Courtney. "Weather cold and 'blew' and some of the boys headed south might think I'm 'screwed,' but 'way back in the 'tall and uncut' regions of the Adirondacks there is a cabin that I built when a kid (that makes me 29 now) and in the ranges back of that cabin room bush-tails, fisher and martin and it's me for the traps line until spring! Had a fair season all summer thru West Coast towns and finished at Los Angeles last week. Was working the Pop Pop Boats to good results, but the house I was doing business with became exhausted and I scrambled. Most towns on the Coast are open to the boys. San Francisco absolutely closed. Apparently student flatfeet working there and do they like to make small-try pinches! Magicians Harry Fox and Tommy Martin are there and running open house there for boys of pitchdom. Portland, Ore., wants a three months' reader. Tacoma and Seattle probably can be worked without interference. The mayor of Seattle one of the finest of mayors, but one cop there who would like to be a little tough. But stay clear of Frisco—as my unknown friend, Tom Kennedy, might say, a \$50 mouthpiece might break that law, but I doubt it. On arrival East I will buy copies of *The Billboard* each week at Tupper Lake, N. Y., when I come into town for grub. Pipe in to the 'column,' boys."

HEARD THAT
Ned H. House was in Scranton, Pa., recently. 'Watist' this winter, Ned? Still on pens? Haven't heard from you in many suns and moons.

"IT HAS BEEN
a long time since I piped in," writes Burdie Simms from Clyde, O., "but that doesn't mean that I haven't read the Pipes each week. Been very busy all summer and fall. Opened the outdoor show in July and closed December 2, to open here at the Armory on December 11. But after having our billing all out the boiler in the heating plant of the Armory broke and we have been laying off for two weeks. The boiler has not yet been repaired. We go from here to Sandusky to play a return date. On December 10 Pop Smallett and his Lightning Lifters radio entertainers, from WJAY, Cleveland, pulled a surprise on

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The PYROAMBER line of WONDER DEMONSTRATING COMBS at New Prices. The same IDENTICAL COMBS—handsome and strong—at Lower Prices—Much Lower. Send for the most marvelous price list ever issued on Combs, and be convinced that the PYROAMBER LINE is the right one to handle for profit and service. COMBS ALWAYS IN STOCK. IMMEDIATE SHIPMENT—NO DELAYS. Let us prove it to you.

STANDARD PYROXOLOID CORPORATION,
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WRITE FOR NEW 1933 PRICE LIST.

We Manufacture Everything in the Pen and Pencil Line. Quality Unsurpassed.

COMBINATION Pen-Pencils, Fountain Pens-Pencils Sets, with DURUM Chrome, Gold-Plated or Solid Gold Points. Samples \$1.00.

us and entertained us until a late hour. Professor Schell, who was with us two years, was present; also Al Howard, entertainer at WJAY, having joined us in November. Don't know how we all got together at one time. In fact, everyone did his or her part in entertaining; also Skeeter and Fatsy, my trained dogs. Roster of show: Professor Schell, piano and musical director; Al Howard, female impersonator and musical comedian; Harry R. Myers, song and dance, black face and producer; Dollie Sisters, and Burdie Simms, lecturer."

AT TEXARKANA, ARK.
Doc Les Williams (who had not piped in in a "coon's age") got busy—with writing material and scribbled: "Well, Christmas is over and we all had a wonderful time, including presents. I rented a beautiful home here, all furnished, for the winter. Had a pleasant visit from Joe Edwards and wife. They looked prosperous. I have been working on a lot (Arkansas side) and business has been good. The housecars and trucks are all being gone over and repainted by 'Sunshine,' who is a good mechanic, all-round man and performer, for the spring opening. My season has been all that I could expect. By the time this appears in print we expect—will tell it later. My son, Buster Williams, is spending the winter with me. He is now working at the radio station, three months' contract, sponsored by the Grimm Hotel, and is kept busy with club dates. I have pitchmen visitors every day and we shoot many pipes. My wife and I are going on a hunting trip, starting tomorrow (December 26). *The Billboard* reaches us on Wednesdays by mail and it is read by all. Would like pipes from all my friends."

"A LINE O' NEWS"
from Baltimore," scribed William C. Perry. "Just a few of the boys are here. Hercules is still going strong, and Chief Black Hawk and myself are doing fine, also Chief Bear and Edward Rosella. Mr. Parkhurst is bringing the hot springs to Baltimore. There are three pitch stores on Penn avenue, all doing fair. There are also some fine corners to work, \$1 per day."

DO YOU REMEMBER WHEN
Doc Ross Dyar was shot twice while resisting attempt of three men to 'stick 'im up' at Bloomington, Ill.?
Skip Dean was with Stuart's Musical Revue and sideline with rubber belts at 60 meg each?
Louis Etzel (Bargain John) was a crackerjack "rube" auctioneer and street-man?
Claire Fellows was in his heyday as an artistic penman?
Schuler Hagan was a prominent demonstrator-salesman of wrenches over Illinois way?
Frank Libby started selling knife sharpeners?
Zip Hieber visited a big city and decided that an insect exterminator and something to relieve or exterminate ego was needed there more than his corn med?
Ricton figured he would give up medicine shows and stick to rooming-house business?
S. D. Young was on the 'buttons' hustlers?

SEVERAL OF
the Knights lately have requested (in special letters to "Bill") that notifications be published in the "column" that they were anxious to get into mail communication with named persons and asking that their own street numbers, etc., be included in the publishing. The more expedient procedure would be to write the parties letters addressed "Care of *The Billboard*, Cincinnati." *The Billboard's* mail-forwarding department is a free service. If that department

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(Including Brandy, Rum, Gin, Rye, Scotch, Bourbon)
AGENTS' IMMEDIATE PROFITS!
Made at home at fraction of cost—fanciest French liquors, with imported No. 1 Flavors (for 44 years) widely used by persons way of food of most branded bottled goods. Money-making none trade! Steady customers repeat often. To make One Quart, Many favor—40¢; three for \$1, postpaid (large discounts on quantities). WRITE for Agent's Liberal Profit Scale and Catalogue. Now is harvest time. Dept. D-T, NOUROT CO., INC., Importers, 228 W. 19th Street, New York, N. Y.

LAYMON'S NEW 5c COUNTER CARDS 10c

ASPIRIN
6 TABLETS 5c

2 New Deals

Increased quantities no increase in prices. Same fine quality. Same big profits for merchants and salesmen. New, flashing aluminum-faced displays. Sell complete line to stores. 85 displays in all. Many new—exclusive! Up to 12% profit for salesmen—100% for merchants. Start without investment. Get free catalog and details.

WORLD'S PRODUCTS CO., Dept. 188, Spencer, Ind.

LIQUOR CORDIAL CANDIES
With Real Bourbon, Rye, Kimmel, Sherry, etc. (Chocolate Covered). Agents, Distributors wanted everywhere. Packed in plain box, 24 pieces, weight 1 1/4 lb., or fancy box, 18 pieces, weight 1 lb. Each piece a good mouthful. Costs you 39 per Dozen or 75¢ per Box. Retail \$1.25. Great repeat seller. Minimum order 1 dozen. Cash with order. Quantity buyers write for special prices. Immediate shipment. **BERNARD CANDY CO.,** Dept. B-222, 130 N. Wells, Chicago.

CALIFORNIA GOLD COINS

BIG PROFITS

These beautiful Souvenir Gold Coins attract crowds immediately and sell quickly. 12 Samples, \$1; 100, \$7.

TRANKIN CO., 110 Sutter St., San Francisco.

hasn't forwarding addresses of addressees the names appear in the Letter List, which is published in each issue, and every reader of this publication should look over the Letter List to see if he or she has mail to be forwarded. For example, if one individual should write a letter to another person (addressed as above given), the communication would reach the mail-forwarding department in the same mail as would a letter requesting that a "write me" be published in one of the "columns" of the paper (which, if published, would necessitate more delay). However, there are exceptions. *The Billboard* grants free space in its news columns in cases of serious sickness or accidents or deaths, wherein relatives are being sought. The foregoing has been explained a number of times, but probably the boys referred to at the start of this paragraph did not read those issues.

AMONG
demonstrator-pitchmen in Indianapolis for the pre-Christmas trade were the following, all reported to have enjoyed good business with demonstrations in stores: Lew Marcuse (who used to be secretary-treasurer W. G. Wade Shows and other carnivals), with his leather demo, for six weeks; Al Eisenberger, with fountain pen demonstration; Ernie, with his fountain pen layout and convincing spiel. Marcuse remains at the Indiana capital city until after the fair secretaries' meeting there early this week, then will visit his son in Bowling Green, O., before returning to Detroit.

MORRIS KAHTROFF
some time ago meandered from his summer and early fall pitching in the North to the more sunny climes of Texas and Louisiana, he and the kiddies in the latter State of late. Morris recently

had a very pleasant and successful deer hunt thru Mason County, Texas. He info that he got two bucks, a six point and a three point, and also had good luck on a duck-hunting trip. Doesn't that listen good! But Morris has always been a good hunter, be it for business or pleasure. Incidentally, a high worker, he likes all boys and girls of Pitchdom—those who work high and those who operate low.

"I HAVE BEEN in Birmingham, Ala. for some time," pipes Clyde (Southern Jack) Wilson. "I have worked all the surrounding towns on Saturdays. Gadsden is good. So is Anniston on Saturdays. Birmingham is ok, but no spots in the money to work. Have done fair while here, but will move on to Texas—will be there when this gets into print. Would like pipes from Shorty Grace. I noticed in Pipes that he was recently in Dallas. More when I get to Fort Worth."

AL BENNETT Postcard: I came thru Texarkana on my way to the West Coast. Saw a med show working, making two pitches a day and getting money. A young fellow is talking and what a personality! The last time I saw him he was just a kid, doing blackface for Doc T. A. Smith, and what a black he could do! Watch this boy as a talker, a chip off the 'ol block." (Nice pipe, Al, but doggonit, you forgot to give the name of the talker and whose show. Wrote it hastily, eh?—"BILL.")

LOUIS ETZEL Are you still in business at Moundsville, W. Va.? Haven't heard from you in years.

EARL B. WILSON of auto polish and windshield dope note, and his family may remain in Cincy thruout the winter, Earl working one or more of his products in and around the city. He was a caller at the Pipes desk last week and infoed that he and the missus and Billyboy (their youthful son) have a cozy room and that, altho business for him has not been good, he has more than made his family's expenses—"So why run around this winter," sezee.

HARRY CORRY looking wonderful, as he usually does, rambled into his home city (Cincinnati) Christmas Eve to spend a few days with relatives and friends and left on Wednesday of last week to return to his auction store on North Sixth street in St. Louis. Harry infoed that his establishment in the Mound City, which he opened November 17, has been going strong, and that Marvin South, his in-front man, looks like a million with new suit, overcoat and spats. Harry plans keeping the place operating until the "birds sing in the spring," then back to the road. Wants pipes from "B-Miles" Jones, George Bedona and Andy Stenson.

FROM NEWARK (N. J.) A. B. (Zip) Hibler piped. "Well, Thanksgiving and Christmas have both come and gone and I for one (so far as business is concerned) am glad of it. As to business, they didn't mean a thing for me or any other fakir (so called by oppressionists) who hung around this neck o' th' woods. The only thing I regret, however, is that those who were instrumental in retarding our efforts didn't choke on the good things they enjoyed. The boys in New York City had their customary yuletide break and undoubtedly fared better than they would have experienced on this side of the river. Over there people seem to have a different conception of what some business and official interests call a 'fakir,' even recognize that he, too, has a right to live—if 'New Year's hopes' mean anything, let's all wish that we 'fakirs' will all eat turkey next Christmas in spite of them."

"REGARDING . . . two-people med shows: One of the niftiest some few years ago was Jack Starlite and Bobby Mack. Jack lectured, played piano, straights and chauffeured. Bobby did blackface, eccentric comedy, sang songs, danced and magic. Worked many times two to four weeks on one spot. I understand that both became rich and retired (altho I can't vouch for this last 'crack').—MART MARION.

'EVE' CELEBRATIONS

(Continued from page 29)

sicians, small-time talent and singing waiters and waitresses.

The Broadway night spots are led by the Casino de Ferie, Palais Royal, Manhattan Music Hall, Paradise Restaurant and Hollywood Restaurant. Among the other money-spending clubs in and around Times Square are the Casino Town Club, Cafe Loyale, Brown Derby, Delmonico's, Ha-Ha, Montmartre, Pre-Cat, Place Piqualle, Beaux Arts, Embassy, Vogue, Marlborough, Casarda, Simpson, Mayfair Yacht, Weylin, Park Lane, Madison, Cubanacan, Sherry's, Yoeng's, Barclay, Maison Royale, Chapeau Rouge, Samovar, Billy Gallagher's, Richman Tap Room, Bowery, Kings Terrace, Henry VIII, La Bastille, Bal Missette and Showplace.

The Nut Club, Barn, El Chico, Village Inn, El Gaucho and Four Trees are among the better Greenwich Village spots using floor shows. There are about a score others using coffee-and-cake entertainers.

Harlem has several good talent spots: The Cotton Club, Harlem Club, Small's Paradise, Hot Feet and Savoy Ballroom. Second avenue downtown has quite a few using sizable floor shows. Among them are the Russian Kretchma, The Bear, Russian Arts and Club Plaza.

The Yorkville district has about 200 beer gardens and restaurants using music, of which more than half also use talent. Only about a dozen, however, pay any real money.

Since repeal the hotels have moved ahead in mopping up on new trade. There are more than 40 big hotels using one to four or five orchestras in their dining rooms. Among the more important hotels using orchestras or talent or both are Waldorf-Astoria, McAlpin, Biltmore, Pennsylvania, Essex House, New Yorker, St. Moritz, Park Central, Montclair, Roosevelt, Lexington, Commodore, Taft, Piccadilly, Algonquin, St. Regis, Governor Clinton, Ambassador, Great Northern, Gotham, Pierre, Edison, Dixie, Paramount, Victoria, Bristol, Shelton and Chesterfield; also the Towers and St. George in Brooklyn and the Half Moon in Coney Island. Most of the hotels pay pretty good dough for their orchestras.

The license situation is straightening out now and it is not expected to be much of a hindrance to the night spots cashing in holiday repeal spirit. The much-threatened waiters' strike also simmered down into agreements between the union and employer groups and no trouble is expected.

ST. LOUIS

(Continued from page 55)

tanning, Pa., where she will visit with relatives for the next several months. Harold Barlow will remain here, probably starting work at his winter quarters the middle of January.

Pete Korte, well-known freak and side show operator, passed thru on Monday en route to points north.

J. P. McHale, well-known showman and former circus owner, has opened offices in the Coliseum here, where he will produce the International Beverage Exposition from March 12 to 18, inclusive.

Mrs. Nelle Allen, wife of Tom W. Allen, former carnival owner, who has been ill for the past month, reports her condition much better.

Several troupers who have made St. Louis their permanent home are holding "open house" this week to their many friends in new residences, among them being Mr. and Mrs. Earl Riebe, formerly of the D. D. Murphy Shows, and Mr. and Mrs. W. B. (Boots) Wecker. Mrs. Wecker is Bee Kyle, of high-diving fame.

Others whose homes this week were the mecca of many jovial gatherings and where "open house" was the rule were Mr. and Mrs. Dee Lang and Mr. and Mrs. Eddie Vaughan.

Mrs. Jean Hill, last season with Castle, Ehrlich & Hirsch Shows, is at present in the city visiting with Mrs. James C. Simpson.

LOS ANGELES

(Continued from page 55)

wife, Bill Pickard and wife, Mickey Wilson and wife, D. A. Gordon, Billy Purcell, C. Olsen and wife. There was a large Christmas tree, turkey and anything you might expect to go with it. Archie Clarke gave his crowd a turkey dinner. Walter Hunsaker, with Jack Smith in charge, gave the boys a feed. The Steffen Shows gave a party on the lot at Compton, Calif., where the show played this week. Dick Wayne Barlow back in town for the winter after closing at

Chicago; went to Florida and from there worked back to California with a novelty advertising stunt.

Ed (Big) Binger in town for short visit, en route Shanghai to Boston. Been in the Orient five years. Looking for novel features to take back in February. Sidney Marks in from New York, en route to Manila. Will pick up an act in San Francisco. Elmer Hanscomb and crew have just completed overhauling the equipment bought by George Moffat and Bill Harvey from the estate of Robert N. Clarke. This paraphernalia will be used to supply studio requirements. Many showfolk entering the pin and marble games.

Mush Ellison and wife back in town. Closed with Greenberg Shows at Glendale, Ariz. Show will winter in Phoenix. Harry B. White and wife back in town for the winter. Closed with the Bell Shows in Newark, N. J. Plan making a connection on the West Coast for next season. Al (Big Hat) Fisher in town for short stop. His attraction is booked solid for nine weeks. Patrick Francis Shanley doing fine in his new connection. Harry Seber, aside from Culver City promotion, is with Benny Oister rehearsing a new show to open at the Burbank today. Phil Williams and Joe Krug promoting advertising programs. C. O. Schultz recovering his health and with the CWA. Will Wright postcards from Vancouver, B. C., doing nicely in his new winter venture. Bert Erlenborn and wife have bought chicken ranch near Altadena, Calif.; thru with the road. Harry Hargreaves gave a Christmas party for Eddie Taite at Venice. Eddie going up to Seattle before sailing for Manila.

J. Crawford Francis Shows

Houston, Tex. Week ended December 17. Location, 57th and Washington sts. Weather, fair. Business, fair. Free gate.

This engagement marked the close of the local dates for the Francis Shows. So remarkable had been the weather that another week had been under consideration, but Sunday morning a storm broke with a decided drop in temperature. Weather indications for the balance of the week were unfavorable and Manager Francis gave orders to put the show in the barn. Little was done on Monday, as the equipment had not dried out, but Tuesday movement to the quarters on Spring street began.

Despite all efforts of Superintendent Reynolds, two of the rides and the animal show had to be stored at the old quarters on Tyne street. When the work was finished the men were called into the office, paid off, and the season was ended. The only men retained at quarters were Henry Wagner, Walter Perkins and Sailor Morgan. Mr. and Mrs. Briggs, Jimmy Arnold, Jo-Ann and several others are wintering at the old quarters on Tyne street. Mr. Francis has gone on a Northern trip which will keep him away till January 26, during which time he will make the Dakota and Minnesota meetings.

H. W. SMITH.

Dodson's World Fair Shows

CLARKSDALE, Miss., Dec. 20.—Christmas is over and work will be started on the extensive program mapped out by General Manager Guy Dodson before he left. Every piece of paraphernalia will be completely overhauled, repaired and painted. Instead of pictures on the fronts it is proposed that animated, mechanical subjects take the place of the still paintings. This is intended to put new life and animation around the midway and should have a tendency for the elders to bring the kiddies out, as there is not a youngster in the land that would not go miles to see an animated cartoon.

Fat MacCauley, Sammy Smith and Slim Page are busy getting the work-shops in readiness at the barn, so that after the first of the year operations can be started. On Christmas Eve the lobby of the Hotel Clarksdale put one in mind of the Coates House, as the general manager, Mrs. Pearl Baker, had placed a beautifully decorated Christmas tree, and the following members of the Dodson Shows made merry there until the wee hours of the morning: Mr. and Mrs. Bruer, Mr. and Mrs. Red Bell, Evelyn Bell, Master Bill Bell, Mr. and Mrs. Clay Bunyard, Mr. and Mrs. Joe Baker, T. A. Stevens and wife, Mr. and Mrs. Dick O'Brien, Henry MacCauley and wife, Mr. and Mrs. George Roy and family, Sammy Smith, Bill Shaffer, T. S. Page and Lou Phelps. Some of the guests were Dan Brewer and wife, of Fyngame, late with Royal American Shows; Vic Miller; George Como, com-

Ladies' Auxiliary PCSA

LOS ANGELES, Dec. 30.—Meeting Tuesday night was not as well attended as expected owing to the fact it was election night. President Clara Zeiger presided, with Wylene Smith secretary. New officers were elected to take office next meeting, January 2. Mrs. Mabel Crafts president; Ester Carley, first vice-president; Martha Levine, second vice-president, and Wylene Smith was re-elected secretary-treasurer. It was with extreme regret that this last meeting marked the termination of officers of 1933, especially President Clara Zeiger, who has grown so dear to the members of the Auxiliary. Our regrets were only consoled in the thought that her successor will be the estimable Mabel Crafts.

Mrs. Crafts is a well-known showwoman of the West Coast and very highly esteemed by her co-workers. In electing Mabel Crafts as president the ladies of the Auxiliary feel they not only have a showwoman and friend, but a personality to succeed our most excellent President Clara Zeiger, who in the past year has made the Auxiliary an established fact.

On account of the holidays and many social affairs of our members it was decided to hold the dinner for installation of officers on January 6, the dinner given by the Auxiliary to honor the new president and commemorate our past president. Mrs. Crafts and her official family take their chairs on January 6.

Twenty-five members were present, with Mrs. Bobbie Miller as a guest. Christmas cards and telegrams were read from absent members from all parts of the United States. Those sending cards: Bernice Kitterman, Billy Wasserman, Rita Brazier, Fay Curran, Lillian Walker, J. W. Dyer and Madge Buckley. Door prize donated by Rose Clark was won by Mrs. Charles Miller. Mrs. Florence Weber was on the sick list for the last week, but out for the election meeting.

The Auxiliary will meet with the men's club on January 7 for the memorial services to honor the departed members of the PCSA. The Auxiliary is going along nicely, both financially and socially. President Zeiger gave a nice talk before adjourning the meeting as to her position as president the past year, thanking the members that have helped her to make a success and for the co-operation of her fellow officers that presided before her return to the city. Meeting was then adjourned and buffet luncheon was served by President Zeiger.

Just a little reminder if you are a showman, or your husband or brother a showman on the West Coast, you should be a member of the PCSA Auxiliary and enjoy your winters in Los Angeles.

Crafts 20 Big Shows

SAN BERNARDINO, Calif., Dec. 30.—Mr. and Mrs. O. N. Crafts gave the boys at winter quarters a very jolly Christmas dinner—with all the fixins', special music, dancing and entertainment. Many gifts were exchanged, and the Crafts received Christmas cards from all over the world. Extensive plans are being made for next season. Ted Metz is contracted to furnish the Circus Side Show, Fay Ridenour the Illusion Show and Mons and Edith Hubbel the Tabloid Musical Comedy Show. Pending also are contracts for a big spectacular Hawaiian Show. Something out of the ordinary is planned and a real production both as to scenery and effects is contemplated. Will have a double wagon front. The two giant searchlights recently purchased by Crafts from U. S. Government will be mounted on special wagon. There will be uniformed attendants. These lights are guaranteed to cast rays of light 30 miles.

mander of the local post American Legion; Charles Lacy, city clerk; Will Drew and Teddy Phillips. Mrs. Baker was an ideal hostess and all enjoyed themselves immensely.

Dan Brewer opened a storeroom show with the Pygmies and is going over very nicely. He has a very nifty frameup and contemplates working out of here, making the smaller towns which have never had a chance or opportunity to see an attractions of this kind and character. Ed Bruer and wife leaving to visit their daughter at Ft. Worth, Tex. Will be back about January 10. Dick O'Brien and the brief case off on another scouting trip, but is expected back for the new year. MARK BRYAN.

Classified Advertisements

COMMERCIAL
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First Line and Name Displayed in Caps.
Minimum—\$1.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by 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.,
FOR THE FOLLOWING WEEK'S ISSUE

AT LIBERTY

5c 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 Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

ACTS WRITTEN ON ROYALTY — \$10.00 down. Parodies, Bits, Skits, \$2.00. WEISS, 1831 Bathgate Ave, Bronx.

AGENTS AND DISTRIBUTORS WANTED

AGENTS — GOLD SIGN LETTERS for store windows. 500% profit. Free samples. METALLIC LETTER CO., 442 N. Clark, Chicago.

AGENTS — WRITE FOR OUR LOW price list; big repeat items. TROPHY SPECIALTY COMPANY, 1478 Broadway, New York City.

AGENTS — SMASH GO PRICES. Santos Coffee, 12c lb.; 4-oz. Vanilla, 85c; \$1.00 size Tonic, 14c; Razor Blades, 5 for 84c; 100 Sticks Chewing Gum, 12c. 150 other bargains. Experience unnecessary. Write OARNATION CO., 81, St. Louis, Mo.

AMAZING CLEANER — CLEANS everything; sample free. BESTEVER, 5011-K Irving Park, Chicago.

BURNING PERFUME CANDLES — Sure-fire quick sellers; repeater; particulars free. MISSION, 2328 W. Pico, Los Angeles, Calif.

CHINESE HORN NUTS, \$1.75 GROSS. KEYSTONE SPECIALTY WORKS, Dayton, Ohio.

DISTRIBUTORS — REPRESENT manufacturer. Sell Latex, self-sealing bandage that breathes. Great demonstrator; lowest prices; tremendous profit; good repeater; exclusive territory. NEWAY, 3815-BF Harrison, Chicago.

FREE LITERATURE DESCRIBING many business plans. E. BELFORD, 4042 N. Keeler, Chicago.

GO INTO BUSINESS — SELL NEW and Used Clothing: 100% to 300% profit; satisfaction guaranteed. We start you. IDEAL BUMMAGE SALE CO., A-3206 State, Chicago.

GOLDEN CIGARETTE BURLEY, 5 lbs., \$1.50. Cigarette Lighter, Roller and Papers free. GUARANTEED TOBACCO COMPANY, LB321, Mayfield, Ky.

GOOD INCOME SILVERING MIRRORS, Plating and Refinishing Lamps, Reflectors, Mirrors, Beds, Chandeliers by new method. Outfit furnished. Write GUN-METAL CO., Ave. G, Decatur, Ill.

MAKE YOUR OWN PRODUCTS — Employ agents yourself. Toilet Articles, Soap, Extracts. We furnish everything. Valuable book free. NATIONAL SCIENTIFIC LABORATORIES, 1957W Broad, Richmond, Va.

NO PEDDLING — FREE BOOKLET describes 87 money-making opportunities for starting own business, home, office. No outfit. ELITE, 214 Grand St., New York.

PROFITS! GENEROUS, EXPANDING, no soliciting. Men, women, starting facial McARTHUR CO., Desk 4, Suite, Mont.

REPOSSESSED ELGIN WRIST Watches, 7 Jewel, \$6.50. Other bargains. HAA3, 1423 Ridge Ave., Philadelphia, Pa.

SAMPLE, \$1.00. BIG MONEY. SELL Herr Fire Alarms. Collinsville, Ill.

SELFSAL RUBBER BANDAGES — 2x38, \$6.00 hundred; 2x60, \$8.50 hundred. Something new; Mercurochrome Pad running through center of rubber, \$10.00 hundred. SELFSAL, Waltham, Mass.

SUCCEED WITH YOUR PRODUCTS — Learn how. Formulas, Processes and Analytical service. Catalog free. Y. TRAXLY CO., Washington, D. C.

37 MILES ON 1 GALLON OF GASOLINE? Amazing new improved Gas Economy. 3,500,000 older models sold. Reduces auto upkeep; sells easy; big profits. Free sample offer. Write quick for complete details. STRANSKY, Dept. 94, Pukwana, S. D.

ANIMALS, BIRDS AND PETS

ANIMALS, BIRDS, SNAKES OF ALL kinds. SNAKE KING, Brownsville, Tex.

BEAUTIFUL REGISTERED BULL Pups, \$10. BULLDOGS, 501 Rockwood, Dallas, Tex.

EIGHT BEAUTIFUL WHITE Horses. Pink skinned, dark eyes, 3-5 years old. Showy, gentle. GUY L. MULLISON, Ann Arbor, Mich.

LARGE WILDCATS, \$10.00; RACOONS, Foxes, \$6.00; Skunks, \$5.00; Opossums, \$2.00. "RATTLESNAKE JOE," Oakley, S. C.

BOOKS

RASHNESS COMPLICATES DIFFICULTIES. Read "The Mystery of Life" for guidance. Explains Life's problems. Refutes Darwinism, Darrow's book and movie. Lively criticisms and a running history of the world. Study while you work. Cloth, 352 pages, \$1.50; Leatherette, \$1.00. Fellowships and scholarships. International Educational Foundation to purchasers. Solicitors wanted. PUBLISHERS, 3838 Laclede, St. Louis, Mo.

BUSINESS OPPORTUNITIES

ADVERTISE—INCH DISPLAY IN 27 magazines, \$1.00. E. L. DAWE, Publisher, 6249-A Merston, Philadelphia, Pa.

ADVERTISE IN RURAL WEEKLIES — Lists free. MEYER AGENCY, 4266B Hartford, St. Louis.

BIG PROFITS CASTING ART NOVELTIES. Plaques, Pottery from cheap local materials. Sell 6 times cost. Master Molds, \$10 up; booklet free. COLOCRETE, Holland, Mich.

OUR SPARE TIME HOUR OFFER nets you \$1.80; no capital required; particulars for stamp. THLO COMPANY, Box 125, Woodside, N. Y.

SELL BY MAIL — BOOKS, NOVELTIES. Bargains. Large profits. Particulars free. F. ELFCO, 526-S Dearborn, Chicago.

WANTED — YOUNG PIANO AND Guitar Players to introduce a new song in musical homes. Good commission. JOSEPH W. OUBADNIK, Kewanee, Wis.

101 WAYS TO MAKE MONEY — Compiled from actual instances. 25c. THE DIGEST, Room 803, 1650 Broadway, New York City.

CARTOONS

ENTERTAIN WITH TRICK CARTOONS and Rag Pictures. Catalog free. BALDA ART SERVICE, Oakkosh, Wis.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. No machine may be advertised as used second-hand in The Billboard until 60 days after the machine is first advertised in The Billboard by the manufacturer or distributor.

ABOUT NEW! SKIPPERS, \$4.50; Rol-Lets, \$4.50; Cubs, \$6.50; New Deal, \$13.50; Matchmaker, \$3.75; Rambler, \$9.00; Ticker, \$6.00; Speedway de luxe, \$10.00; Gody Senior, \$6.00. Order from above or come in. DONLON, 619 Washington Street, Utica, N. Y.

ALL GOOD AS NEW—IRON CLAWS, Model F, first class condition, \$85.00, f. o. b. Cleveland. MARKOFF CO., 3904 Carnegie, Cleveland, O.

ALL GOOD AS NEW—LITTLE Duke, \$35.00; Four-Way Crystal Gazer, \$6.50; Three Jacks, \$5.00; Jennings Rockaway Five Jacks, \$10.00; Puritan Venders, \$7.50; Dandy Venders, \$8.75; Whirlwind, Hand Power, \$9.50; Magic Clock, \$6.00. MARKOFF CO., 3904 Carnegie, Cleveland, O.

AMAZING VALUES! 5 ADVANCE, 4 column Cigarette Vendors, with Metal Stands, \$18.50 each; 3 Senior Five Star Final, \$14.00 each; 3 Senior Gold Coast, \$10.00 each; 10 Empire 1c Peanut Vendors, \$3.50 each; 5 Mills Penny Targets, \$4.50 each. Send on third deposit. Satisfaction guaranteed. ROBBINS CO., 1141B DeKalb Ave., Brooklyn, N. Y.

AUTOMATIC PHONOGRAPHS — Westerns, Gabel, mechanically perfect. Bargain. GUARINO, 342 East 101st, New York.

ARE YOU LOOKING FOR RECONDITIONED Pin Games, Race Horse, Slot Machines or Peanut Machines? Write today for new bargain list. We guarantee you will save some money and get some real machines. MADGE NOVELTY CO., 2440 North 29th St., Milwaukee, Wis.

BASEBALL FRONTS, \$2.50; MILLS and Jennings Front Vendors, \$10.00 up; MILLS and Jennings Jackpots, \$20.00 and \$25.00. TWIN CITY NOVELTY CO., 730 Washington, N. Minneapolis, Minn.

ERIE DIGGERS—12 FLOOB MODELS, new condition. I. SEIDMAN, 1723 S. 8th St., Philadelphia, Pa.

ERIE DIGGERS, \$20.00; IRON Claws, \$70.00; trade. LEOPOLD, Box 12, Devon, Conn.

IRON CLAWS, 10 MODEL P—GUARANTEED mechanically, all or part, \$95.00 each. BOX 78, Billboard, Chicago.

MILLS OFFICIAL PIN TABLE, \$12.50; Front Mint Vendors, \$14.00; Rebuilt Gooseneck Nickel Bell, \$40.00. Save money with Coleman's Rebuilds. List free. COLEMAN NOVELTY, Rockford, Ill.

MODEL F IRON CLAWS—PERFECT Mechanically, \$100. EXHIBIT NOVELTY CO., 1123 Broadway, New York.

SEND STAMP FOR LIST OF USED Machines. Get on our mailing list. You save money on machines and supplies. GOODEBY, 1826 East Main, Rochester, N. Y.

SLOT MACHINES — TERRITORY closed. Escalators, Dukes, Goosenecks. All makes and plays. Nearly new Coin Miniature Pool Tables, \$15.00 each. HUNTER BROTHERS, 309 Locust, Pittsburg, Kan.

SPECIAL INVENTORY SALE — 26 Columbus Penny Peanut Machines, \$3.00 each; Five Star Finals, Senior, \$10.00 each; Official Sweepstakes, new style, \$12.50 each; Cub, \$6.00 each; Rainbows, with Stands, \$2.00 each. One-third cash, balance C. O. D. BIRMINGHAM VENDING COMPANY, 1902 5th Ave., N., Birmingham, Ala.

WANTED TO BUY—MILLS SILENT Jackpot Machines. Will buy any quantity and pay cash. ROCK-OLA MFG. CORPORATION, Chicago, Ill.

10 MILLS NICKEL SILENT VENDERS and Goosenecks, serials 300,000, like new, \$45.00 each; 5 Mills Dime Jackpot Bells, \$25.00 each. Third deposit. CHEROKEE NOVELTY CO., Cherokee, Okla.

COSTUMES, WARDROBES

ORCHESTRA ETON JACKETS, \$2. Bargains Scenery, Chorus Wardrobe, Minstrel Suits. Free lists. WALLACE, 2416 North Halsted, Chicago.

FORMULAS

CHEESE CHIPS FORMULA, \$1.00. G. JEANGUENAT, 518 Vanburen, Dixon, Ill.

FORMULAS—INTERESTING LITERATURE free. H. BELFORD, 4042 N. Keeler, Chicago.

SELLING OUT—VOID AFTER JANUARY 31, 1934. For 25c get 50 Formulas for street goods. Act now! MAT PITTMAN, Parkville, Ky.

START BUSINESS WITH 3 FORMULAS, \$1.00. Paint without oil, renew batteries, artificial gold. FASMAIL SALES, Monroe, Mich.

SUCCEED WITH YOUR PRODUCTS — Learn how. Formulas, Processes and Analytical Service. Catalog free. Y. TRAXLY CO., Washington, D. C.

500 SUCCESSFUL FORMULAS, \$1.00; worth thousands! GALLUZZO, 409 Trenton, Pittsburg, Pa.

FOR RENT, LEASE OR SALE PROPERTY

FOR THREE-YEAR LEASE—ONE OF largest equipped dance halls in Arizona. All liquor, eating and refreshment on the park included. Unless you have plenty capital to handle, please do not answer. H. M. BRELAND, R. 1, Box 151, Tucson, Ariz.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—PEERLESS, Electric, Crispette Machine, Geared Kettles, formulas, cheap. NORTHSIDE CO., 3117 Harding, Des Moines, Ia.

SEE ADVERTISEMENT CARNIVAL Section. WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa.

FOR SALE 2ND-HAND SHOW PROPERTY

BALLROOM AND STAGE LIGHTING Effects—Crystal Showers. Spotlights, etc. NEWTON, 253 West 14th Street, New York.

FOR SALE CHEAP — 36 FT. THREE Abreast Carrousel, Hawkinsville, Ga. 40 ft. Two Abreast, Dublin, Ga. 40 ft. Two Abreast, Parker Bay City, Mich. ALLAN HERSHELL CO., INC., North Tonawanda, N. Y.

LORD'S PRAYER PIN OUTFIT — Gold-Filled Pin, Microscope, Tripod, \$20.00. SHAW, 3548 Sidney, St. Louis, Mo.

MOTORS TO PULL HIDING DEVICES and hand organs. Cheap. STEEGE, 12 S. Clinton, Chicago.

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AVAILABLE FOR 1934—Sound Projectionist. Thoroughly experienced for any theatre. Locate any place. U. S. A. Actual indoor instruments furnished. Western Electric and others, any machines. Sober, reliable. Good character. PROJECTIONIST, No. 4009-A N. 21st Street, St. Louis, Mo.

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AT LIBERTY—TROMBONE. NICE TONE, good reader and swing plenty; neat appearance. I like to work. Write or wire REN HOREL, Coia, Ia.

AT LIBERTY JANUARY 12, ALTO SAX DOUBLING Clarinet, Violin. Experienced in all lines. Union. South preferred. MUSICIAN, 14 S. Marr St., Fond du Lac, Wis.

DRUMMER—RIDE, SING, FLASH, ARRANGE modern. Neat, young. COET BERSEE, Kalspell, Mont.

FIRST TRUMPET—EXCELLENT TONE, modern chofuses. Can swing A section. Want to join kicking band; New York preferred. ARNE ARNETTE, 4135 Delmar, St. Louis, Mo.

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PROFESSIONAL DRUMMER—15 YEARS' experience. Played with M. O. A. bands, musical comedy, pep shows, or what have you? Young, sober and reliable. Can cut it with anything. Join immediately. Only steady, reliable job considered. Modern outfit and appearance. Wire or write, stating all immediately. BEN FAVISE, 3782 Talmann Ave., Bellair, O.

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TROMBONE—TONE PHRASING, RANGE, intonation, modern hot chorus, etc. Experienced in all lines. Age 25. Conservatory trained. I will absolutely satisfy. Only location or jobs with a weekly salary guarantee considered. KENNETH HERTENSTEIN, 1713 Mt. Vernon St., Philadelphia, Pa.

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AT LIBERTY—Circus Drummer; loud and rotten; either Drum or Trap. Write or wire J. E. BOWMAN, 2101 Canton, Dallas, Tex.

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SEK-STUNG GUITARIST Double Accordion—Union, single, 26. Cut stuff or no notice. Ticket, Join January 8, HARRY GREER, Aetna Hotel, Danville, Ill.

AT LIBERTY PARKS AND FAIRS

CONTINUOUS STRENGTH ENDURANCE Actual Body Rocking Champ of the World. The man with the human iron spine who outrooked the world's toughest, the greatest endurance and physical culturists and set a record at Madison Square Garden that no other strength endurance athletes can surpass. Promoter, hit in positive money-making. Promoting Rocko-Ton, Rocko-Walkathon and Rocko-Racathon, as by few minutes of my personal training everybody can do the most unique and greatest strength-endurance and fat-reducing culture acclaimed thruout the world. Write or call personally. ALEXANDER MEYER, Apt. 4-E, 1735 Fulton Ave., Bronx, New York.

AT LIBERTY PIANO PLAYERS

CARL WHYTE, PIANIST—General Delivery, Davenport, Ia.

MALE PIANIST—SINGLE. DANCE BANDS, shows. Anything, anywhere. Read and fake. Write or wire all to BILLY PALOMBO, 600 Oakhill Ave., Endicott, N. Y. ja6

IF YOU ARE AT LIBERTY FOR ENGAGEMENTS AT BEER GARDENS, CAFES, HOTELS, ETC., YOU WILL FIND IT PROFITABLE TO ADVERTISE CONSISTENTLY IN THIS COLUMN.

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PIANIST—Experienced Leader or Side Man. Dance, presentation, pit. Road or location. Car. Job immediately, anywhere. PIANIST, 4 Ender St., Sanford, N. C. ja20

YOUNG LADY PIANIST—Conservatory graduate. Experienced all musical lines. Can read, fake, improvise. Can furnish lady violinist. TALKING BOTSFOOD, 1718 W. Church St., Elmira, N. Y.

AT LIBERTY SINGERS

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AT LIBERTY VAUDEVILLE ARTISTS

MAGICIAN—FOR VAUDEVILLE OR MED. Change for two weeks; work in acts; reliable performer. Write or wire SHERMPLIN, P. O. Box 416, Alliance, O. ja6

MUSICAL TEAM doubling Parts and Piano—Novelties: Xylophones, Musical Whistles, Gongs, Handaw. Single, double, snappy Xylophone melodies. Xylophone and bottle harmony. Loud, clear ringing tones. Change two weeks, Lady Chords Piano for many styles. Personality, appearance, wardrobe. Singing, dancing angles. Tap, Waltz, Clog, Buck, Substrate in acts. Man, Straight, excellent Reading Pianist. Thoroughly reliable, experienced, sober temper. Both young. Excellent vaudeville, specialty people, but not dramatic people. Stock, tab. and med. experience. Join now. Write, state salary. BOB CEAMBERS, General Delivery, Houston, Tex.

VAUDEVILLE OR MED. MAN—Age 29, play Violin and Saxophone. Read and fake, both or old time Violin. Also Sing with Guitar. Comedy or work in acts. Write BOX C-155, Billboard, Cincinnati, O.

PARK PATTERN

(Continued from page 52) coming years. This great carnival company that is to transport the big fronts and big attractions.

Walkways of Comfort

How much thought has ever been given to the construction of a park walk and yet how important the walk is! The walks in a summer park, like the buildings should be as far different from city sidewalks as the buildings are different from city buildings. Man first walked in the jungle and fields on a soft underfooting of grass, moss, etc. Nature never intended that he should be doomed to tread on cement and other hard surfaces thruout the long hours of the day. In the city these things are accepted to take the wear of the countless thousands of feet thruout the year, but in the parks these hard surfaces are not necessary. A light-colored cement surface reflects the sun's rays into a person's eyes in a blinding, uncomfortable manner on a hot day. This can be avoided by using a near-hard, black asphalt surface. Artistic designs can be worked into the walk by using different colored, crushed stone. Cater to the comfort of the amusement-seeker in every way possible.

ARMSTRONG—W. W., well-known Northwest exchange and theater man, died in Seattle General Hospital. For some 17 years he was associated with various Seattle film exchanges. Prior to that he operated a theater in Vancouver, B. C.

BEAMER—Hugh (Happy), died of smallpox at the El Paso City-County Isolation Hospital, El Paso, Tex., on December 14, and interment was made the following day in that city. He was a concessioner and was known in the Middle West and on the West Coast. Readers knowing the whereabouts of any of his folks are asked to notify the El Paso Transient Bureau, 1200 East Missouri street.

BIXBY—John D., author, passed away recently in Covina, Calif. His widow, three children, two sisters and nine grandchildren survive.

BLANDIN—Charles Granger, poet, passed away in San Diego, Calif., December 20, following a heart attack. Funeral services were held December 22.

CAMM (KAMM)—Charles, 64, died in General Hospital, Cincinnati, December 27. Early in his show career he was of the team Camm and Mack, presenting a shadowgraphic talking act. Later, for many years, he was best known as a Punch and Judy artist, also ventriloquist and magician, with museums (the old Kohl & Middleton chain for some years) and side shows with circuses. Of late years played dates in and around Cincinnati. Funeral services were conducted from the Busse & Borgman Funeral Home December 30, with interment in Vine Street Mill Cemetery, Cincinnati. He is survived by his widow, Josie; three sons; his mother, Caroline; three brothers, Edward, William and Alfred, and a sister, Lou.

CAMPBELL—Blanche Friderici, 55, stage and screen actress, succumbed to a heart attack at Visalia, Calif., December 23 while en route to a Christmas program in General Grant National Park, in which she was to have taken part. Mrs. Campbell gained fame as a reformer. Mrs. Davidson, in the stage play *Rain*. She was a native of Brooklyn, N. Y., and played on the stage and in stock and repertory companies throughout the United States. She first acted in motion pictures in 1920, when a film version was made of the stage play *29 East*. Funeral services were held in Forest Lawn Memorial Cemetery in Glendale, Calif., and cremation followed. Her husband, Donald Campbell, stage manager of Henry Duffy productions, survives.

CHRISTIAN—Mary Jo, 8, was killed as she ran in front of a train at Huntington, W. Va., December 23. She was the daughter of Shelby Christian, for 14 years, until last July, deputy tax collector for West Virginia and who is well known to all carnival, circus and fair people. Interment took place December 26.

Larry Boyd

Larry Boyd, 40, one of the most popular outdoor show executives of the past decade, died at 4 p.m. Christmas Day at Toronto, Ont., after an illness of several months. He was born in Boston.

As vaudeville performer, general agent and owner of carnival shows, as toastmaster at important banquets, Larry, as he was known to the show world, numbered his friends by the thousands.

Among the shows he was associated with were World at Home, Boyd & Linderman, World of Mirth, Boyd & Sullivan, in addition to being active in the winter promotion of indoor events for the Shrines and other fraternal organizations. He was later with the firm of Boyd & Wirth, Broadway Booking Agency, and then with Wirth & Hamid.

Always of a happy, jovial disposition, his 370 pounds wasted away to less than 250 shortly before his death, which was caused by heart trouble. He is survived by his widow, Birdie Gilbert, who was with him at the end, and a brother, Francis H., of Boston.

Showmen's League of America, of which he was a life member, took charge of the funeral, the interment taking place in Showmen's Rest in Woodlawn Cemetery, Chicago.



COOPER—Geneva, a member of the Higgins & Cooper Combination of acts, died recently.

DALRYMPLE—Mrs. Byron, of Ann Arbor, Mich., died December 24 as the result of an automobile accident near Detroit. She was returning with her husband from an orchestra engagement at Grayling, Mich.

DAVIS—Charles (Buck), 72, died December 21 at Wooster, O. He was in the amusement business for a time with the late Charles Kingsley and later operated rides with carnivals.

EMERSON—Mrs. Alice Louisa Edwards, former instructor of music at Wellesley College and concert pianist with the Boston Symphony Orchestra 50 years ago, died December 28 in New York.

ENGLE—John E., 47, balloonist, who was injured last May when his balloon fell faster than he expected in an international balloon race which started at Kansas City, Mo., died in Blodgett Hospital, Grand Rapids, Mich., December 28. His death was due to pneumonia and anaemia induced by a spinal disorder, but on his deathbed Engle doubted

that A. Gilman, a theatrical producer who died a year ago, was found dead at Nantasket Beach, Mass., December 24.

HUGHES—Stephen Michael, father of Charles Hughes, author of *The First Nighter*, radio program, died of a heart attack December 27 in Chicago.

JOHNSON—The mother of Charlie Johnson, of the vaude team of Johnson and Dean, died December 26 in Minneapolis, Minn. She was 90.

JONES—Walter E., who spent a greater portion of his life in show business, last outdoor season with the John Willander Circus, died December 18 at Dallas, Tex. He is survived by his widow, Elizabeth, of Richmond, Va., a brother and a sister.

LEIGHTON—Robert F., 70, secretary of Vancouver Racing Association, Vancouver, B. C., and veteran American racing official, died at his home in that city after a long illness. He was prime organizer of North Pacific Fairs Association and also revived racing in British Columbia. He is survived by his widow and two daughters.

LEVINE—Mrs. Jennie, mother-in-law of Mayor Louis Marcus of Salt Lake City,

OSCAR C. JURNEY

Living a life that covered important chapters in the history of amusement parkdom with which he was identified, Oscar C. Journey died, penniless, at the age of 58, in Matawan, N. J., on December 27. The date of his death offers a flashback to December 27, 1916, when a banquet was given at the Hotel Astor by the newly organized Outdoor Showmen of the World, which served as the basis for the formation of the National Association of Amusement Parks in Chicago several years later. Journey was one of the leaders in the group, which comprised, among others, the late W. H. Donaldson, founder of The Billboard; S. W. Gumpertz, general manager of the Ringling-Barnum Shows; William Judkins Hewitt, formerly of The Billboard, and Frank P. Spellman. For a brief period he was a director in the NAAP, but it was his association with Luna Park, Coney Island, that became his chief claim to prominence.

His home town was Baltimore, where he worked for the United Electric and Railways Company. Barron Collier, advertising magnate, brought him to New York to become general manager of Luna Park, a post he held for seven years beginning in 1912. He was connected with amusement enterprises in many parts of this country and Cuba, and at one time worked for the Collier interests in Florida. Among his more noted affiliations were with the Winter Garden, Detroit, and Rendezvous Park, Atlantic City. At Luna he booked many noted performers, and he is said to have been the first man to place a gas balloon into a park and the first to see the possibilities of a nitrogen lamp for outdoor illumination. He was connected with device companies and served in a promotional capacity for the Keith-Albee organization. He was an intense enthusiast on amateur riding and horse shows in general, having been president of the Essex Riding Club; at one time heading an independent film company, which enabled him to record the activities of the club via the screen.

He leaves his wife and an 8-year-old boy, who reside in Jersey City, N. J., and two children by a former marriage. Friends were awaiting arrival of a sister from Baltimore before burial, which was announced to take place in Keyport, N. J.

whether injuries suffered in the balloon accident contributed to his illness.

FOCHE—Charles, 21, aviator and film stunt man, was killed in an airplane accident at Alhambra, Calif., December 20 when his plane fell from a height of more than 500 feet.

FULLER—Doc Harry, 55, died from a stroke on December 23 at the home of his daughter, Mrs. William Robinson, at Nelsonville, O., where they were wintering. He spent seven years with the Roy E. Fox Lone Star Minstrels and has had his own vaude and med show for the last 20 years. He leaves, besides his daughter, three sons, Jack, John and Don. His wife died two years ago. Mrs. Robinson is of the vaude team Billy and Vivian Robinson. Burial was in Greenlawn Cemetery, Nelsonville.

FUENTES—Joseph, 45, retired trouper, died at a San Francisco hospital December 25. He was a native of Juarez, Mexico, and had been with Golden Bros.' Animal Circus and Al G. Barnes. Funeral services were held from the Julius Godea Chapel and interment took place in San Francisco December 29. Many friends and old-time troupers attended the services.

GILLIGAN—Edward J., 63, political leader and amusement operator of Mineola, L. I., died December 28 in Mineola Hospital. He operated the Bar Beach Pavilion, Bar Beach, L. I., and Washington Tavern, Roslyn. He also owned Long Island shore hotels.

GILMAN—Mrs. Mae A., widow of Her-

bert A. Gilman, a theatrical producer who died a year ago, was found dead at Nantasket Beach, Mass., December 24.

LYNCH—Frank T., former head property man for the American Opera Company and at the Eastman Theater in Rochester, N. Y., died last week in New York, according to word reaching Rochester friends. He was a member of the Rochester local of the stage employees' union and had a long career on the road and also as a scenery builder. He leaves his wife, Mrs. Alice Lynch, and a brother and three nephews.

MCCORMICK—William, 67, ticket seller and talker, died in New York December 22. Burial was in Pittsfield, Mass.

MCMAHON—Simon, 73, died in Middlebury, Vt., December 21 following a heart attack. He trained many trotting horses seen on fair tracks in New England.

MAUGE—Andre R., 25, French motion picture critic on the staff of *The Intransigent* and *Pour Vous*, died December 11 in Paris.

SCHLINSKY—Abraham, 69, died in Bridgeport, Conn., December 23. He was the father of Herman Schelinsky, singer and minstrel, of Bridgeport.

SCHOFIELD—Charles J., 30, husband

Arthur S. Blondell

Arthur S. Blondell, who spent 30 of his 64 years in show business, passed away at his home in Flushing, L. I., December 26. Funeral services were held at Campbell's Funeral Parlor, New York. He left a wife, the former Edith Mason, and a married son.

Blondell had been an RKO agent the last three years in partnership with William Mack. Prior to that he had been a Keith booker for 20 years and was credited with discovering and tying up important talent for Keith. Among many, he signed up Burns and Allen and Ken Murray on five-year contracts. He broke into show business about 30 years ago when he worked for the Mrs. Mayerhoff's Agency, then joining the Rich and Plunkett Agency for three years. From there he went to Keith. He was one of the most popular and beloved agents on Broadway.

of Florence Scofield, singer, died at his home in Los Angeles December 26.

SCHUMACKER—Susan, 21, died in Southport, Conn., December 25 after a short illness. She was a singer over Radio Station WICC, Bridgeport.

SNOW—Charles Brooks, 55, president of the Maine Music Company and at one time an executive of the Victor Talking Machine Company in Camden, N. J., died in Portland, Me., after a brief illness. He is survived by his widow and three sisters.

WATSON—Harry Lee, died December 24 at Lewisburg, Pa. He was a well-known showman and band leader, his last engagement being with C. R. Leggett Shows. His mother, brother and son survive.

WEBBER—Bernard, 32, radio singer, died December 28 in Los Angeles as a result of injuries suffered in an automobile accident three weeks ago. Webber was formerly a singer in vaudeville and his last stage appearance was at the Paramount Theater in Los Angeles. He is survived by his widow and a daughter.

WHITNEY—Cheney F., past president of Ontario County Fair Society, died at his home in Canandaigua, N. Y. He leaves two sons and two daughters.

WINEMAN—Mode, 68, camera artist, died in St. Luke's Hospital in Altadena, Calif., December 22 as a result of complications following an operation. Funeral services were held in Pasadena, Calif., with cremation following at Mt. View. Years ago Mr. Wineman wrote short stories and plays.

MARRIAGES

BORZAGE-COOPER—Lew Borzage, assistant film director and brother of Frank Borzage, motion picture director, and Pearle Cooper were married in Las Vegas, Nev., December 21.

BRUMBAUGH-WILKINS—The marriage of Margaret Wilkins, of Bluffton, Ind., to Herman Brumbaugh, of Wells County, Ind., took place December 21 at Petroleum, Ind. The bride is a soloist, broadcasting regularly over Radio Station WWOV, Fort Wayne, Ind.

CALLAHAN-CORIO—Ann Corio, often called the "Sweetheart of Burlesque," was married Christmas Day in Toledo, O., to Emmett Callahan, an executive in the Empire Burlesque Circuit.

DELPHIN-WINTERS—Magdalline Delphin, of Hawaiian Entertainers, now with Harris & Winters Museum in Detroit, was married October 16 at South Bend, Ind., to Emma Winters.

FINNA-PALMER—Bee Palmer, dancer, announced in Chicago on December 27 that she married her pianist, Jack Finna, several weeks ago at Wakegan, Ill.

FLYNN-BAKER—Emmet J. Flynn, former motion picture director, and Nita Baker, Mr. Flynn's nurse, were married December 20 in Miami, Fla., according to information received by friends in Hollywood, Calif.

GARCIA-DANIEL—Edith Corinne Daniel, of San Antonio, a tap dancer, and Gilbert G. Garcia, of Mexico City, nonprofessional, were married Christmas Day in the Alamo City. Honeyymoon will be spent in Europe, after which they will return to reside in Monterey, Mex.

GORDON-BAKER—Robert Gordon, vaudevillian, married Gloria Roberta Baker, stage and screen actress, in San Francisco, Calif., December 26.

HANNA-PORTER—Phil Hanna, singer

In "The Three Cheers," radio act with Al Pearce and His Gang, was married December 26 in Los Angeles to Ruth Porter.

HARRIS-BULLOCK—Virginia Bullock, daughter of Mr. and Mrs. J. S. Bullock, and John H. Harris, nonprofessional, of Chattanooga, Tenn., was married in the Catholic Church in Tusculuma, Ala., on December 9. They will reside in Florence, Ala.

LUTZ-BRYANT — Phyllis Bryant, known professionally as Yvette, dancing violinist, was married to Harry Lutz, nonprofessional, in Denver, Colo., December 24.

MODISSETTE-PERCIVAL — Isabel Percival, writer, and Arthur Philip Evans Modisette were married recently in Yuma, Ariz.

O'SHEA-CARTER — Danny O'Shea, stage and screen actor, was married to Mary Carter at Bountiful, Utah, December 21. O'Shea, who has been entertaining in a Salt Lake City, Utah, night club, will return to Hollywood, Calif., soon to fulfill a film contract.

SANGER-FORERO — Tom Sanger, who has been a nationally known clown, and Bernadine Forero were married at Walton Heights Methodist Church, Baltimore, December 27.

STEVENS-McMAHAN—Franklin Connah Stevens Jr. and Betty Leonarda McMahan, motion picture actress, were married in Beverly Hills, Calif., December 20. This is the second marriage of the couple.

COMING MARRIAGES

Valda Katherine Kurlie, actress and widow of Robert H. Kurlie, cameraman for Warner Bros., and Gerald S. Marvin, San Francisco merchant, announced

their engagement recently. They plan to be married in March.

Announcement was made of the coming marriage of Ruth Hans, Fort Wayne, Ind., to Tommy Longworth, also of Fort Wayne, December 23. The wedding will be an event of the early spring. Mr. Longworth is a member of the Henry Lange Orchestra, now playing nightly at Berghoff Gardens, Fort Wayne.

The engagement has been announced of Jack Schwartz, owner of the West End Theater, of Bridgeport, and an executive of the Motion Picture Theater Owners of Bridgeport, to Hannah Saper.

BIRTHS

An 8-pound boy was born to Mr. and Mrs. Andrew Saso, of Portland, Ore., on December 22. Mr. Saso is one of the veteran managers for John Hamrick, in charge of Music Box Theater, formerly the well-known Heilig house.

DIVORCES

Virginia Shelley Albertson, stage actress, recently won a divorce from Frank Healey Albertson, motion picture actor in Los Angeles.

Gladys Gottler filed a petition for divorce December 26 in Los Angeles from Archie Gottler, songwriter and director at Columbia picture studios and former unit manager for Fanchon and Marco.

Louise A. Bradbury recently sued Bob Steele, motion picture cowboy, for divorce in Los Angeles.

Luella Gear, actress, filed suit for a divorce recently from G. Maurice Heckscher in Reno, Nev.

Kathryn Barnard, motion picture actress, recently was awarded a divorce

from Homer D. Barnard, aviator, in Los Angeles.

Agatha T. Hopper, stage and screen actress, filed a divorce petition against Arthur B. Hopper recently at Reno, Nev.

Fern Ross, motion picture actress, known as the "Baroness Fern Andre," filed a suit for separate maintenance from McCauley Ross, stage and screen actor, better known as Ian Keith, December 20 in Los Angeles.

Mrs. Katherine Titus White, of Chicago, was granted a divorce December 26 from Major J. Andrew White, of New York, one of the founders and former president of the Columbia Broadcasting System. Major White is now head of a film producing company.

Frank Foti, leader of the Bridgeport (Conn.) Symphony Orchestra, was granted a divorce from Nina Foti in the Superior Court at Bridgeport on December 22.

Isler Greater Shows

CHAPMAN, Kan., Dec. 30.—During the last three months, outside of bringing in fuel from the farm, very little activity has been noticeable around the well-equipped quarters of Isler Greater Shows.

Mr. Isler has been making frequent business trips lately relative to bookings for the coming season, and from his good nature and the habitual smile things must be lining up to his expectations. The show for next season will be about the same in size as last year.

Personnel now at quarters include: Trainmaster, Mr. and Mrs. Whitey Emerson, Mr. and Mrs. John Draughn, Mr. and Mrs. Blackie Ellis, Mr. and Mrs. Ellsworth McAtee, Mr. and Mrs. Rodney Krall, Jim Lingo, Frenchie Jackson, Lola

and Brewster Thomas, Robert Simmons, Stump and Hattie Davis.

New arrivals are Mr. and Mrs. H. E. Brooks. Mrs. Brooks, professionally known as Athleta, last season with Russell Bros. Circus, has been contracted by Mr. Isler as free attraction for the coming season.

Mr. and Mrs. Louis Isler were hosts to a few invited guests at a wonderful Christmas dinner. After dinner bridge was in order. During the party Howard Brooks and Whitey Emerson came up missing and Mr. Isler, upon investigating a commotion in the living room, where the children were, found the two playing with Jerry Isler's toys, Brooks getting a big kick out of hearing a doll say "mama," and Emerson trying to make a miniature train run uphill. Everyone present certainly enjoyed themselves and declared Mr. and Mrs. Isler perfect hosts.

Patsy Emerson is receiving many well-deserved compliments on her excellent cooking and baking from the folks about quarters. WALTER DALY.

Only Rides, Concessions

SOUTH BAY, Fla., Dec. 30.—Berney Smuckler, general manager Royal Palms Shows, stated today that on account of certain newly enacted tax laws his show was operating at still dates only rides and concessions, altho this ruling had no effect on bona fide fairs.

He also stated that the Tampa Police Benefit week, which he confidently expected to be a big success, was a dismal flop, financially and otherwise. Smuckler, however, is pleased on the whole with business for the winter time.

LETTER LIST

- (Continued from page 67) Beattie, Lou LaMarr, Nettie LaRue, Leone LaTour, Yvonne Lemley, Ben Leslie, Veda McLain, Dorothy Marshall, Bernice Morton, Josephine Mason, Jeanne Mass, Bobby Mathen, Bertha Maton, Tex Mescherin, Mrs. Milford, Yvonne Miller, Norda Monroy, Marjorie Carter, Elizabeth Chandler, Mrs. Marie Mottis, Violet Marie, Miss Bobby Oison, Mrs. Paul Cox, Louise, Mrs. C. H. Curley, Macy DeLaney, Eleanor Delmar, Ethel DeSylvia, Sylvia Dixie, Elsie Dixon, Jean Douglas, Catharine Dumont, Cleo Dubace, Mindell Ehrlick, Mrs. B. Elman, Miss Gerry Ferris, Katherine Flannigan, Mildred Furrine, Francis, Rae Greaver, Ona Hamilton, Frances L. Harwood, Arlene Ingram, Margaret Jacobin, Mrs. Frank Johnson, Mrs. Harry Espey Kelly, Jeannette & Jack

- Goodman, Wm. S. Goshert, Joe. E. Gray, Bruce Gray, C. O. Gray, Owen Gregory, A. Gregory, Fred H. Haas, Oscar Hager, O. K. Hansen, L. K. Hansen, L. K. Harris, Sky J. Harrison, Bobby Harvey, E. Howard Huebner, L. R. Ingraham, Dr. E. C. Jacobin, Frank Jacobin, Joe J. Jacobin, Johnny Jones, B. O. Julian, Frank Kaiser, L. Kaula, Charlie Keagh, Art Kelly, Emmett Ketchum, Jerry Kelsner, W. Kemp, Walter King, Howard Kirtes, Pete Kroll, Jack LaFrance, Fred Laughter, Carl Lates, J. Lipsky, Maurice Little, Marvin Litchton, Ray Lloyd, Russell Long, Billie McCauley, Jr. McFarland, (Mickey) McIntyre, James Mac, Cuban A. MacGowan, J. Terry George Martin, Al Mason, S. L. Meyer, Bill Meyers, Wm. K. Milton, Billy Monaghan, Henry Moore, I. S. Morris, David Muto, Francis Nelson, E. Sunkist Nelson, E. Eddie Nichols, Les O'Brien, Geo. A. O'Neil, Thomas Oakes, Al O'Brien, Paul Parks, Joe A. Plunk, B. F. V. P. Reddy, Frank P. Reilly, Ben Rhodora, Jack Rita, and Dunn Robinson, Leo Roland, Jeff Ross, James Salter, Vern J. Santley, Joseph Saperstein, D. M. Saunders, Alex Schlegel, Hans Schuler, Frank Schwartz, Paul Scott, Charles L. Scott, Richard Seals, A. W. Pickard Septon, Thomas Shy, Babe Shnell, J. Sigstrand, Pete Sierman, Roy J. Simpson, Jack Smilts, The Sohn, Harry Soleda, Jose Sorow, B. J. Spurrer, Frank Stearns, Pete Stearns, C. G. Sullivan, Arthur Swift, G. A. Tetsuwan, E. Thimman, Morris Thornton, Bob Troy, R. C. Unger, Major Jim Vance, Frederick W. Walker, Timothy Wanke, Oscar C. Ware, Dick Waters, Guy White, Paul B. Webber, Arthur Williams, Willie

- West, Miss Bobbie Waceler, Mrs. Esther Winnie, Winsome Wolfe, Mrs. Francis Woolfe, Dorothy Jukes, E. James Klumburg, Manuel Kimball, Lee King, Tommie Kings, Two Kumpel, Henry Larson, Paul Love, Joe Mansfield, Robert Manual, Russ Murphy, Theodore Nelson, Harold E. Nesterman, Eddie O'Connell, Pat Opsal, Abe N. Owens, Joe Pierson, Alton Pierson, Master Parker, Tom Peres, Charles Pierson, Alton Pierson, Master Reinhardt, Edwin Remy, Eugene Rhoades, Jess Robertson, Alvin Rumbley, Eldridge Shelton, C. Red Singleton, "Heavy" Stennett, Billy Stone, J. M. Stowman, W. A. Thompson, C. C. Trookett, Dave Van Liddh, G. C. Varner, Paul F. Waring, Fred & W. W. Duke Boyce, B. B. Bradford, Speed Bress, W. M. Brewer, R. D. Brewer, R. D. Brittain, M. O. Broughton, Harry Brooks, Arthur E. Broussard, W. Bruce Brown, Ray Bryer, Ollie Chambers, T. Burke, D. J. Burlingame, Dennis Calkins, C. F. Cassted, E. W. Castine, Bruce Chambers, Bob Chambers, J. T. Chambers, Winford Cheome, Mike Cholet, Paul Chvala, Frank Cochran, A. Cook, Fred K. Cooper, F. L. Corbin, Roy Crawford, C. N. Crawley, G. N. Cullinham, Melvin Gilbert, Rita A. Hackett, Hazel Hampton, Arline Hason, Marie Hill, Ruth Hudspeth, Mrs. Elsie Howk, Eva Humphries, Bert Hughes, Mrs. Helen Jenkins, Helen Jenkins, Mrs. Besale Johnson, Jean Kelly, Mrs. Thelma Kelly, Mrs. James Kline, Iola LaMont, Mrs. LaZona, Madam Leonard, Helen McCoy, Mrs. McLaughlin, Marie McMahon, Wanda McNally, Mrs. Mable Goldie Madden, Alma Martell, Anna Mulr, Mrs. Mabel Anderson, Babe Apple, Jack Day, Ed DeGuerra, Vincent Delaney, Pat DeLara, Ed Delmar, Arrial Detrick, T. L. Diamond, J. W. Doyle, S. B. Droun, R. C. Edward, Joe Emanuel, Blats Erwin, C. J. Evans, Bob Gypsy Evans, Brit Gorman, George Everett, Budcaud Farrar, Fay A. Farrell, Scotty E. Ferguson, Merl Fisher, Willis Flurry, Fred Fox, Joe Gorman, Billy Frenlenburgh, J. Russell Fulkerson, Rubie Fuller, Sid Gates, J. C. Gee, Raymond Germano, Tony Gibson, Jack Gilbert, O. G. Glyn, Harry Godbey, Arnold D. Goldston, A. G. Goodwin, Joe E. Gordon, George Gorman Bros. Show Gosnell, Raymond Gough, Thos. CHM Grandl, Art Grimes, Forrest Gray, Jimmy Guntherless, Everett

- Novarro, Mrs. Mariann Niquette, Irua Lee Parks, Mary Jane Perkins, Grace Pierce, Laura Pohlman, Alice Ray, Ann Ray, Helen Roberts, Jackie Robinson, Mabel Schofield, Dorothy Scheier, Mrs. Mauda F. Silver, Sue Smith, Mrs. Marie Star, Mrs. May Streater, Jewel Sutherland, Beverly Swain, Marie Swain, Mrs. Taylor, Mrs. Jack Tetz, Mrs. Fletcher Howard S. Tyndall, Thelma Williams, Betty Lee White, Mrs. Mary Whitehill, Mrs. Wright, Harryetta Crowe, E. C. Davis & Sons Shows King, Arthur King, Arthur Kreus, F. H. LaBee, Ed LaMont, Geo. A. Lang, Walter Larsen, Wm. Leonard, Robert Laughlin, H. L. Lee, Alvin B. Lucas, George Lucas, Harry A. Lucia, J. D. Luigi, Jimmy Lupo, Sam Lyle, Cliff McCabe, F. M. McDonald, J. L. McCondonald, Danny McGregor, H. G. McLaughlin, Harry McLaughlin, Bill Mack, Red Magic City Shows Mamos, Mrs. Martin, B. F. Matlock, Capt. R. Martin, Ted Miller, Harry Miller, Harry Minner, Clyde Minner, H. J. Mitchell Troupe Mitchell, Lee Moody, Ralph Matherwell, Thos. Mullens, Joe Murphy, Don Murphy, Ed Irish Murphy, Edward G. R. Murphy, Ted Naul, El Newman, Howard Nolan, George O'Hara, Robert Parker, C. W. Parke, C. W. Shorty Patehally, A. S. Perry, J. N. Peterson's, Louis Pety, J. L. Phillips, Geo. Fickens, Oren Pierce, George Price, Jack Pugh, Jenny Qualls, J. C. Reed, Bonnie Reed, Charley Reed, David L. Rice, G. L. Roach, Pat Roberts, Prof. Robertson, Robt. Ross, J. H. Ross, Martin Ross, Billie Ross, Harry A. Roy, Roy & Joy Rudat, Alvin Ryd, Ed Sanders, Rex Sanders, Billy Schwartz, Herman Scott, George A. Shaffer, Sammy Sherman, C. E. Sherman, C. B. Sherwood, Don D. Sikes, Bob Sieder, Joe Silver, Hal Slaughter, Vernon Slipinger & Wife Smith, Bert Smith, G. H. Smith, Webb K. Snyder, William Spencer, Silas Spillbury, Accord Stanley, Gus Stanley, Paul Starkey, Phil Starkey, Danny Steffen, Johnny Steiner, A. E. Stevenson, R. E. Stone, Frank Strong, Jim-Tom Strang, Chas. Stump, Dr. C. L. Sweeney, Thos. L. Taylor, L. E. Texas Shows Tharp, Bristol Tharp, Silas B. Thues, Bill & Bess Thomas, Jack Thompson, Ed Whitely Townsend, George Townsend, Wally Troy, Ray C. Tyner, S. O. Vernon, G. Francis Vernon, C. A. Vogt, A. C. Wagner, Carl & Ruth Warner, Jay Wells, Delmo West, Sim Whetson, F. D. Wilkins, J. E. Williams, Roy Black Williams, Ed Wilson, Bill-Mike Wilson, Dore-Mary Wilson, Donnie Wilson, H. A. Bert Wilson, Harry Winter, J. E. Winter, J. E. Wisn, Ralph Wisn, Jack Wisn, T. D. Wyman, B. J. Xander, Beni Zaitsev, Fred Zarrington, Ray Zosi, Prince

Gentlemen's List

- Acans, Clement Adams, Fred Adams, Hugh Adams, Nye Adams, Joseph Allen, Casey F. Amok, Jimmie Amok, Harry Anderson, R. G. Anderson, Wm. Andrich, Peter Ansel, A. Antoniano, Carl Armento, Paul Arnold, L. B. Australian Waites Bean, Ward Beckwith, Benny Bell's Hawaiian Revue Bernard Floyd Bletch, Edw. Bills, Chas. Bink, George Binkley, B. H. Bosworth, Jud Bosworth, Chas. B. Boyd, J. M. Bradley, George Brennan, William Brink, Harry Butler, S. W. Callahan, Frank Callcott, Wm. L. Carmello, Fred Carter, Guy Childs, George A. Childs, Fred Clay, Robert Collins, Obstatophor Collicott, Wm. F.

Ladies' List

- Aldridge, Mrs. Sammy Bartlett, Ann Oash, Mrs. Stewart Oash, Evelyn Coleman, Alicia Cutler, Mrs. Billie Davis, Mrs. Noble Davis, Mrs. Lena Lee Davis, Mrs. R. W. Edwards, Cedora Evans, Mildred Gibson, George Gill, Mrs. C. W. Grenson, Doris Grenson, Feggie Harvey, Mrs. Pearl Hellman, Mrs. Meri Howard, Mrs. Pauline LaRue, Mrs. Jack LeBrell, Mrs. Edna Medusa, Child Moore, Mrs. Helen Murphy, Mrs. Edith Pearson, Mrs. Wm. Pierson, Mrs. Mabel Pierson, Caroline Slaughter, Mrs. Spencer, Edna Stark, Mabel Stolz, Jean

Gentlemen's List

- Anderson, Babe Apple, Jack Day, Ed DeGuerra, Vincent Delaney, Pat DeLara, Ed Delmar, Arrial Detrick, T. L. Diamond, J. W. Doyle, S. B. Droun, R. C. Edward, Joe Emanuel, Blats Erwin, C. J. Evans, Bob Gypsy Evans, Brit Gorman, George Everett, Budcaud Farrar, Fay A. Farrell, Scotty E. Ferguson, Merl Fisher, Willis Flurry, Fred Fox, Joe Gorman, Billy Frenlenburgh, J. Russell Fulkerson, Rubie Fuller, Sid Gates, J. C. Gee, Raymond Germano, Tony Gibson, Jack Gilbert, O. G. Glyn, Harry Godbey, Arnold D. Goldston, A. G. Goodwin, Joe E. Gordon, George Gorman Bros. Show Gosnell, Raymond Gough, Thos. CHM Grandl, Art Grimes, Forrest Gray, Jimmy Guntherless, Everett

ST. LOUIS OFFICE

890 Arcade Bldg., Eighth and Olive Sts.

KANSAS CITY OFFICE

424 Chambers Bldg., 18th and Walnut St.

Ladies' List

- Abbott, Fay Bessie Besty, Mrs. O. J. Braslin, Johnnie Britton, Mrs. E. E. Brown, Mrs. E. E. Burns, Mrs. Mary Emma Burns, Mrs. Georgia Caska, M. E. Cobb, Cassie S. Cook, Edna Cooper, Mrs. Corrmier, Mrs. Blatia Oestilo, Mrs. Bu Culvert, Mrs. Frank Ounningham, Mae Dean, Billie Dumas, Dorothy Dushane, Mrs. Bobbie Dutscher, Jean Eagan, Madam Earle, Mrs. Billy Edwards, Estelle Ferguson, Mrs. Arthur D. Fox, Dolores Fox, Lillian Fullin, Bessie Fullin, Mrs. Chas. Gibson, Mrs. Betty Gilbert, Mrs. Frank

VAUDE-PRESENTATIONS

Abbott Girls, Twelve (Pal.) Cincinnati.
Adair & Richards & Co. (Loew) Jersey City, N. J.
Adams, David (Alamo Nite Club) San Antonio, Tex.
Alexander & Santos Revue (Loew) Canton, O.
Allen & Kent Foursome (Boulevard) New York.

Bacon, Virginia, & Co. (Gates Ave.) Brooklyn.
Benny, Jack (Albee) Brooklyn.
Benny, Jack, Revue (Albee) Brooklyn.
Berle, Milton (Pal.) Chicago.
Bernice & Emily (Albee) Brooklyn.
Bernie, Ben, & Orch. (Earle) Washington, D. C.
Berns, Fred, & Orch. (Paradise) New York.
Berry's, Harry, Sunlight Vanities - Marion Bernier, O'Haries & Bobbie, C. Cassell-Glucas, Mary Keith, Theo. Keith, Betty Rogers (Grenada) Beaver Falls, Pa., 3-6.
Bick & Sully (State) New York.
Boice & Marsh (State) Newark, N. J.
Brems, Fitz & Murphy Bros. (Loew) Montreal, Que.
Brownlee's, Pop, Hickville Follies (Capitol) Waverly, N. Y., 8; (Tlogay) Owego 9-10; (Sayre) Sayre, Pa., 11; (Strand) Sunbury 12-13.
Brusloff, Nat, & Orch. (Century) Baltimore.
Burns, Harry, & Co. (Met.) Brooklyn.

California Revels (Loew's Fox) Washington, D. C.
Carney, Bob, & Jean (Gates Ave.) Brooklyn.
Carr, June, & Harry Martin (Loew) Akron, O.
Cass, Mack & Owen (Century) Baltimore.
Casting Stars (Century) Baltimore.
Caveness, The (State) Lowell, Mass., 3-5; (Loew's State) Boston 6-7.
Chain & Brinson (Gates Ave.) Brooklyn.
Charles & Bobbie (Rivoli) Ebensburg, Pa., 1-3; (Granada) Beaver Falls 4-6.
Clark's, Harry, Unit (Royal) Savannah, Ga., 1-3; (Royal) Columbus 7-8; Thomasville 10-12.
Climas, Four (State) Newark, N. J.
Collaeano, Con (Met.) Brooklyn.
Collins & Peterson (Academy of Music) New York.
Conville, Frank (New Lafayette) Buffalo.
Cooper & Pickert Revue (Loew) Montreal, Que.
Covecks, Three (Fox) St. Louis.
Cotton Club Revue (Pal.) Cleveland.
Croyer, Jesse (New Lafayette) Buffalo.

Dancing Ages (Loew's State) Providence, R. I.
Davis, Benny, & Gang (State) New York.
DeMay, Moore & Martin (Boulevard) New York.
DePalce, Guido (Rainbow Garden Nite Club) Bridgeport, Conn.
DeLong Sisters, Three (Earle) Washington, D. C.
Demarest, Wm. (Loew's State) Providence, R. I.
Diamonds (Met.) Brooklyn.
D'Orsay, Miff (Academy of Music) New York.
Earns & Clark (Keith-Albee) Huntington, W. Va.
Edgy, Wesley (St. Louis) St. Louis.
Eklins, Five (Met.) Boston.
Ellington, Duke, & Band (Mainstreet) Kansas City, Mo.
Evans, Jas., & Co. (State) Newark, N. J.

Fabelle, Phil, & Orchestra (Albee) Brooklyn.
Farrell, Lillian (Rainbow Garden Nite Club) Bridgeport, Conn.
Fifty Million Frenchmen (Orph.) Minneapolis.
Forsythe, Semon & Farrell (Loew) Montreal, Que.
Frescott, Norman (Pal.) Chicago.
Friganza, Tridie (Orph.) New York.
Fuller Bros. & Sister (Fox) San Francisco 5-11.

Gine, De Quincy & Lewis (Paramount) Brooklyn.
Gleason & Allyn (Bijou) Savannah, Ga., 1-3; (Vodvil) Columbus 4-6; (Strand) Thomasville 7-9.
Gordon's, Al, Dogs (Old Roxy) New York.
Gould, Sol (Orph.) New York.
Gracella & Theodore (Regent) Paterson, N. J.
Greenwich Village Follies (Keith) Columbus, O.
Gregory & Raymond (New Lafayette) Buffalo.

Hall & Pillard & Co. (Loew) Akron, O.
Hamilton, Kay (Pal.) Cincinnati.
Harrison's, Happy, Circus (Orph.) New York.
Harris, Lydia (Orph.) Boston.
Helena, Edith (Paramount) Newark, N. J.
Heller, Jackie (Earle) Washington, D. C.
Hickey Bros. (Orph.) Boston.
Hilton & Garon (Century) Baltimore.
Honey Family (Pal.) New York.
Howard, Harry (Boulevard) New York.
Howe, Leonard & Alice (St. Louis) St. Louis.
Hudson Wonders (Pal.) Cincinnati.

Ingenues, The (Regent) Paterson, N. J.
Jans & Lynton Revue (Loew) Akron, O.
Joe, May & Doty (Loew) Montreal, Que.
Jones, Joseph Pope (Loew's State) Providence, R. I.
Karr & LeBarron & Co. (Pal.) New York.
Kay, Hamlin & Kay (Paradise) New York.
Kulleen, Madeline (Pal.) Chicago.

LeMarr, Jack, Co. (Rainbow Garden Nite Club) Bridgeport, Conn.
Langford, Francis (Paradise) New York.
LeSalle, Jack (Rainbow Garden Nite Club) Bridgeport, Conn.
LaVerre, Earl (Capitol) Trenton, N. J.
Leavitt & Lockwood (Loew) Jersey City, N. J.
Lee, Johnny, & The Lees (Paramount) Brooklyn.
LeVan & Watson (Orph.) Boston.
Lewis, Ted, & His Revue (Earle) Philadelphia.
Lewis, Welcome (Met.) Brooklyn.
Llased Troupe (Paramount) Brooklyn.

ROUTE DEPARTMENT

When no date is given the week of December 30-January 5 should be supplied. In split week houses the acts below play January 3-5.

Livingston, Mary (Albee) Brooklyn.
Long & Squires (Boulevard) New York.
Lordens, Three (Strand) Cincinnati.

Mack, Freddy (New Lafayette) Buffalo.
Mamaux, Al (Gates Ave.) Brooklyn.
Mason, Tye (Paramount) New York, N. J.
Masters & Grayce (Strand) Cincinnati.
Maxellos (Pal.) Chicago.
Maximo (Loew) Montreal, Que.
May, Janet (State) New York.
McArdle, Jack (Princess) Victoria, Tex.
McCormic, Mary (Paramount) New York.
McLellan, Jack, & Sarah (Pal.) New York.
Merrill Bros. & Sister (State) Winston-Salem, N. C., 4-6.
Michon Bros. (Loew's Fox) Washington, D. C.
Midway Nights (Keith) Dayton, O.
Miller, Miriam "Babe" (Met.) Boston.
Mills, Gold & Raye (Albee) Brooklyn.
Murphy, Bob (Loew) Canton, O.
Murray, Ken, & Co. (Pal.) Cincinnati.
Murray, Lee, & Co. (Loew's Bay Ridge) Brooklyn.
Murray & Moss (State) Newark, N. J.

Nolan, Paul, & Co. (Fox) St. Louis.
Novis, Donald (Paramount) Brooklyn.
N. T. G.'s Revue (Academy of Music) New York.

O'Connor Family (Strand) Cincinnati.
O'Neill & Manners (Loew's Bay Ridge) Brooklyn.
Robins & Johnson (Fox) Detroit.
Olympic, Three (Boulevard) New York.
Ondek, Steve (Rainbow Garden Nite Club) Bridgeport, Conn.

Fallenberg's Bears (Loew) Jersey City, N. J.
Park & Clifford (Orph.) Boston.
Parker, Lew, & Co. (State) Newark, N. J.
Robinson, Joe (Paramount) New York.
"Petco the Our Gang Dog (Loew) Canton, O.
Pete, Peaches & Duke (Orph.) New York.
Prentice, George (Old Roxy) New York.
Price, Post (Century) Baltimore.
Pritchard, Emma (Shadowland) San Antonio.
Purl, Marie, Unit (Indiana) Marion, Ind., 3-6.

Ray & Rudell (Gates Ave.) Brooklyn.
Remos, Paul (Old Roxy) New York.
Rhythm Rascals, Three (Fox) Philadelphia.
Ritz Bros. (Fox) Philadelphia.
Robinson, Bill (State) New York.
Rogers, Frank (Strand) Cincinnati.
Rose, Harry (Loew's Fox) Washington, D. C.
Rubinoff (Pal.) New York.

Sailors, Three (Loew) Jersey City, N. J.
Sanderson & Crummit (Loew's Fox) Washington, D. C.
Sargent, Jean (State) New York.
Sheldon, Gene, & Co. (Fox) St. Louis.
Sherman, Hal (Met.) Boston.
Shields, Frank (Loew's Bay Ridge) Brooklyn.
Sidney's, Jack, Revue (Orph.) Boston.
Silver, Burns & Bernice (New Lafayette) Buffalo.
Small, Harry, & Sisters (Loew) Canton, O.
Small, Mary (Pal.) Chicago.
Smith, Kate, Unit (Valencia) Jamaica, N. Y.
Snake Hip Revue (Rainbow Garden Nite Club) Bridgeport, Conn.
Stanley, Julian, Collegians (Indiana) Marion, Ind., 3-6.
Starnes, Jack, & Co. (St. Louis) St. Louis.
Stone & Vernon Four (Capitol) New York.
Strike Me Pink (REO Keith) Syracuse, N. Y.
Student Prince (REO Pal.) Rochester, N. Y.

Tankai & Okim (Loew) Canton, O.
Texas Rockets (Alamo Nite Club) San Antonio, Tex.
Thibault, Conrad (Paramount) New York.
Tom, Dick & Harry (Loew's Bay Ridge) Brooklyn.
Trado, Frank & Pete (Paradise) New York.

Wahl, Walter "Dare" (Fox) Philadelphia.
Wallace Bros. (Loew) Montreal, Que.
Walters, Walter, & Co. (Loew's State) Providence, R. I.
Weston & Griffith (Alamo Nite Club) San Antonio, Tex.
White, Eddie (Earle) Washington, D. C.
White's, George, Scandals (Proctor's Pal.) Newark, N. J.
Whiting, Jack, & Co. (Pal.) Cincinnati.
Williams, Frances (Albee) Brooklyn.
Williams, Herb, & Co. (Paradise) New York.
Wills & Davis (Pal.) Cincinnati.
Winnie & Dolly (Loew) Akron, O.
Wood, Brit (Loew) Akron, O.

Young, Hal, & Co. (Loew's Bay Ridge) Brooklyn.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked, "Address insufficient," if proper designations are not made.

EXPLANATION OF SYMBOLS
b—ballroom, c—cafe, cb—cabaret, h—hotel, nc—night club, ro—roadhouse and re—restaurant.

(Week of January 1)

Abrams, Dave (Brown Derby Restaurant) New York, c.
Adams, Johnnie (Marshall's Blackhawk) Dayton, O., nc.
Agnew, Charlie (Stevens) Chicago, h.
Alberto, Don (El Chico) New York, c.
Alfonso, Don (Place Piqualle) New York, nc.
Amen, Louis (Kleiman Cafe) East End, Pittsburgh, Pa., c.
Anderson, Andy (L'Escarrot D'Or) New York, re.
Autobal's Oubans (Maison Royale) New York, nc.
Arheim, Gus (Beverly-Wilshire) Beverly Hills, Calif., h.
Arold, Sid (Gotton Club) Joplin, Mo., nc.
Ash, Lyle (Paris Inn) Pittsburgh, c.
Ash, Paul (College Inn) Chicago, nc.
Austin, Harold (Delwood Ballroom) Buffalo, b.
Austin, Shan (Penthouse, Parkavenue Hotel) Detroit, h.

Bartal, Jenó (Ambassador) New York, h.
Beck, Marty (Gloria Palace) New York, c.
Becker, Walt (The Oasis) Billings, Mont., b.
Belasco, Al (Frolics) Chicago, nc.
Belasco, Leon (St. Moritz) New York, h.

Chas. Johnny (Merryland Inn) Chicago, c.
Gentry, Tom (Opera Club) Chicago, c.
Gerder, Claude (Parody Club) Chicago, nc.
Golden, Ernie (El Garron) New York, nc.
Golden, Nell (Burns & Kissen's Show Place) New York, nc.
Gracious, Jack (Lion's) Chicago, b.
Granata's Continental (Victor) New York, re.
Grant, Bob (Embassy) New York, nc.
Gray, Glen (Essex House) New York, h.
Green, Jimmy (Guyon's Paradise) Chicago, h.
Greene, Murray (Pelpark Palace) Bronx, N. Y., b.

Haefely, George (Empire) New York, b.
Haight, Walter (Arlington) Hot Springs, Ark., h.
Hall's Angels (Paramount) Chicago, nc.
Hall, George (Tatt) New York, h.
Hamp, Johnny (Sul Jen) Galveston, Tex., c.
Handler, Al (Vis Lago) Chicago, c.
Harmon, Dave (Piazza Ballroom) San Antonio, Tex., h.
Harris, Phil (St. Regis) New York, h.
Harrod, Buddy (Zoeny's Restaurant) New York, c.
Hawkins, Jess (Rainbow) Denver, b.
Hector, Charles E. (Touraine) Boston, h.
Henderson, Lee (Club Richman) New York, c.
Henry, Tal (Carter) Cleveland, h.
Hess, Roy (Viennese Gardens) Flint, Mich., h.
Himber, Richard (Ritz-Carlton) New York, h.
Hipes, Earl (Grand Terrace) Chicago, c.
Hoff, Rudy (Figs Ear) Syracuse, N. Y., nc.
Holt, Ernie (William Penn) Pittsburgh, h.
Hopkins, Claude (Roseland) New York, b.

Johnson, Charles (Small's Paradise) New York, nc.
Johnson, Johnny (Kenmore) Albany, N. Y., h.
Jones, Broadway (Harlem Tavern) New York, c.
Jones, Isham (Commodore) New York, h.

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Ray, Herb: (Mark Hopkins) San Francisco, h.
Kaye, Mickey: (Edgewood) East Greenbush, N. Y., nc.
Kemp, Hal: (Blackhawk) Chicago, c.
Kenny's Rhapsodians: (Stables) Chicago, c.
Kibbler, Gordon: (Edgewood Club) Albany, N. Y., nc.
King, Henry: (Pierre) New York, h.
King, Wayne: (Aragon) Chicago, b.
Kiss, Joe: (Gypsy Camp) Chicago, c.
Kohl, Harry: (Brass Rail Beer Garden) New York, c.
Kounis, Buss: (Webster Hall) Pittsburgh, h.
Kroll, Nathan: (Vanderbilt) New York, h.
Kulolai, George: (Pre-Cat) New York, nc.

Rosenthal, Harry: (Place Piqualle) New York, nc.
Roth-Andrews: (Ha-Ha) New York, nc.
Russo, Dan: (Oriental Gardens) Chicago, c.
Rutter, Harry, Synchronators: (Green Gables Inn) Limerick, Pa., nc.
Ryshanek, Will: (Schenley) Pittsburgh, nc.

LaMont, Will: (Roosevelt Hotel) Pittsburgh, c.
LaSalle: (Wivel) New York, re.
Lada, Anton: (Beverly Gardens Ballroom) Chicago, b.
Landau, Mike: (Billy Ballgahers) New York, cb.
Lane, Eddie: (Bossert) Brooklyn, h.
Lang, Sid: (Club Royale) Chicago, nc.
Larkin, Lester: (Lincoln) New York, h.
Lee, Glenn: (St. Anthony Coconut Grove) San Antonio, Tex., h.
Lehr, Ivan: (Maisonette Russe) Chicago, nc.
Lentz, Al: (Old Colonial) New York, ro.
Leslie, Len: (Bertolotti) New York, c.
Lidenton, Louis: (Metropolitan Club) Poplar Bluff, Mo., nc.
Little, Little Jack: (Lexington) New York, h.
Locke, Buster: (Gibson) Cincinnati, h.
Lombardo, Guy: (Ambassador) Los Angeles, h.
Lopez, Don: (Laurel-in-the-Pines) Lakewood, N. J., h.
Lopez, Vincent: (Chez Parce) Chicago, nc.
Lorraine, Carl: (Royal Tavern) Chicago, c.
Lucas, Clyde: (Morrison) Chicago, h.
Lyman, Abe: (New Yorker) New York, h.
Lyman, Joe: (Gayety Club) Chicago, c.

Sachs, Coleman: (Gunter Terrace) San Antonio, Tex., h.
Salma, Andre: (Chateau Frontenac) Quebec, Can., h.
Scoggin, Ohio: (Shadownland) San Antonio, Tex., nc.
Scott, William: (Montclair) New York, h.
Shafer, Joe: (Nixon Restaurant) Pittsburgh, h.
Shatel, Lou: (Playground) Chicago, nc.
Shaw, Maurice: (La Bastille) New York, nc.
Sheridan, Phil: (Davenport) Spokane, Wash., h.
Sherman, Maurie: (Venice) Chicago, c.
Simons, Seymour: (Hollywood Country Club) Hollywood, Fla., nc.
Singer, Irving: (Club Ballyhoon) Chicago, c.
Sissie, Noble: (College Inn) Chicago, c.
Smith, J. (Boulvard Gate) Chicago, c.
Smith, Jay: (Southway) Chicago, c.
Smith, Joseph C.: (El Morocco) New York, nc.
Smith, Eddy: (Winter Garden) Yakima, Wash., h.
Smith, Warren: (The Playhouse) Chicago, c.
Snyder, Mel: (Gibson) Cincinnati, h.
Snoilk, Harry: (Edgewater Beach) Chicago, h.
Spielman, Milton: (Village Nut Club) New York, nc.
Sprage, Chet: (The Levee) Memphis, Tenn., nc. 24-Jan. 8.
Steele, Blue: (Peabody) Memphis, Tenn., h.
Stein, Jules: (Rainbow Garden) Chicago, nc.
Steylan, Hershel: (Semler Tavern) near Akron, O., nc.
Stewart, George: (Ramova Gardens) Chicago, c.
Stern, Harold: (Biltmore) New York, h.
Stewart, Rex: (Empire) New York, h.

McCloud, Mac: (Beach View Gardens) Chicago, c.
McCoy, Clyde: (Drake) Chicago, c.
Machan's Rhumba: (Montmartre) New York, nc.
Magee, Sherry: (Alamo) New York, h.
Madriguera, Enrique: (Waldorf-Astoria) New York, h.
Maher, Billy: (Aloha Beer Garden) New York, h.
Mahew, Nye: (De Witt Clinton) Albany, N. Y., h.
Makins, Eddie: (Club Lesure) Chicago, nc.
Mann Bros.: (Garden Dancing Palace) Spokane, Wash., h.
Manni, Joe: (Club Lesure) Chicago, c.
Manning, Monroe: (Bastille) New York, nc.
Mapiscal, Reinaldo: (Riviera Polo & Country Club) Hollywood, Calif., nc.
Markoff, Gypsy: (Park Central) New York, h.
Martell, Paul: (Arcadia) New York, h.
Martin, Freddie: (Roosevelt) New York, h.
Martin, Nat: (Lum's Restaurant) New York, c.
Mathews, Steve: (Longview Farms) Pittsburgh, nc.
Maurice, Jack: (Majestic Ballroom) Long Beach, Calif., h.
Mayno, Artie: (Peach Orchard) Bridgeport, Conn., nc.
Melisse, Johnny: (Bohemian Garden) Detroit, cb.
Melody Masters, Henninger's: (Crystal Lake) Beaver Dam, Wis., h.
Meyer, Hans Bruno: (Manhattan Music Hall) New York, cb.
Middleman, Herman: (Show Boat) Pittsburgh, nc.
Millhouse Band: (Steamship Ollie) Chicago, c.
Moffet, Hal: (Walthall) Jackson, Miss., h.
Molina, Carlos: (Congress) Chicago, h.
Morantz, Joe: (Russian Arts) New York, nc.
Mueslett, Jimmie: (Paradise Ballroom) Huntington, W. Va., b.

Tapp, Furman: (Honeymoon Club) New York, b.
Tate, Erskine: (Club Lido) Chicago, c.
Tate, Bill: (Nontack) Holyoke, Mass., h.
Texas Rangers: (Green Gardens) Boston, nc.
Thurn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., nc.
Tobler, Ben: (The Bowers) New York, cb.
Tomas, Floyd: (Midway) Chicago, c.
Tremaine, Paul: (Village Barn) New York, nc.
Trini, Anthony: (Paramount) New York, h.
Turner, Charles: (Arcadia) New York, h.
Turner, Little Joe: (Club Avalon) Tampa, Fla., nc.
Tyler, Willie: (Place Piqualle) Chicago, c.

Nelson, Ozdie: (Park Central) New York, h.
Newman, Emil: (Vanity Fair) New York, nc.
Nichols, Red: (Claridge) Memphis, Tenn., h.
Noone, Jimmy: (Club Lido) Chicago, c.
Nordin, Nprdy: (University Club) Tulsa, Okla., nc.
Norman, Riff: (Blamark Gardens) Chicago, c.
Noury, Walter E.: (Moose Club) Haverhill, Mass., b.
Nuzzo, Tony: (Club Citro) Chicago, c.

Udell, Dave: (Bit of Moscow) Chicago, c.
Valencia, Al: (El Flamenco) New York, nc.
Valentine, Jack: (Statler) Buffalo, N. Y., h.
Valle, Rudy, The: (Hollywood) New York, cb.
Van Surdam, Jack: (Susan Palmer's) New York, re.
Villa, Vincent: (Bluebird) New York, b.
Watkins, Sammy: (Park Ave. Penthouse) Detroit, nc.
Wardlaw, Jack: (Carolina Pines Club) Raleigh, N. C., nc.
Webb, Chick: (Savoy) New York, b.
Weems, Ted: (Bismarck) Chicago, h.
Whidden, Jay: (Biltmore) Los Angeles, h.
Whitman, Paul: (Paradise) New York, c.
Wilson, Irene: (65 Club) Chicago, c.
Wilson, Sam: (Park Avenue Club) New York, c.
Woods, Chuck: (Alamo Night Club) San Antonio, Tex., nc.
Worth, Eddie: (Cafe Henry VIII) New York, nc.
Wynn, S. Henri: (Four Trees) New York, c.
Yellin, Gleb: (Kretchma) New York, nc.
Young, Carl: (New China) Pittsburgh, c.

O'Neill, Walter: (Mayfair Yacht Club) New York, nc.
Olman, Val: (Embassy Club) New York, nc.
Olsen, George: (Pennyvaia) New York, h.
Olshanteky, Al: (Club Plaza) New York, c.
Owens, Don: (Metropole) Chicago, h.
Palge's Band: (L'Aiglon) Chicago, c.
Panico, Louis: (Canton Tea Gardens) Chicago, c.
Parker, Ray: (Avalonian) Chicago, c.
Pearl, Morey: (Tent) Boston, b.
Pedro, Don: (Blue Grotto) Chicago, c.
Peri, Lou: (Club Shalimar) Chicago, c.
Perry, Bob: (Brevoort) Chicago, h.
Pierce, Charles: (Old Town) Chicago, c.
Pillack, Ben: (Casino De Parce) New York, cb.
Pool, Burgess: (Washington-Youree) Shreveport, La., h.

Hampden, Walter: (Shubert) Cincinnati 1-3; (Memorial Aud.) Louisville 4; (English) Indianapolis 6; (Evings) Chicago 8-20.
Her Master's Voice: (Cory) Cincinnati 1-6.
Hold Your Horses, with Joe Cook: (Forrest) Philadelphia 1-6.
Le Gallienne, Eva, Co.: (Grand O. H.) Chicago 1-6; (Caydick) New York 1-6.
No More Ladies: (Chestrnut St.) Philadelphia 1-6.
Play's the Thing, with Guy Bates Post: (Tremont) Boston 1-6.
Pursuit of Happiness: (Shubert) Kansas City 1-6.
Re-Echo: (Broad St.) Philadelphia 1-6.
Robinson Crusoe: (Royal Alexandra) Toronto, Ont., 1-6.
Sailor, Beware: (Selwyn) Chicago.
Sailor, Beware: (Mayan) Los Angeles 1-6.
Shufflin' Sam From Alabama: Geo. L. Barton, mgr.: (Roxey) Cleveland 1-6.
Ten Minute Alibi: (Shubert) St. Louis 1-6.
Ten-Minute Alibi: (National) Washington 1-6.
Topsy & Eva, with Duncan Sisters: (Apollo) Chicago.
Whatever Possessed Her: (Wilbur) Boston 1-13.
Womenkind (Barry Jones): (His Majesty's) Montreal, Can., 1-6.

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REPERTOIRE. Alexander Players: New Auburn, Minn., 1-6. Billy's Comedians: Billy Wehle, mgr.: Leesburg, Fla., 3; M. Dora 4; Apopka 5; Winter Garden 6; Winter Park 8; Kissimmee 9; Haines City 10; Lake Wales 11; Frost-proof 12; Avon Park 13. Blythe, Billy: Middletown, Pa., 1-6. LaVerne & Lewis Show: Ecata, Ga., 1-6. Leonard Players: Chesterfield, S. C., 1-6. Loomis, Allerita, Players: Rule, Tex., 1-6. Russell, Bert, Players: Daisy, Ga., 1-6. Sadler, Harley, Co.: Sweetwater, Tex., 1-6. Swain, W. L., Show: Fort Lavaca, Tex., 1-6.

CARNIVAL COMPANIES. Big Four: Lyons, Ga., 1-6. Carolina: Harleyville, S. C., 1-6. Miller, F. W.: (Seventh & Howard st.) New Orleans, La., 1-6. Orleans, La., 1-6. Pullman: Union Point, Ga., 1-6. Royal Palms: Lake Worth, Fla., 1-6. Warner Bros.: Sulphur, La., 1-6. CIRCUS AND WILD WEST. Eastern States: (Auditorium) Enid, Okla., 1-6; (Memorial Auditorium) Wichita Falls, Tex., 8-13. Kay Bros.: West Palm Beach, Fla., 3; Fort Lauderdale 4; Homestead 5; Key West 6; season ends.

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MISCELLANEOUS. Andrews, Marlon, Pep & Fun Revue, Seabee Hayworth, mgr.: (Hurlock) Hurlock, Md., 1-3; (Arcade) Salisbury 4-5.



HELLO, 1934! A bright-looking youngster, eh? Really and truly a "New Deal" baby. And what a celebration over the occasion! Nothing like it for many years — and the same goes for Christmas. This all speaks well for the future.

Savannah has come thru with a "New Deal" for circuses. The outrageous license of \$1,000 a day has been cut in half. That still is too high. What a thrill this news must have given the

kiddies of Georgia. And grownups, too, don't forget that.

BILL RICE will consider himself lucky if he is able to make the Florida Fair at Tampa. His doctor thinks it will be some time yet before he can get around on crutches. Tampa is full of showfolk and Bill has plenty of company day and night. Many of them he had not seen for years.

Bill really believes the stock wheel is going to go over with some shows and fairs next season. "I can't see for the life of me why not," he says, "when the net results were so good with Max Goodman. I saw him operate only at Brockton, Mass. Fair, but I did see a grocery wheel at Berkley (near Boston) operated by the Elks, who were offering A. & P. baskets that cost them \$1.50 net and a pound of coffee or five pounds of sugar for the intermediate prize, give away more than 900 baskets. I found this out by going to the manager of the A. & P. I attempted to run such a concession with the Sheesley Shows at Moultrie, Ga., with all the stock that could be put in the stand and did less than \$5 gross in three days with a wheel that was giving the customer 60 per cent against the 40 per cent for the store. It turned out just as the concessioners said, 'You won't get a nickel with grocery wheels.'"

Bill considers conditions in the Tampa section as the best since 1929.

CARNIVAL MEN, fair men, park men, concessioners: In making your New Year resolutions be sure to include this one: "I shall have nothing to do with any but legitimate merchandise games." Then don't break it.

DR. HUGH GRANT ROWELL, in collaboration with Olive Grace Henderson, wrote a book called *Good Eyes for Life*. The book contains material on circus, magic, stage lighting, etc. In a recent lecture and show at the North Tarrytown (N. Y.) High School before an audience of 160 people, Dr. Rowell used the book for illustration purposes. The following day a long article appeared in *The Daily News of Tarrytown*, excerpts from which follow:

"This book is a peppy affair. It is serious, witty, sprightly and gay. Last night Dr. Rowell went his book one better. He used the chapter titles, and with the aid of several experts produced quite a show.

"Dr. Rowell did the talking—that is most of it. At the proper time he introduced the persons who supplemented his talk with demonstrations to bring out the points he stressed.

"He started out with a defense of Nero, the chap who is reputed to have fiddled while Rome burned. Nero, the doctor said, was a horrible fellow, but his eyes were to blame. In fact, he stared, blinked, winked and half shut his eyes most of the time. Even then he couldn't see.

"And it is doubtful, Dr. Rowell continued, whether he saw Rome burning, so he fiddled and the air rang with disappointed notes.

"Like Nero, a great many of us have eye difficulties, and glasses are the nearest some of us ever get to good eyes for life."

"Eighty-three per cent of our impressions come thru the eyes, and the eye is a good-natured fellow, easily pleased, easily fooled. That is the reason magicians get away with so much—they are smart enough to send the eyes (See BROADCAST on page 77)



Tudor Departs for Glasgow
The Real Invisible Empire
About Razorback D. W. Blair
Earl May and a Resolution

By LEONARD TRAUBE
(New York Office)

THE traveling bug has hit Harry E. Tudor—again, we might add, for this international park and circus showman has been around somewhat during the last three decades or so. By the time this reaches the eyes of the six or seven readers who have nothing better to do than to peruse these columns, Mr. Tudor and the frau will be on the seas known as high, bound for Glasgow. They will visit the Bostock families and catch up on what they missed since their last trip abroad. The truth is that H. E. T. hasn't missed much, if anything, for the very simple reason that he keeps abreast of the international amusement situation day by day via the usual mediums, chief of which is a correspondence structure that must be the envy of everyone for its sheer fertility.

Mr. Tudor is too modest to say that he knows precisely what's going on in the English and Continental show realm. He admits that he is going to investigate on the spot the actual situation of outdoor parks and amusements generally. Then, too, he has an idea that the foreign market for American inventions and manufactures in the device category has not been invaded enough to make a decent impression. If the surface has scarcely been scratched, then by the time the Tudor gets thru there ought to be a deep wound. He's that kind of an investigating gentleman. He either probes deeply or not at all. It is our own poor opinion that by the time Mr. Tudor is ready to leave its shores, Europe will have been influenced by the Tuoresque touch in the matter of frozen custard. If they don't catch on fast it won't be his fault, for he's made many a man in the U. S. A. custard-conscious.

Tudor, reading what he calls authentic financial statements of British parks and resorts for 1933, turns gloomy when he reads the reports from the open-air fraternity in this country. When Mr. Tudor comes back he can tell us the secret of it all. Is it true, for instance, that Britshers know more about how to spend their leisure than their machine-like American cousins? And is it also true that British showmen know their particular public—its habits, temper and tastes—a little better? Finally, is it true that the competitive element is keener over here than it is over there? Mr. Tudor, we are waiting.

Publicity is the real Invisible Empire. You never get an accurate check on what it brings a project. However, it is beyond contradiction that without publicity the best of amusement enterprises struggle and then die. Showmen who think otherwise belong in other than a catering-to-public field.

DISCOVERED, David Wesley Blair, who might even be the last of the old razorbacks. He served in that capacity on the Barnum Show from 1882 to 1887 and is a peach of a fellow to converse with. Retired now and living in New York, he was born in Bay City, Mich., and was a lumberjack before joining out with the Barnum tribe on July 5, 1882, in that town. Remembers Razorback John McLaughlin, with whom he pulled wagons up the runs. Recalls Trainmaster Byron Ross, Manager Frank Hyatt, Superintendent Loula Hedges and Boss Canvasman Charlie McClain, who was assisted by Putnam and Cole. Tells stories on and about Bill Newman and George Arstingstahl, who were in charge of the bull herd; Jim Fuchway, an animal boss, and Bill Smith, boss of ring stock and veterinary. Performers he remembers best are Linda Jeal, she of the riding fire act, and Orrin Hollis, bare-back rider.

Remember anything particularly out-

standing during your years on the show? Well, there was that clem in Youngstown, O. Seems to me it was in 1885. Sure, Mr. Blair, but aren't you holding out on us? The gentleman admitted that he was. He said he thought we'd get around to it and was just waiting. You young men are all alike. Always want to hear about Jumbo. Nothing much I can say that hasn't been written down a million times. Yes, I saw Jumbo killed by a train at the loading crossing in St. Thomas, Ont., Can., in '85. I was right there, but you don't have to believe me. I helped to take care of the handling of Jumbo after the tragedy. It seems like yesterday, and it seems like the day before yesterday when Barnum sent Bill Newman over to London to bring Jumbo here.

What have I done since leaving the show? Nothing very exciting. I left the show end of the season in Springfield, Mass., in '87 and went to Bridgeport and saw the quarters go up in smoke. Engaged myself in commercial and industrial work, especially in the Pittsburgh steel mills. You can call me a steel man, but I'll never forget those years with the circus.

Did you know that Author Earl Chapin May's first professional writing appeared in *The Billboard* way back?

AND so, wishing you and you and you the very best greetings of a snowy (at least in New York) season, we beg to invite New Year's resolutions lists from people engaged in all fresco entertainment. Our resolution for the moment is in the form of a plea to performers and others to drive promoters from the industry forevermore. Investigate before allying with doubtful enterprises. Clean up from within and build from that point. Above all, don't keep your grievances quiet for fear of retaliation. Nefarious impresarios must go the way of all trash. Let this be the year for an energetic crusade against them.

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Old-Time Showmen

By CHARLES BERNARD

Circus literature by the historically inclined writer tends largely to biographical and descriptive data on owners, managers, performers and organizations within the borders of the United States. Canada, with its vast areas, numerous prosperous towns and cities from Halifax to Vancouver, has for more than half a century been a rich field (See *OLD-TIME SHOWMEN* on page 78)

Showmen's League of America

CHICAGO, Dec. 30.—The meeting of December 28 was interesting and full of suggestions for the good of the League, together with encouraging report from all departments. President Ernie A. Young presided, and at the table were Vice-President G. J. Nelson, Treasurer C. R. Fisher, Past President Edward Hock and Secretary Streiblich. Past President E. F. Carruthers arrived after meeting started and elected to remain seated with the body.

Joy among the brothers was dimmed by the deaths of Brother Peter Rogers at American Hospital December 22 and Brother Larry Boyd (life member) at Toronto December 25. Mrs. Boyd and Mr. and Mrs. James P. Sullivan accompanied Brother Boyd's remains to Chicago. Both burials were in Showmen's Rest. Also the remains of Mrs. Lillian Burslem were interred at Showmen's Rest on December 26.

Chaplain Rankine called for silent prayer at the meeting for departed brothers. W. O. Brown, who has been ailing for some time, is in Garfield Park Hospital for observation.

Reinstatements have been received for Brothers C. W. Finney, Jack Burslem, A. H. Barkley and James P. Sullivan and there are hopes for many more to follow their example.

The house and entertainment committees have been arranging for the New Year party.

Brothers Col. F. J. Owens and F. G. Kenworthy are still on the sick list, but reported improving nicely.

Brother Jack Polk aided the entertainment committee by presenting the evening amusement with Jack Polk and his gang. Brother James P. Sullivan attended this week's meeting. Chaplain Rankine was assisted in the recent burial services by the ever-obliging Cleora Miller, whose pleasing voice added to the impressive service. The applications of Nell H. Austin and C. F. Dixon were presented for ballot and each was elected to membership.

Messages received during the week were from E. W. Evans, Nat S. Green, J. W. Conklin, J. R. Strayer, Eddie Brown, Arthur Mann Jr., Mr. and Mrs. Curtis Velare, Bert Chipman, Mrs. John B. Warren, Will Wright, Ray S. Oakes and family, Felice Bernardi, Hunsaker Exposition Company, Mr. and Mrs. Lew Dufour, Macon E. Willis, Shesley Midway, Sam S. Soltzsky, C. W. Parker Amusement Company and J. George Loos Shows.

A recent message advised of an accident to Brother Sam S. Soltzsky, of Beaumont, Tex. A message of cheer and hope for an early recovery has been sent by the League. Mickey Goldstein, from Greenville, Miss., was a recent caller, accompanied by Irving Silver.

A pleasant message received from Brother Charles A. Dook reads as follows:

"Inclosed you will find ten dollars, That's my dues for Thirty-Four. But to think I can't be with you That's the thing that makes me sore. So, believe me, I'll be happy When I'm well upon my way To the village of Chicago And the Dear Old SLA."

Hamid Hipp Circus Goes Holiday Co-Op

NEW YORK, Dec. 30.—George Hamid's Circus at the Hippodrome was put on a commonwealth basis beginning with today's performances and thru New Year's Day, when show is expected to close, unless the acts decide to continue. Acts were paid off last night for a week's work, with three extra days' grind (Wednesday thru yesterday) smoothed over peacefully on the claim that they should be thrown in for rehearsal period, a justifiable point. There was one real squawk on the part of August Huxtrei, of the high-wire act, but he was overruled by the manager of the troupe.

Show did poor business, with the exception of a couple of good afternoons on kid trade. While the publicity could have been much better, a tremendous hindrance to the pull was the weather, the coldest in 14 years, with subzero recorded on the thermometer.

Show started off with frailties, but percolated along until it reached fine shape and by comparison could be called zenith. Hamid himself did a few hand-springs (mental, as he's been out of the ground-tumbling game for years) in behalf of the spirit of the troupe as he assembled. They played ball with him under trying conditions, and this fact compensated in part for what he'll drop in greenbacks. Announcer Andre Dumont gave way to Con Sullivan, who contracted a cold and was replaced by James J. Coyle, a house man and plenty good.

Bogus Elephant Man Apprehended by Police

NEW YORK, Dec. 30.—A man posing as Edward Johnson, alias Dave Martin and Soldier Johnson, and claiming to be an elephant trainer, first in the employ of Cheerful Gardner then John G. Robinson, was arrested by local police and placed in the observation ward of Bellevue Hospital.

Unable to locate him, plain-clothes men outsmarted Johnson by encouraging a female attendant in the office of the doctor who was treating him for an alleged injury to make an appointment with him. He was picked up when he met her in a restaurant. Caught, he said he was employed by George Hanneford, current at the Hamid Hippodrome Circus. Hanneford said he never saw Johnson before.

Bellevue doctors will decide.

Mrs. Jones Seeks Relatives

CINCINNATI, Dec. 30.—A letter to *The Billboard* from Mrs. Elizabeth Jones, P. O. Box 875, Richmond, Va., following the death of her husband, Walter E. Jones, at Dallas, Tex., states that she has so far received only meager details of Mr. Jones' passing. She is anxious to get into communication with her husband's brother and sister, the latter possibly residing in Detroit.

Ketrow's Season Ends

KEY WEST, Fla., Dec. 30.—Ketrow Bros.' Circus, William Ketrow manager, ends its tour for 1933 with matinee and evening performances here today.

New Deal Shows

CHATTANOOGA, Tenn., Dec. 30.—New Deal Shows, now in winter quarters here, closed a successful, pleasant and prosperous season of 53 consecutive weeks at Pica-yune, Miss., December 19, Manager T. L. Dedrick receiving compliments and praise for the manner in which his shows operated for such a long period during the past depression.

Mr. and Mrs. Dedrick are now visiting fair secretaries in Mississippi, Louisiana, Alabama, Tennessee and Indiana. In all probability the New Deal Shows will travel on its own train of 10 cars next season. Only legitimate merchandise concessions will be carried.

Mr. and Mrs. Smith are comfortably located here and preparing to rebuild and repaint their motordrome. Lon Morton will also rebuild and train new bears and animals for his circus side show. The writer will be busy the entire winter working at winter quarters, answering correspondence, etc. Show will open last week of March, downtown location, with a free gate as usual.

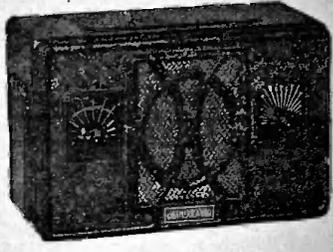
L. J. Heth has his Ferris Wheel and concessions in storage at Pica-yune. FLOYD R. HETH.

Film Shooting at Peru, Ind.

INDIANAPOLIS, Dec. 30.—Preliminary scenes for a new movie are to start at circus headquarters at Peru, Ind., January 3. The picture will star Clyde Beatty, animal trainer, and is being produced by the Mascot Film Corporation under the direction of Jerry Wickland. The large paint shop at the circus quarters is being decorated and covered with palm trees, shrubs and what not to resemble an African jungle scene.

DETROIT — Zoological Park will be improved under CWA aid to the extent of \$200,000 during the winter, according to Director John T. Millen. About 1,200 men are already at work. Joseph Peilenberg, who has just completed a contract with Cincinnati Zoo, has been engaged to construct the models for all improvements here.

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Complete With Genuine Eveready Tubes

American Radios have always maintained their superior quality, and operate on the newest engineering principles. Its super dynamic speaker, radio frequency circuit, self-contained aerial, and genuine Eveready Tubes, all guarantee a perfect and true-to-life tone seldom found in so compact a portable radio. Buy one or more. We know you will buy more.

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100	Waterman Double-Edge Blue Steel Blades. NOW	75c
	12 on Card. Gross...	\$1.50
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Bobby Pins 1.20
Pencils, Full Size, Hexagon Shape, With Eraser. Per Gross...

ROSS PRODUCTS
135 W. 22d St., NEW YORK CITY.
25% Deposit with Order Required.

Captain Wm. K. Schulz

Now showing at Hippodrome, New York, with his combination of Lions, Dogs, Horses, Ponies and Elephants, extends NEW YEAR'S GREETINGS TO ALL HIS FRIENDS THRUOUT THE WORLD.

Permanent Address: Excelsior United Shows, Inc.
Billboard, New York 702 M. & T. Building
Buffalo, N. Y.

Equipment and Supplies
Manufacturers — Distributors — Jobbers
By BILL BOARDER

RANGER MODEL, of the Trotwood Trailer line, is creating much enthusiasm among members of the amusement profession. Not only does it offer a lightweight model, one which can readily be handled by a single person, but it also offers one which is proof against wind, rain and cold.

CHARLES J. BECK has joined the new chewing gum concern, National Chicle Company, as Ohio representative. The company is delighted with this addition to its sales force, as it assures the firm splendid representation in the Ohio market. The executives of the National Chicle Company are congratulating themselves on receiving word from J. Louis Simpson, one of the best liked and best known brokers in the Southwest, advising that he will represent the company in his market. Simpson has the reputation in his particular market of being "King of the penny gum business."

W. L. MELLER, president of Baker-Lockwood Company, Kansas City, Mo., staged a Christmas party December 23 in the company's plant for the employees and their children. In addition to gifts for the participants in the celebration an entertainment program was arranged, featuring Leroy Easter, of the Conroy Bros.' Circus, and Eddie Strassburg and his educated chimp, Sammy. Joe Baker, nephew of the founder of the company, served as Santa Claus.

BOSTON. — American Fireworks Company here is undergoing reorganization, with economy being stressed. Offices on Boylston street have been closed and shifted to the factory. Fred C. Murray, long connected with the firm, is mentioned along rumor row as taking a leading post after the reshaping. Latter slant follows the report that Murray severed his connection with the company recently.

New Year's Greetings
GEO. HANNEFORD FAMILY
NOW PLAYING NEW YORK HIPPODROME
Permanent Address—Glens Falls, N. Y.

SEASON'S GREETINGS
From
ADA and LEW DUFOR

AMUSEMENT-VENDING COIN 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.

Popular Vote Defeats Plan For Licensing Table Games

Vote of four to one defeats ordinance in first case of popular vote on pin game—issue is confused by inclusion of pin games with other devices

LOS ANGELES, Dec. 30.—By a vote of four to one the voters of Los Angeles County killed the proposed ordinance to regulate pin and marble games along with tango games at a general election here last Tuesday. Operators of the pin games are elated over the victory in what is probably the first case of a popular vote on pin games in the United States. While the issue was not a clear-cut decision upon pin games, since the operators of these machines found their games mixed with the affairs of the tango games upon short notice, still members of the coin-machine trade were forced to do some intensive work in defense of their games and the decision is considered in their favor.

Tango games had been allowed to operate in the city and county under a special ordinance passed by the board of supervisors which levied a tax of \$37.50 per chair each quarter on these games. Opposition developed, and feeling confident that the public desired tango, the operators of these games circulated petitions and obtained a special election. When the ordinance was drawn up by city council, it was so worded that coin-operated games were included under its provisions.

Operators and members of the trade were thus forced upon short notice to fight the proposed measure which would have licensed tango and would have given the board of supervisors permission to tax pin games as high as \$100 a year per game. By killing the proposed measure the status of pin games remains the same.

The more than 100 tango parlors in the county have been ordered closed, but the operators are said to be raising funds to force the county to allow them to operate under their former permits before the issue was submitted to a popular vote. Investments in the tango parlors are said to run from \$10,000 to \$100,000 each.

Michigan AMA Discusses NRA

DETROIT, Dec. 30.—An important meeting of the Automatic Merchandisers' Association of Michigan was scheduled for last night, with discussion of the NRA Code as the major item upon the agenda. According to F. E. Turner, president, the discussion and possible consideration of protests will be taken up. Emphasis, however, will be upon means to force compliance with the codes by all operators.

It is believed that many operators in this territory have been violating the code, either thru deliberate intent or by neglect of compliance with its provisions, and means to force fair regulation without appeal to higher authority may be taken up. Michigan operators have been strongly for self-policing of their own industry.

New Vending Operators

SAUSALITO, Calif., Dec. 30.—Two well-known Sausalito boys, J. W. Glenn and Graeme MacDonald, announce that they are now operating as the Glenn-Rowe Vending Machine Company, with offices at 1031 Polk street, San Francisco. "Business is mighty good in the vending machine line," is the report of the partners.

Vance C. Mape has purchased from Edward T. Mape the latter's mechanical amusements and vending machine establishments and installations thruout Northern California, including the headquarters at 12 North Aurora street, Stockton, Calif.

Patents December 26

CHICAGO, Dec. 30.—In keeping with the quietness of the season, patents relating to the coin machine trade were few in number under date of December 26.

No. 1,940,723, a vending device, issued to Harry E. McKee and Charles T. Walter and assigned to the Industrial Patents Corporation, Chicago. An elaborate plan for a machine approaching the proportions of an automatic store; it is cylindrical in shape and has multiple vending compartments, one above the other; the housing has a center core which permits the attendant to service the machine from the inside.

No. 1,941,191, a prepayment meter, issued to Siegfried J. Schwieger, Buffalo, N. Y. Has separate coin chutes actuated by coins of different value, with runways for balls to complete an electric circuit and operate mechanism.

No. 1,941,353, a timing device for coin operated radios, issued to George Horn, Milwaukee, Wis. A clock timing mechanism with solenoid.

Sends Back Good Reports

CHICAGO, Dec. 30.—The home office of D. Gottlieb & Company receives cheering word from the president, Dave Gottlieb, as he covers Texas and the Southwest territory. He is contacting large distributors about the new Score Board and says that the controlled playing board feature is meeting with approval from operators everywhere.

Code on Way To Approval

CHICAGO, Dec. 30.—Word was received at the headquarters of the National Association of Coin-Operated Machine Manufacturers that the manufacturers' code had been signed just before Christmas by Division Administrator Malcolm Muir.

This indicated that the code is now in General Johnson's office awaiting the signature of the President.

Irving Sommer Accepts Position to Manage Sales for Modern Vending

NEW YORK, Dec. 30.—Irving Sommer, well known to the coin machine industry, has accepted the general sales management of the Modern Vending Company of this city.

For the last 12 years Mr. Sommer has been closely linked with the larger operations of the coin machines thruout the States of Massachusetts, Connecticut, New York and Pennsylvania. It was estimated at one time that he had more than 700 machines in operation. His extensive endeavors thruout the above States have met with laudatory remarks by the coin machine gentry.

For some years past Mr. Sommer has been identified with the rise of automatics thruout the Eastern territory. Under his guidance many fine operations have been launched, and he has been directly responsible for many of the profitable operations now existent among operators, many of whom he has successfully guided into the coin machine business. He has consistently bent his

efforts in bringing about a closer and more harmonious relationship between the factory and operators, and in his present capacity intends to further his efforts along these lines. His vast acquaintance thruout the East with all operators and his experience with the better coin machines, coupled with an amiable personality, progressive ideas and keen sense of judgment, equip him most fittingly to bring about a better understanding between the different factors in the coin machine industry, and to give the products of the Modern Vending Company a wider distribution on a more co-operative basis.

Mr. Sommer has long watched the growth of the distribution division of the coin machine industry and as in other industries believes that the importance of distribution is paramount in the minds of all manufacturers. "It is well known," says Mr. Sommer, "that thruout the economic world the greatest waste lies in the merchandising of a product. Manufacture has been brought to so fine a point that the actual manufacturing cost of a product can be scientifically computed to a decimal worth, whereas the merchandising of this same product can be tremendously wasteful unless an expert in distribution is used to guide its sale."

Mr. Sommer is well qualified to dwell on this point, and when questioned as to just what methods he intends to employ to gain even greater distribution than this firm is enjoying at the present time he demonstrated an uncanny insight into the many important problems confronting the various distributors at this time.

He stated: "Distribution in the coin machine industry must be controlled. The manufacturer today is faced with the problem of choosing the type of distributor who can keep the good will of his customers and give his product concentrated attention. The manufacturer must have immediate national distribution to bring his product to all operators at production prices. To gain this sort

(See IRVING SOMMER on page 81)



IRVING SOMMER

More Jig-Saws In Production

Manufacturer speeds turn-out by installing new plans in modern factory

CHICAGO, Dec. 30.—A continued flow of reorders on the Jig-Saw game has made it necessary to develop new plans of production in its modern plant, and in doing so has enabled the Rock-Ola Manufacturing Company to lower the price, which has been passed on to the operator in its recent announcements.

The progress made by the Rock-Ola company by the development of the Jig-Saw game is no secret. Jig-Saw has played an important part in American industry and has placed the amusement machine industry several notches forward. When Jig-Saw was designed by David C. Rockola a huge expense was involved, but realizing the value of such a game for the trade in general there was no hesitancy on his part. The value of originality and design in the playing principle has rewarded the Rock-Ola firm with a steady stream of orders and reorders from all parts of the world. Machines have been shipped to England, France, Germany, China, Japan, South America, Australia and many other countries, and without exception reorders have been received on every foreign shipment.

The fact that American manufacturers are able to produce machines such as Jig-Saw with the international appeal is a credit to American industry and places the coin-machine business in America forward to the extent that future business is assured manufacturers with original ideas built into games of lasting appeal.

At the time Jig-Saw was announced in *The Billboard* it was also planned to place on the market another new development by David C. Rockola called the World's Series Baseball game. It was planned to market both games at the same time, along with the Official Sweepstakes and Wings, two other favorites with the operator produced by Rock-Ola. The demand was so great for Jig-Saw, however, that it was necessary to turn over all the pin-game facilities to the manufacture of Jig-Saw. In this way the Rock-Ola Manufacturing Company is in a better position to meet the ever-growing demand.

Branch Plant For Chicago

LOS ANGELES, Dec. 30.—M. M. Glasser left Los Angeles early this week by motor for Chicago to open a branch of the Pacific Amusement Manufacturing Company there.

Fred C. McClellan, president of the company, is hastily making preparations for the manufacture of their new game Contact in Chicago. McClellan is confident that by January 15 they will begin to make deliveries from the Chicago factory.

The popularity of Contact has spread so rapidly that it has become impossible to supply the Eastern demands for the game from the Los Angeles factory, he said. The local plant is now working two shifts night and day turning out the game.

McClellan plans to fly east to Chicago after January 1 to aid Glasser in rushing plans for immediate production of the game there.

Expects To Boost Penny Gum Sales in New York

NEW YORK, Dec. 30.—Harry Gutman, senior member of the well-known firm of brokers and manufacturers' agents at 43 East 12th street, will represent the National Chicle Company in the metropolitan territory, it was reported this week.

The Gutman Brothers are said to have earned for themselves a reputation of selling more penny gum in their market than was sold in any other market district in the country. Mr. Gutman looks forward to duplicating and even improving this record in his new connection handling the penny gum lines of the National Chicle, he said.

FOREIGN NEWS DEPT.

Capaldi Gets New Quarters

Will feature American machines in newly acquired display rooms

EDINBURGH, Dec. 30.—Reports say that S. Capaldi & Company have recently acquired new premises, situated at 55-57 Trafalgar lane, Leith, where new and spacious storerooms, display rooms, workshop, etc., are being constructed and will be ready for occupation early in the new year. The firm plans this additional space, it is reported, so that its customers "may, at their leisure and under ideal conditions, see all that is new in American machines."

The Capaldi firm is widely known as a European sales organization and has maintained a leadership in the importation of American pin-game tables. Large orders of this type of game arrive regularly by incoming vessels.

The company acts as exclusive distributors in British territory for the Bally Manufacturing Company, Chicago, and is credited with having made the Bally products probably as well known in the British Isles as they are in America. The firm is open to consideration of any first-class American products for distribution in the British field.

Spain Places Import Quotas

MADRID, Dec. 30.—Spain is reported to have struck a blow at United States exports recently by starting a quota system on goods brought into the country. Importers will be licensed so that a check can be kept on trade. To the surprise of importers, the decree was signed by President Niceto Alcalá Zamora and appeared in the official gazette, which states in the preamble that, because Spanish exports have fallen off by one-half and are sinking rapidly, Spain is obliged to abandon her "traditionally liberal theory" and adhere to the new doctrine of "I buy from whom buys from me."

so as not to be swept entirely from international markets.

The ministers of foreign affairs and commerce are authorized to fix quotas at once and enter immediately into negotiations with countries, "preferably those with which Spain had an adverse trade balance," and, by partial or total amendment of treaties or denunciation of them, exploit the trading possibilities of the quota system ruthlessly.

As it is with the United States that Spain has one of the biggest adverse balances, the decree will play havoc with American trade, which last year was \$26,000,000 against \$11,000,000 of Spanish products sold in America. Spain has not been considered an extensive market for coin machines.

Foreign Notes

Reaction in London to President Roosevelt's announcement on the re-monetization of silver was considered favorable. By increasing the purchasing power of India and China, it is expected that England will share in the good results of an increase in the price of silver.

Most recent reports from trade in Germany are showing more optimism. The industrial reports for the week before Christmas show big gains in many lines of industry. German price indexes are also reported to be rising, the stock market in Berlin showed a rise, and retail trade for the holiday season was better than had been expected. No report has yet been received on the working effects of the new German system of control over coin machines.

French reports of imports during November indicate a big increase. It was reported in financial circles that France had removed the surtax on British goods in order to favor British-made goods against those made in America. "because British money was considered more stabilized."

Exports of American goods during November showed the best record in three years, according to commerce reports. The present situation is something on the basis of swapping. Manipulations of tariffs are being made where one country can trade goods for something that it needs from another nation. If tariffs get too high on coin machines in any country, it might be that our State Department could arrange a "swap" to advantage. At present the depreciation of the American dollar is aiding the exports of coin machines decidedly, and this policy will probably continue for some time.

Grocery Spots For Venders

DETROIT, Dec. 30.—Points in selection of a grocery store for locations for machines were discussed by a Detroit operator, who does not like to see his name in print, in an interview this week, with special application to all operators handling the small venders.

1. Candy, nut and gum machines are the only types which carry a permanent appeal in this field well enough to justify placing. Returns are commonly small enough so that too frequent servicing—beyond needs of freshness—is undesirable. Novelty and game machines do not pay.

2. Most of the trade is to children. The penny venders alone count in this trade, because the nickels are too scarce for children in these times. When larger priced venders are used the appeal must be more to the women's trade, and the machine must definitely be placed inside the store. Mint and specialty candies may be carried in this way, especially if packaged and prominently displayed in the glass display.

3. Independent stores give better locations than chains. In these the store owner gets a direct percentage and he is anxious to see the trade built up. Personal attention is possible in this way. In the chain stores—and most do not allow the use of coin machines anyway—the interest of the manager is very indirect.

4. The product must not compete with anything sold in the store. Do not

sell nuts if the grocer carries them as well—at least that kind. If he carries peanuts, maybe you can put in pistachios, or maybe he will drop salted nuts and you could put in a nickel vender for the housewife by agreement. When it is something like this that some customers will ask the grocer for, and he can refer them to your machine, the revenue will profit accordingly.

States Support NRA With Laws

WASHINGTON, Dec. 30.—Ten States now have laws intended to support the National Recovery Act. They are California, Colorado, Massachusetts, New Jersey, New York, Ohio, Texas, Utah, Virginia and Wisconsin.

Six States—California, New Jersey, New York, Ohio, Utah and Virginia—make it an offense not to comply with NRA codes. Five States—California, New Jersey, Ohio, Utah and Wisconsin—provide for State codes of fair competition like the national codes, only signed by the State governors.

All these commonwealths except California and Massachusetts set out that State anti-trust laws shall not affect either State or national codes.

The move to extend this practice of State co-operation with NRA was given impetus recently by Governor Winant of New Hampshire, who urged that the NRA plan be put on the statute books of his State.

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NEW TYPE COIN MECHANISM absolutely guaranteed against jamming and breakage ● NEW non-clogging coin tube ● NEW 6¼" by 8¼" coin overflow apron eliminates need for close adjustment, and serves as protective cover over entire mechanism ● NEW positive action, non-jamming pay-out slide and many other improvements insure perfect, trouble-free operation and accurate pay-out.

Bally pioneers, others will follow . . . but ROCKET is the ONLY PROVEN pay-out pin game on the market. Thousands now in daily operation. Every last "bug" eliminated. AND OPERATORS' REPORTS PROVE IT'S THE MIGHTIEST MONEY-MAKER EVER MADE. Play safe by ordering the pay-out pin game that's on the market NOW . . . and has ALREADY passed through the acid test of location service! Don't miss out on the big ROCKET profits any longer. Order the New Improved ROCKET from your favorite jobber or wholesaler today.

Sample, \$72.50 each. Lots of 5 or more, \$69.50 each, F. O. B. Chicago.

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Proposition on BLUE RIBBON good only till Jan. 15! Order this PERMANENT PROFIT PRODUCER NOW!

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DICETTE Sensational Five-Dice, "Shimmy"

Action Counter Game. Needs only 1 square foot space. Weekly receipts as high as \$85.00!

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PENNANT Standard Size Pin Table, Sizing Action, Gorgeous Colors.

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WEST COAST OFFICE AND WAREHOUSE—106 Golden Gate Ave., San Francisco Calif.
EASTERN OFFICE AND WAREHOUSE—417 W. 47th Street, New York City.

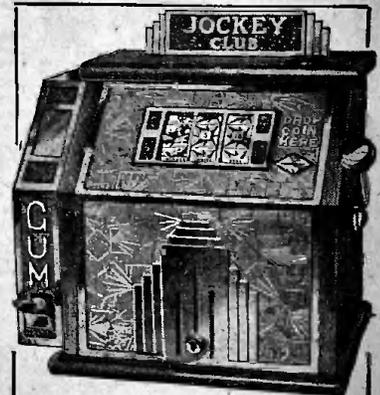
FOR SPEEDY SERVICE ADDRESS INQUIRIES TO OFFICE NEAREST YOU

Robbins Boosts Sportland Idea

BROOKLYN, Dec. 30.—D. Robbins & Company has announced a plan of extending credit to operators who desire to equip sportlands with pin games. The plan applies only to sportlands in or near the immediate vicinity of New York City. The plan includes, not only credit terms on the equipment, but assistance in the way of information and suggestions on conducting a sportland successfully. Dave Robbins, head of the firm, is receiving recognition as an authority on the subject of sportlands and is extending an offer to help all operators with their problems in this field.

The Robbins firm operates the Premier sportland at 561 Sutter street, which was established largely for experimental and demonstration purposes. Mr. Robbins states that "the income of this sportland has been steadily increasing due to the fact that we are offering the players an ever-changing variety of prizes. We have also found that it is necessary to replace old pin games with the latest models. This is due to the fact that the same people play our machines week after week and they like variety in the games."

"Of course, we continue to stick to our principle of offering the players excellent value. Our scores on the different games are figured so that every skillful player receives from 50 cents to \$1 retail value in prizes for each dollar he spends. Our profit is based on the fact that we buy our prizes at wholesale and figure them at retail in our percentage to the players."



A RACING GAME ON REELS NOW WITH A GUM VENDER NEW FEATURES NEW LOW PRICE

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ALL-AMERICAN (In Original Boxes) . . . \$26.50 JIGGERS (In Original Boxes) . . . \$14.50

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- SINGLE-EDGE Blades, Same Quality. (Your Money Returned if You Ever Bought a Better Blade. Reassured at Price.) 3 to Box (Resale 3 for 15c.) (Stock, 1,800 Cards.) Display Stand of 20 Pkgs. 49c**
- SENSATIONAL DEAL—10 Double-Edge Blue Metal Blades, Cellophane Wrapped; 35c Jar Shaving Cream; Crystal Ball Razor Blade; Razor; and 1 Jumbo Styptic Pencil. (Over \$50,000 in Deals Sold This Year.) Deal (Four Items).... 13c**
- NEW COMBINATION DEAL—Genuine GEM or EVER READY Razor with 1 Genuine GEM or EVER READY Blade, 10 GEM or E Single-Edge Blades, 5 to a Box, Cellophaned. Nothing Finer at Any Price. 1 Crystal Ball Razor Blade; 35c Jar Shaving Cream; 1 Jumbo Styptic Pencil, \$1 Value. Complete Deal 18 1/2c**
- BOBBY HAIR PINS—SPECIAL—12 on Card..... \$1.25**
- 25 on Card..... 2.50**
- 36 on Card..... 3.40**
- LEAD PENCILS—Yellow, Metal Tip, Full Size, 1/4 in. Diameter, with Red Eraser, 5c Seller. (Stock, 4,000 Gross.) \$1.15**
- FACE POWDER AND NECKLACE COMBINATION—Flashy Box of High Grade Face Powder and a Pearl Necklace in a Cotton-Lined Suede Box, Gold Imprinted, \$1.00 Value. Complete Combination..... 8c**
- FACE POWDER AND PERFUME COMBINATION—Fine Quality Powder and Perfume, Cellophane Wrapped Together. (Over 4,000 Gross Sold This Year.) Per Combination.... 5c**

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MIXED DRINKS—141 RECIPES 32 PAGES
 Fastest Selling Lowest Priced Pocket Size Book of Its Kind on the Market
 Recipes of old favorite drinks! Sells instantly to stores—or direct to consumer. Hot number for Pitchmen. Distributors' Price \$7.50 per 100. Cash with order. Sample 25c. Act fast. Going Big. ED GOLDSMITH, 58 Third St., San Francisco, Calif.

LOOK! FACT SELLERS.
 Street Store, House or Factory Work. Old English Lavender Flowers. Wonderful fragrance. Packed in Marine Pansy Bags, Gross Bags, \$3. India Perfume Bases. Imported. Very lucky. Marvelous color. Gross \$1. Japanese Shell Water flowers. Blossom immediately in glass of water. Beautiful. Gross, \$2. Chinese Horn Nuts. Gross \$1. Samples, 10c Each, or All Four, 25c. DEVENY'S SPECIALTY HOUSE, 1432 Grandville, Detroit, Mich.

The Coin Chute

By SILVER SAM

On a cold, subzero day, following Christmas, a car was parked in front of a cigar store. A neat sign card on the windshield read: "Service Car—Chicago Automatic Vending Company." Some operator must have been on the job. The appearance of the car in everything was a good advertisement for the operating business. The sign card might have been improved, but it was a good job at that.

The week following Christmas, sandwiched in between two holidays, finds news in coin machine circles rather scarce, unless it is permitted to mention all the fellows who are celebrating—and how they celebrate. The manufacturing firms in Chicago are busy and big plans are being made for the new year. Everything should be humming as the year 1934 dawns.

The Christmas cards and greetings were appreciated. The long-distance winner to Silver Sam came from N. S. Money, Karachi, India.

The big giant pin games fared well during 1933. They got a lot of publicity and acquitted themselves well all over the country. There are a number of the giant models on the market now and if conservative promotion is kept up during the incoming year the present status of these games ought to be maintained for another year. They are a safe bet wherever a location suitable to the large type of tables can be found. If the game rooms or sportsians ever begin to spread from New York there should be an increased field for the giants.

Paul Gerber says he started the game room idea successfully in the Sherman Hotel, Chicago, and then it had to be that the East picked up the idea and was using it for all that it is worth.

A Bad Trait

News from England indicates that the recommendations of the recent Royal Commission on lotteries, betting, etc., is about to cause the coin machine trade no end of worry. The Amusement Caterers' Association is countering with a Fairs bill that advocates making all the games legal providing only merchandise prizes are given. It is said that interpretation of the Lotteries Act will be very strict and that it shows no consideration for skill games.

While details on the English situation are lacking, it appears to be one of those cases that repeatedly reveal a bad trait in all of us when it comes to seeking advantages at law. There is no sensible reason why a bill to legalize lotteries should be so framed as to work a hardship on coin amusement devices of all

kinds, except that the backers of the lottery idea evidently fear the coin machines may get a few coins that would otherwise be spent in the lotteries.

This business of one trade, or branch of a trade, trying to gain a legal advantage over another shows up time and time again and is a trait that should be eradicated from the human system.

The sensible plan would be for the lotteries scheme to be considered on its own merits, just as all schemes should be considered on merits without the necessity of trying to trespass on the rights of some other line of business.

The coin machine trade itself has its due share of the bad spirit. All cases relating to slot machines should be based on the merits of the machines themselves and on the amusement principle offered in a mild form of gambling. But slot machines are often made to trespass on the virtues of other types of machines.

One reason why I like the Jennings campaign for the licensing of slot machines is that it will tend to put the machines on their own merits. If the campaign is carried out on principles, I believe strongly that all types of machines would get much better treatment from lawmakers if they were defended on principle and not by efforts to "ride thru" on the virtues of others. Legislators are not dumb, but even dumb-bells can recognize principles, and any fight based on principles will always win respect even from the most lawless.

Much of the confusion in our national life is due to one section, or one faction, seeking to gain a legal advantage over another. I still believe that any cause will get farther on its own feet than when it tries to gain by stepping on the feet of others.

The following editorial is reproduced from *Premium Practice*, trade paper in the premium field, which is an example of trying to win a cause by striking a blow at somebody else:

"One of the beneficial effects of the attacks on premium advertising under the Codes has been the practical elimination of offers that involve any form of lottery.

"This is as it should be. And yet there have been protests against the stand *Premium Practice* has taken in support of the anti-lottery provisions in the various codes.

"As every code that is made effectual must be signed by the President, it is inconceivable that he would give his approval to any provision that countenanced a violation of law, whether federal or State, either by silence or by permission.

"It is contended by those who desire to operate premium plans involving lottery features that anti-lottery provisions are already in the statutes, so why, they ask, directly mention in the codes what is already embodied in the law of the land?

"The answer is plain: With all the influence massed behind the demands of dominant interests for the complete elimination of all forms of premiums use, there was no course left open than to continue the ethical and legal position of the great majority of premium users that they were fighting for the legitimate and economic use of premiums that excluded every scheme that involved misrepresentation, fraud, deceit or lottery in any form, and it was on that stand that the fight has been so uniformly successful.

"To write anti-lottery provisions in the codes is no more of a handicap to those who still insist upon law violations than before. Their actions are none the more lawless. They still remain subject to the action of the legal authorities.

"Premium use that will endure can make no unholy alliance with unlawful means nor countenance them. *Premium Practice* is proud of the position the premium interests have taken, and in which it has participated."

Everyone will agree that the premium trade, now a nationally organized industry, was perfectly right in eliminating offers in its own field that involve any form of lottery and that it should have done that very thing. But the editorial suggests something more, that of an anti-lottery crusade. The idea evidently is that a fight against lotteries will advance the cause of premium advertising. I can see no practical use in an anti-lottery crusade to further the cause of premiums. The whole business would get much farther without any attacks being made by one trade upon another.

The use of premiums in modern merchandising can be defended upon principle without any reference to anti-lottery causes. The premium movement has had enough legal troubles of its own, so that it would seem the trade would not try to stir up troubles for others. The same arguments which have been consistently advanced for the use of premiums in merchandising apply equally as well to lotteries and to premiums on skill games. The basic argument for premiums in selling goods is that "the people want them because they buy more readily when premiums are offered."

The same argument applies to prizes on skill games because "the people play more readily when prizes are offered."

Depending upon which way you look at it, premiums in merchandising are a trick to fool people into buying more quickly, or they are a legitimate means based on psychology to get action. Premiums may also be regarded as a special form of advertising appeal. Any person who stops to think knows that he is not getting something for nothing when a premium article is offered with a refrigerator or any other merchandise. But as long as a large proportion of the people seem to buy more readily when premiums are offered then there should be legitimate ways for offering premiums by the retail trade.

And based upon the same principle, as long as there is a large proportion of people who prefer to play amusement games for prizes, then there should be legitimate ways of offering prizes on these games. Furthermore, there is no good reason for premium users in one field trying to solve their troubles by casting stones into the other field. The lottery people and the gambling-machine people can also say that, as long as there is a large number of people who like lotteries or slot machines, etc., there should be legitimate ways to play these things. The skill-game people have no good reason to try to win their rights by causing trouble for the slot-machine people. Each crowd should have enough troubles of its own to keep it busy.

And it is worth remembering that any crowd or trade or organization can win its own fight much easier by sticking close to principles and avoiding all the "anti" sidetracks.

It is to the credit of all the organizations in the coin-machine trade framing codes that I have read so far not one has mentioned "anti" anything outside their own business. The manufacturers' code has an anti-prize clause, but that is made to refer strictly to troubles within the ranks of coin-machine manufacturers. I have seen two codes framed by vending machine operators and neither of them contained any anti-gambling clauses. There has long been agitation in vending machine circles for an organized fight against chance machines, but evidently they are refraining from that temptation. The vending machine people have suffered a lot from the reputation of "slot machines," but the way to solve this trouble is not by an anti-gambling crusade. The principle at the root of this trouble is that there is a difference in machines and that the law should carefully recognize this. Perhaps the greatest relief that can ever come to merchandising machines will be the licensing of chance machines.

Here is the way one section of the report of the Royal Commission upon lotteries and betting reads:

"549. We consider that automatic gaming machines are undesirable, for reasons set out in paragraph 546. The existing law is fairly effective, but we think that it should be strengthened. Our recommendation is that the use of automatic machines and like contrivances for the playing of games for a prize in shops, fairgrounds and other places of resort should be specifically prohibited. Whether this is done by an adaptation and application of the Scottish Act to England or in some other manner is a technical matter of drafting on which we express no opinion."

I regret not having at hand section 546 of this report in order to see the objections mentioned against coin machines. My understanding is that this is the Royal Commission which recommended government-controlled lotteries for England along similar line to that of France.

It will be interesting to see what the arguments are against prizes on amusement machines in a country that legalized racing bets.

It now appears that 1932 was the operator's organization year. Progress is still being made among operators' groups, but there is not the widespread

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MILLS ORIGINAL RESERVE SINGLE JK. POT F. V.—\$22.50

- MILLSilent Esc. Dblic. Jk. P. F. V. \$49.50
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- MILLS 25c Dblic. Jk. Pot 45.00
- MILLS 25c Dblic. Jack Pot Gold Award 47.50
- MILLS 1c Dblic. Jack Pot Gold Award 47.50
- MILLSilent 5c-25c Goose-neck (Lion Head) 37.50
- JENNINGS 5c Esc. Dblic. Jk. Ft. F. V. 45.00
- JENNINGS 5c Victoria Dblic. Jk. Ft. F. V. 47.50
- JENNINGS Single Jk. Ft. S. V. or Bell 16.50
- JENNINGS 1c Little Duke (Late Model) 27.50
- JENNINGS 1c Duchoas (Late Model) 39.50
- WATLING 1c Dblic. Jk. Ft. F. V. 39.50
- WATLING 5c Dblic. Jk. Ft. F. V. 37.50
- WATLING 5c Gold Award Twin Jk. Ft. F. V. 52.50

Slot Machine Supplies—Steel Awards—Mints—Percentage Regulators. TERMS: 1/3 Cash or Money Order, Balance C. O. D. F. O. B. N. Y. SEND FOR OUR BARGAIN LIST OF PIN GAMES.

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 WRITE TODAY FOR FREE NEW YEAR'S COPY OF SUPREME NEWS—LISTS, PICTURES AND PRICES OVER 1000 MACHINES.
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interest in organization that preceded the 1933 exposition. New York and the Pacific Coast seem to be the centers of activity at the present time. A new organization has been reported in Oklahoma City. There are a number of other organizations that are moving along conservatively. But the national political campaigns of 1932 are not here to stir up the general threats on coin machines that were present then. It seems to require opposition to keep the operators interested in organization.

While 1932 was the organization year for operators, 1933 has been organization year for jobbers, distributors and manufacturers. The NRA code business greatly stimulated organization among manufacturers and had its reactions in distributor circles.

The friends of silver, now that it has been made money again, or remonetized to be economically minded, are promising us more trade with China, India, etc. New York distributors who have already had orders from China for coin machines may find business increasing. Whatever its effects on the sales of coin machines to China may be, I'm not sure that I understand what all this arguing about silver money really means. A group of Chicago professors have recently come forward with a plan which calls for deciding how much money the country ought to have per capita and then issue that much money. The plan does not call for dividing up the money, but requires that there be enough money in existence to give every person so much, provided they could get their hands on it.

The plan sounds excellent to me, as far as it goes, but I'm chiefly interested in plans for enabling each fellow to get his just share.

It appears now that the stock and grain exchanges, America's biggest and once the most popular games of chance, are in for some regulating when Congress gets into action again.

From a "Letters from the People" department in *The Chicago Daily Times* this week:

"There are a number of ex-service men who have plenty of money and don't want the bonus. If so, why should they make it difficult for the ones who are in need of it very badly."

"Here is one way it can be paid without any cost to the government. Run an ex-service men's lottery each year until it is paid off, with a percentage of the winnings going to the government.—A VET."

Last week predictions for 1934 were featured in this column. Probably "Hopes for 1934" would be a safer theme. Every member of the trade can very well place hopes for an outstanding 1934 exposition as one of his chief desires. Presumably, as good citizens, we ought to wish for complete national recovery as the main hope for the year, but a good coin-machine show early in the year helps our own trade a lot in gaining momentum for the first half of the year.

A statement just noticed in one of the newspapers says that there are still over 6,000,000 unemployed in the country. That doesn't begin to include the half-employed. So a hope for continued recovery is first in order.

Good coinmen in large numbers will hope for a new and startling machine in

Business Situation Summarized

INDUSTRIAL production declined in October, contrary to the normal seasonal trend. The movement of the weekly indicators suggests that the recession, which has been in progress since July, may have come to an end during November. Employment was practically unchanged in October, while pay rolls increased slightly, as a result of gains in non-manufacturing industries. Construction contracts awarded in October were higher as a result of public works awards, and did not show the usual seasonal decline in the first half of November. Foreign trade expanded in both volume and value in October. Exports increased by more than the usual seasonal amount, while the increase in imports was less than seasonal.

The decline of 8 per cent in the October index of industrial production was about the same relative decrease as in the two preceding months. Both manufacturing and mineral production were lower. However, production was 16 per cent higher than a year ago and 5.3 per cent higher than in October, 1931. The indexes continue to show a considerable disparity between the level of operations in the industries producing consumers' goods, where the rate of activity remains relatively high, and the capital goods industries in which the declines have been most severe.

Factory employment declined by only 1 per cent and pay rolls by a negligible amount in October. Since July, manufacturing output has dropped, while the number of factory workers has increased 10 per cent and wage payments have expanded 15 per cent.

Distribution of goods by the railroads declined 3 per cent in October, a month in which ordinarily there is no change in the average daily loadings. The value of department store sales expanded by about the usual seasonal amount in October and was only slightly above a year ago, notwithstanding the sharp price rise in the year's interval. These statistics reflect sales in the larger cities. Available data on rural areas indicate that the retail movement in these districts has been more favorable.

Wholesale prices evidenced a sagging tendency during the first three weeks of October, but thereafter moved upward at a moderate pace, so that by the week of November 18 the price level had risen to a new high for the year, up 1.8 per cent from the October low. Farm prices increased slightly between mid-October and mid-November. Movements on the security markets have been irregular, with stock prices recovering in recent weeks the losses of early October, and bond prices moving almost continuously downward. During the first three weeks of October the price of gold fell 7.8 per cent. From October 22, when the gold-buying policy of the Federal Government was announced, to November 15, the price of gold increased 16 per cent.

New capital issues have been of negligible proportions, and the Federal Government continues as the major source of new funds. Member bank loans expanded very slightly between the end of September and the middle of November, altho "all other" loans continued to increase moderately. During this period the excess reserves of the member banks rose a new high.—*Survey of Current Business for December, 1933.*

1934, because a new invention that "clicks" spreads activity along the line to the operators.

All members of the trade will wish also for more reasonable relations with the legal forces of the country.

BROADCAST

(Continued from page 72)

of the average person away on a fool errand. Similarly the eye is easily fooled by makeup.

"He called on Curtis Cooksie, of Ardley, a Shakespearean actor, who demonstrated the art of makeup, using John Gowman as a model, and showed the effect that various kinds of lighting have on the appearance of persons. He also asked two girls to come on the stage and he had flashed on them three different colored lights, white, amber and purple, to show what soft and harsh lights can do."

George H. Degnon has been in Cincinnati for a few days, paying the way for the *Greenwich Village Folies*. George never comes to Cincinnati but that he visits *The Billboard*.

MAX GOODMAN writes that he is glad to learn that some of the carnivals are contemplating changing their concession methods the coming season. Max is down for a talk on games at the Pennsylvania State Association of County Fairs' convention in Allentown January 24. He's going to speak as he feels, regardless of whose toes he steps on.

Castle-Hirsch Shows have gone in for a bulletin service, telling what is going on in the way of preparations for next season.

NOW comes "Little Joe" Miller with a missive in defense of the Big Four Shows.

"A couple of weeks ago," writes Joe, "I read a statement by Max Goodman concerning strictly legitimate merchandise games. As I read it, it sounded like he thought he was in a battle by himself. So I wrote him a letter that I expected he was going to cast into the waste basket. And what a surprise it was to see it published in your column."

"Then I noticed where you reprinted the editorial of July 15, 1933, issue, 'Merchandise Made the Game Business.' I read it and reread it and it sounded to me like you don't think there are any more straight shows. I am not trying to be critical. I just wanted to

make you acquainted with the facts of a show that is now playing Georgia—the Big Four Shows, Mad Cody Fleming, manager. At present he has 25 concessions—every one strictly on the square.

"What I am getting at is, we have enough different games to make a nice midway without one racketeer on the midway. Mr. Fleming books a concession very reasonable and then tells the operator just what to do. If the man tries to put something over once he is absolutely done. It's a real pleasure to be on this show. We don't handle a lot of money, but we are all making a living and able to save a few dollars. The people of the town, the sheriff's department and the police are waiting for us to turn loose and beat somebody, but when midnight Saturday comes and there have been no complaints, they actually invite us back. So when a carnival owner says he cannot get along without racket he lies. I have been in this business long enough to know that where racket prevails the midway is dead after the first night."

"Here's hoping that all get back to straight stock concessions again, and with the aid of *The Billboard* I begin to see where it will be possible."

Bob Lohmar had a great time over the holidays at his home in Morton, Ill.

CAPTAIN W. I. SWAIN gets a real kick out of the notions of the cowboys down Texas way. Here's what he says in a letter from Nixon: "Texas furnishes the thrills. Exhibition stand of W. I. Swain Show at this time is near Z6 Horse Ranch. A string of cowboys purchasing front-door tickets, each with a five. Reserved seats? Yes. If ticket seller doesn't squawk for small money they will come with another five. When seated, boots on seat in front—cowboy must perch his feet. Is it for comfort or to display \$30 boots and \$10 spurs? Then to pop corn. Each good for at last five sacks and three bottles of coca cola. Second show? Yes; besides purchasing tickets for any acquaintances and kids for the concert. Then the candy sale. Usually they shoot the roll. Nothing but gentlemanly conduct. They ride any four-footed animal that frogwalks after the saddle is screwed down, three of the party being members of Colonel Johnson's Rodeo. They are the last out of the tent, making personal contact with the show people, complimenting the show and extending invitations to come over to Z6, where they are teaching some cayuses, meaning riding bad horses."

1934 MODEL

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Height 22 Inches, Width 14 1/2 Inches, Depth 15 Inches.

ONLY TWIN JACK POT

GOLD AWARD

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Packed 20 Boxes to a Flashy Colored Display Die-Cut Carton. WATERMAN—Single-Edge. Per 100..... 90c NOKWALK—Blue Steel (8 1/4 in. d x 4 1/2 in. l). Double-Edge. Per 100..... 90c RAZOR BLADES—1933 Slot, 5 to Pk. Cellophane Wrapped. Per 100..... 60c BORDE PERFINE (Imported). Doz..... 90c 25% deposit with order. Add postage to orders. Send for Catalogue.

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2 Blades, Brass Lined and Bolsters, Polished Steel Blades, Closed 3 1/2 inches.



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"A. K." has YOUNG IDEAS! "BY CRACKY!" I may be too old to get a "thrill" myself, but I'm not too old to give you operators a thrill with prices like these: SILVERCUP, \$15.50; New Century, Sr., \$15.50; Airway, Jr., \$8.75; President, \$9; JIGGERS, Jr., \$3.75; Broadcast, \$10; Exhibition (16) Crane, \$25; Sky Ride, \$8.75; Broker's Tip, \$12.75; OTI Swaps, \$14.50; Metal Stands, \$36. "If it's con-operated—It's here"—Benny.

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Asst. of 8 Watches Only (\$15.60). 2-7-3; 2-15; 2-17; 40 Size. Open Face. New Engraved Chromium Plated or Indian Head Yellow Gold. **NRA** **WALTHAM-ELGIN** **WELLS**

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UNIVERSAL 1934 CATALOG JUST OUT

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USED MACHINES WITH A NEW MACHINE GUARANTEE-End of the Year Close-Out: Official Sweepstakes, \$10.00, Silver Cup, \$18.00; Bank- Ball, \$4.00; Broadway, \$7.00; Chicago Club House, \$10.00; Mills & Bell Slot, \$15.00; Universe (with Totalizer and Ticker, \$32.50 Value), \$12.50. Get our "Yellow Sheet," featuring Used Machine Bargains. 1/3 Deposit, Bal. C. O. D. UNION NOVELTY CO., 1192 N. Union Blvd., St. Louis, Missouri.

SENSATIONAL NEW SELLER WANTED BY MILLIONS

If ever there was a natural, easy to sell specialty—this is it. Millions are using Aspirin, Cold and Laxative Tablets. This Dispenser is the handy and sanitary article to hold them. A turn of the knob—a single tablet is released. It consists of two tubes which telescope together, springing the tablets into cup on top, and a turn of the knob releases a single tablet. Simple, nothing to get out of order. No. 7167 Dispenser with 12 bonded Aspirin Tablets, as illustrated, retails for 25c. Excellent as a premium item, a great demonstrator and an outstanding seller. Make up to \$25 a day. Order now. Sample, 10c; Doz., 9c Each; Gross 7 1/2c Each; 5-Gross Lots, 6 1/2c Each.

SPORS IMPGTG. CO. 124 Fitz Street, LE CENTER, MINN.

Reaction Pleases Makers Of Sweet Sally Device

CHICAGO, Dec. 30.—When the first news of the trade's reaction to the announcement of the Chicago Coin Machine Company's latest product, Sweet Sally, came in Claude R. Kirk, Exhibit Supply Company, expressed himself as highly pleased. He stated that distribution on the machine had been given to the Chicago Coin Machine Company east of the Mississippi, while the Exhibit company would retain distribution thru its regular channels on all business west of the Mississippi.

Mr. Kirk stated that the Chicago Coin Machine Company has shown remarkable progress during the last year, rising to a place of prominence in the trade. Production on the machine is being rushed to supply them, he said.

J. Frank Myer, president of the Exhibit firm, now at Pasadena, writes that business on the West Coast is looking upward and that indications are for good trade during the new year.

Burke Is Sole Manager

LOS ANGELES, Dec. 30.—After spending several weeks at the home office, William A. Burke, manager for Los Angeles branch of the firm of John R. Moore & Son, Jennings West Coast distributors, returned home last week to assume his new position as sole manager of that branch office.

C. L. Anderson, formerly a partner in the firm of Anderson & Burke, exclusive Jennings distributors for Los Angeles, recently retired, leaving Mr. Burke in charge of the business.

During his visit at the plant he made a thoro study of the mechanical details of Jennings' constructions in order to maintain a completely efficient service department in connection with his office.

Mr. Burke reported a good reception for the new Jennings triple jackpots, also placed orders for immediate shipment of Centurys and Little Dukes.

Patent Office Reveals Business Conditions

WASHINGTON, Dec. 30.—One of the best business barometers for many years has been the patent office. Its officials interpret an increase in new applications for patents as a sign of an upward trend. The patent office established a high record of new applications in the fiscal year 1929-'30 at the peak of prosperity. In the 10 years just prior to that time the office had issued more patents than in the first 100 years of the history of the nation. New applications during the past three years have steadily slumped until recent months. Thruout the depression, however, the number of patents actually issued has not fallen off materially.

There has been a rush of activity recently in connection with trade marks for numerous brands of liquor.

Sales Tax Is Approved

CHICAGO, Dec. 30.—What is recognized as permanent approval of the principle of a sales tax came here this week when Illinois abolished the State tax on real and personal property in favor of the 2 per cent retail sales tax. The State supreme court had recently hold the sales tax valid.

OLD-TIME SHOWMEN

(Continued from page 72)

for some of our most progressive circus owners whose homes and headquarters were in the jurisdiction of Uncle Sam. Little, however, is said by our circus historians of the Canadian tours; the

successes, failures or events worthy of a place in circus history.

The provinces bordering on the East Coast, entered by highways and railroads from New England States, have been neglected in the matter of circus history. After the confederation of the four original provinces of the Dominion of Canada in July, 1867, New Brunswick, with Fredericton as its capital and the gateway of entry across the International Boundary from Maine, became an interesting and attractive field for the circus owner whose itinerary included the States of Vermont, New Hampshire and Maine. It is therefore appropriate to give some records of whom and what Fredericton enjoyed in circus and menagerie exhibitions after 1867.

Stone & Murray seem to have the credit of being the first circus to cross the border from Maine to exhibit in Fredericton. It was on their 1869 tour, evidently a profitable venture, as they returned three years later to exhibit on Dominion Day, July 1, 1872. The Great North American Circus on July 15, 1873, was the next to visit Fredericton. In the meantime Stone & Murray had dissolved partnership. John H. Murray's Circus appeared on August 11, and was followed by the Stone & Barnum organization on September 6, making three during the 1873 season. On July 7, 1874, Lewis E. Lent's New York Circus played Fredericton on grounds near the steamboat landing. After the night show, during progress of packing up to move, crowds were milling about the lot; someone threw a dead snake which coiled around a bystander's neck; someone blamed it on a showman, and immediately Fredericton experienced its first "hey rube," and it was violent and destructive. The canvas was torn into shreds, two baggage wagons were seized and run off the wharf into deep water of the St. Johns River. To quell the riot a fire alarm was sounded and firemen

drenched the rioters with streams of water, finally permitting the show to load and move. In the melee a local dray driver was shot in the back. "Fat" Harrison, boss hostler of the show, was charged with the shooting and held until the following January before he got trial in the Circuit Court.

John H. Murray's Circus again visited Fredericton on August 7, 1874. McGinley's Circus followed, with exhibitions on August 31. Evidence of concessions as a side line on circus day was shown by city auditor's report of a \$2 license issued for operating "Swing Horses," a device described in news report of the show as similar to the modern Chair-plane, but instead of seats wooden horses accommodated the riders, and the power was a hand windlass in center of the "Swing Horses" machine. In 1876 Fredericton was given the extra entertainment of a "circus opposition." The P. T. Barnum Exposition, featuring its big parade and special attractions, was first in on July 11. John H. Murray's Circus was six days later, on July 17. The third for the 1876 season was Dan Duccello's Show on September 23.

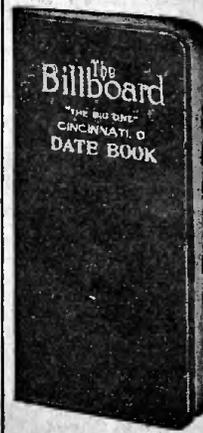
Howe's Great London Circus made its first visit to Fredericton on July 6, 1877, as the only show for that season. John H. Murray returned as an established favorite with a strong combination of performers and an attractive street parade for an engagement on July 29, 1878. In the two years after his opposition with the Barnum Show at Fredericton he had made the tour of the West Indies, had retained the stars of that tour and gave his show liberal display of newspaper advertising for the Fredericton date. Prof. O. F. Perry and his uniformed band in the "Great Golden Car Triumph—drawn by 16 Arabian steeds," was given special publicity. Mons. E. Kelly was driver of the 16-horse band-wagon team. Murray's was the only circus for the 1878 season.

NEW DATE BOOKS

FOR 1934-'35

NOW ON SALE

Arranged Especially for Your Needs



The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 1/4 x 5 1/2 inches—Just fits the vest pocket.

Contains complete calendars for years 1933-'34-'35, U. S. and World Maps, 125 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, addresses The Billboard offices, and much other valuable information.

Dated from Dec. 1, 1933, to Feb. 1, 1935.

Name in gold letters on covers, 15c extra for each line.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS.

For sale at all offices of The Billboard. Mailed to any part of the world for 25c each.

CASH WITH ORDER

ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Company 25 Opera Place, Cincinnati, O.

Advertisement for 'The New Deal' money maker machine. Includes text: '5 PAPER 3 CHERRY-BELL REELS AMYSTERY REELS', 'The New Deal 3 IN FOR THE PRICE OF ONE', 'amazing triple use feature', 'TODAY'S Newest and Richest MONEY MAKER', 'THERE ARE ONLY 3 REASONS WHY ANYONE SHOULD BUY ANYTHING: VALUE! SERVICE!! PROFITS!!!', 'One "New Deal" Outweighs a Thousand Words! One Week's Test on Our "7-Day Money-Back Guarantee" Proves It!', 'PIRECE TOOL & MFG. COMPANY 4327-33 Ravenswood Ave. CHICAGO, ILL. Eastern Office: 1141 DeKalb Ave., Brooklyn, N. Y.'

Cigaret Venders Spread

AGUA CALIENTE, Mex., Dec. 30.—Operators of cigaret vending machines have found a real Utopia in Tijuana, Agua Caliente and Ensenada in old Mexico.

Since the Mexican Government declared these three cities Ports of Free Entry the sale on American-made products has more than tripled that of border cities on the American side.

Popular brands of U. S. cigarets are selling, duty free, for 5 cents per package and at various resorts vending machines were virtually swamped during the first week of the free zone regulations.

New York Firm Secures Incorporation Papers

ALBANY, N. Y., Dec. 30. — Another newly organized New York State coin-controlled vending machine corporation was granted a charter of incorporation recently by the Secretary of State. Its corporate name is the New York Vending Machine Company, Inc., located in New York City.

The company has a capitalization of \$20,000. The incorporators and principal stockholders are Nathan Lichtman, Emanuel Manning and Harry Lichtman, 16 East 112th street, New York City. Morris Kesut, New York City, is the attorney for the enterprise.

Expanding Sales Force

CAMBRIDGE, Mass., Dec. 30. — The sales force of the National Chicle Company is rapidly rounding itself out, according to reports from the management. Last week it was reported that George F. Murphy, of Albany, N. Y., and one of the popular brokers there, had joined the National firm.

John T. Poole, of Wilamette, Ill., who has so ably represented the George Ziegler Company in his territory for many years, will also represent the National Chicle in that territory.

PARA PUSHES

(Continued from page 3)
The St. Francis Theater Building in San Francisco. Under the arrangement Paramount is to pay \$75,000 down payment on last year's unpaid rent and for administration and the Lurie Company is to pay an annual rental of \$70,000 on the building. The theater property is one of those which were leased by Paramount to Fox West Coast and lease of which was defaulted.

DOVER, Del., Dec. 30.—Paramount-Famous Lasky Corporation, of this State, has changed its name to Lares Theater Corporation of New York, it was learned today.

"LITTLE THEATERS"

(Continued from page 5)
until the little theater and community theater put it in black and white for 'em to study.

Speaking on relation of the little theater with the legit code authority and

the NRA, Dolman suggested that it was like the psychology of a baselalt magnate trying to put the amateur ball clubs out of business. It killed interest in baseball. Same with the theater, says he, if the big producers kill the little theater movement they're spelling ultimate doom for the theater altogether.

Another matter brought up was inability of this type theater to pay royalties on some of the plays they are most anxious to produce. This matter is probably caused by fact of holding such rights for purpose of taking them out on the road, altho many of those considered never see the hinterlands, whereas if charges within reason were possible the theater lovers thruout the country could see plays which usually close forever on Broadway. Mrs. Edith J. R. Isaacs, secretary-treasurer of the conference and editor of *Theater Arts Monthly*, told the group that members should know that plays do not have to begin on Broadway, but that New York should be a market for plays.

DETROIT'S NEWEST

(Continued from page 5)
ment is indicated by the current floor show, which includes Auzie and her miniature piano; Willa May Lane, the original "Yes, Man," girl; Bob Howe, novelty dancer; Jimmie Keys, tap dancer; Cuthbert Hanna Golden, tenor.

ENFORCEMENT

(Continued from page 5)
tion would risk going before the NRA unless it felt it had a sure-fire case.

The ABA has appointed a "vigilance committee" of performers to report violations, and is also keeping in close touch with the District Compliance Board. Whaler's local NRA organization and the D. A.'s office in an attempt to stem the tide of violations. It is also planning to ask the license commissioner to enforce paragraph 180 of the local license law, which specifies that bookers must keep an open file of certified statements of the financial condition of employers. The ABA figures this would work in nicely in helping to police the vaude code.

Meanwhile the code is expected to revolutionize booking methods. Bookers will have to co-operate in offering consecutive bookings to producers in order to make it worth while for them to sink money into new acts. The \$3-a-day lay-off clause in the chorus provisions makes consecutive bookings for flashes imperative. Altho originally intended to protect the chorus people from being stranded or starved out, this clause is also forcing act owners and bookers to pay greater attention than ever to bookings.

ACTORS' NRA

(Continued from page 4)
could go on Sundays. Chairman Woolf then intercepted and pointed out the NRA's effort to cut down working hours and the national trend toward a 30-hour week, and added he doubted if pleas for a seven-day working week for legit actors would find public favor.

Chesterfield spoke eloquently on the terrible condition of vaude actors. He said the NVA received about 500 requests for aid a day and that he had 200 old performers on its dole list. He said the "NVA must close" if it does not get financial aid. He mentioned that he had written to a great many chambers of commerce and that most of the 123 replies stated the community wanted flesh, but couldn't get it. He suggested two shifts of actors for seven-day-a-week houses as one remedy.

The meeting adjourned with nothing specific acted upon. However, Charlton's special committee will begin working at once upon several suggestions to relieve unemployment. Among them are:

1. Benefit shows in legit houses Sundays to provide relief funds.
2. Taxing straight picture houses, the tax to go into benefit funds.
3. One cent tax on all theater admissions, this money to go into relief funds.
4. Musicals or operettas to play one and two-day stands at neighborhood houses.
5. Operettas for the city's proposed beer gardens.
6. Opening of dark theaters on co-op basis.
7. Gustave Blum's plan to reopen dark houses with good plays at 25 to 50 cents admission.
8. Formation of nation-wide circuit, with talent supply guaranteed and

chambers of commerce, rotary clubs, women's organizations and bus companies co-operating.

9. The CWA to supply funds to organize a national theater movement.

10. Symphony concerts to provide work for musicians, profits to go into relief funds.

11. Elimination of non-professional and semi-professional musicians.

12. Classifying employers of musicians to widen the market for music.

13. A split system in theaters where bands playing 10 or more hours daily.

14. Ban on military and municipal bands when they compete with professional musicians.

15. To ban the system whereby augmented bands play openings and finales in theaters, with smaller bands playing thru the performance.

16. The ABA's "three-and-one" plan to send out shows to reopen about 800 dark theaters in the country. (More details of this plan in the Vaudeville Department).

WE MADE MONEY LAST YEAR OPERATING AND SELLING CIGAVENDS. You can do the same thing if you have gumption enough to get into business for yourself and be independent. Our Penny Cigarette Vending Machines have proven exceptional money makers through these hard times. Profit guaranteed. Small investment starts you. Write for full particulars and new low prices. You can't lose. CIGAVEND CORPORATION, 1855 Cleveland, Kansas City, Mo.

ASPIRIN Pays Big Profits. Tablets, dissolving bags, displays at lowest prices. Assemble them yourself, make more money. Midwest Products, Louisville, Ky.

★ New Year's Greetings to Chicago Coin Machine Co. and all our

friends and customers who have helped us to enjoy a most prosperous year on the famous Aristocrat Line—BLACKSTONE, WALDORF, LELAND, AMBASSADOR, BABY LELAND, and now we believe an even GREATER YEAR with . . .

★ SWEET SALLY ★

WRITE TODAY FOR FREE DESCRIPTIVE CATALOG AND PRICES

★ GEO. PONSER CO.

441, A, Elizabeth Ave.,

NEWARK, N. J.

IMPORTANT ANNOUNCEMENT

—BY—

ERIC WEDEMEYER

170 Fifth Ave.

New York

★ WE HAVE TAKEN OVER THE COAST TO COAST DISTRIBUTION OF THE WORLD FAMOUS

EXHIBIT SUPPLY CO. DIGGERS

A COMPLETE LINE OF EXHIBIT PRODUCTS
NOVELTY MERCHANTMAN—IRON CLAW—CENTURY DIGGER
and all other Novelty Machines will be on display at all our Branches and additional distributing centers in principal cities will be established shortly.

COMPLETE ROUTES ESTABLISHED FREE BY EXPERIENCED OPERATORS.

DIG YOUR WAY INTO BIG MONEY WITH EXHIBIT DIGGERS

We will make 1934 a Banner Year FOR YOU!!!

EXHIBIT DISTRIBUTING CO., 170 5th Ave., New York
GULF COAST EXHIBIT CO., 3627 Dumaine Street, NEW ORLEANS.
WESTERN EXHIBIT CO., 830 West 10th Street, LOS ANGELES, CAL.

Our New Year's Pledge

To faithfully continue serving the Coin Machine and Novelty Trade with the finest merchandise from all corners of the world.

LARGEST VARIETY OF BEST QUALITY AT LOWEST PRICE.

Watch for our ANNUAL "GOOD-WILL" SALE, beginning January 15th. Write for our New 1934 Circular.

Happy New Year to All Our Friends

ERIC WEDEMEYER,

IMPORTER

MANUFACTURER

170 Fifth Ave.

New York

THE HOME OF VIKING PRODUCTS

Holiday Greetings Offer

This Coupon Saves You \$1.55

17 WEEKS — ONE DOLLAR

The Billboard Publishing Co.,
25 Opera Place, Cincinnati, O.

Please enter my subscription for the next seventeen issues, for which I inclose, not the \$2.55 I would pay at the single copy price, but only \$1.

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Address

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ONE YEAR \$3 SINGLE COPY 15c

Subscription Rates in Canada and Foreign Countries Double Those in U.S.

THIS WEEK'S SPECIALS
LUSTERFUL ENGRAVED MATCH KING
 \$2.75 DOZ.
 \$30.00 Gross.
 Highly Polished Metal.

JUST OUT!

B510—Attractive Design. Highly Polished Finish. Regular \$1.00 Retail Value. Special Price. Dozen, \$2.75; **\$30.00** Gross.
 B511—As Above. Cracked Enamel Finish. Dozen, \$2.25; **\$24.00** Gross.
 B512—Match King, Square Deal Model. Bakelite Case. Assorted Design. **\$1.75** Dozen.
 B513—Match King, Booklet Design. Bakelite Case. Dozen, **\$3.00** Gross.

Novel Cup Sets

B510—Polished Nickel Shell, Copper Finish Band. 4 Nested Nickel Silver Cups, 3 Dozen Lots, Each, **42c**
 1 Dozen Lots, **45c**
 Each, **55c**
 B521—Enamelled Barrel Cup Sets, 4 Cups in Gift Line Barrel Shape Case. Same Prices as Above.

NORWALK BLADES
 S. R. Double Edge **72c**
 S. R. Single Edge **88c**

Catalog on Request.
 25% Deposit on All C. O. D. Orders.
JOSEPH HAGN CO.
 "The World's Barrain House," Dept. BB,
 223 W. Madison St., CHICAGO, ILL.

J. O. Huber Is Distributor

Popular CMMA official enters the distributing field in Chicago

CHICAGO, Dec. 30.—The Huber Coin Machine Sales Company was opened here today by J. O. Huber, who resigned his position this week as vice-president of the Rock-Ola Manufacturing Corporation. The new firm is located in suite 600-610 of the James T. Igoe Building, at 600 West Van Buren street. Mr. Huber states that in hanging out his shingle there will be no private offices. "Tell the boys," he said, "to come right on in and to call me 'Joe.'" Associated with him is Betty Greer as secretary of the new organization. Miss Greer was formerly with the firm of Keeney & Sons, coin-machine distributors, for 10 years.

The firm will enter the field of distribution of coin machines of all the better types. Ample display space is already provided and the location is convenient to the Chicago Loop district, it is pointed out.

Congratulations began coming in to Mr. Huber as the news spread of his new business. He has acted as secretary and treasurer of the Coin Machine Manufacturers' Association since this organization was formed and performed much of the work in holding the annual coin-machine expositions in 1932 and 1933. He will also continue his work in planning the 1934 exposition, to be held here February 19 to 22. Joe is thus known to operators, jobbers and manufacturers all over the nation and his popularity is well attested. His genial disposition has been hailed as a business asset by all who know him.

A full sketch of his career was not available at this time, but he entered the coin-machine field first as an operator in 1916. Then he joined up with Uncle Sam to take part in the World War. After the close of the war he worked with the Southern Confection Company as a field representative, covering the State of Virginia and surrounding territory and visiting operators in all that section. Joe then came to Chicago with the Universal Novelty Vending Company, which had strings of coin machines in various territories. In 1928 he joined the Rock-Ola Manufacturing Corporation, with which he was associated as vice-president until this week.

Joe says that he has had plenty of experience in the coin-machine business and that he knows the operator's needs as well as he knows selling machines.



J. O. HUBER

SIMPLEX TRIPLE JACK POT ATTACHMENT

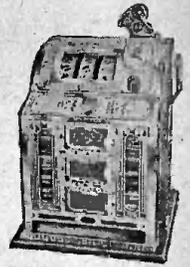


FOR JENNINGS 5c, 10c, 25c Bull's-Eye and Square Detector Glass Side Venders and Bells, also Victoria Bells. State if machine has short front door, also if machine has two pay-out cups.

THREE JACK POTS TO WIN. THREE TIMES THE EXCITEMENT. THREE TIMES THE EARNING POWER.

FOR MILLS 5c, 10c, 25c Bull's-Eye and Square Detector Glass Front Venders, Side Venders and Bells. Three Bars win a jack pot. Three Bells win a jack pot. Two Bells and Bar win a jack pot.

The only attachment manufactured which actually gives players three chances to win jack pots. Displays on front remain full at all times. Jack Pots when won are AUTOMATICALLY paid out by pay-out slide mechanism.



IDEAL FOR RESTRICTED TERRITORIES. ABSOLUTELY TROUBLE-PROOF. ONLY ONE WORKING PART.

Sample \$12.50 (tax paid)

Write for Quantity Prices. Send Cashier's Check, Bank Draft or Money Order. IMPORTANT—In ordering be sure to give make of machine, serial number, whether front vender, side vender or bell, and size of coin. If machine is now equipped with jack pot give style of equipment.

DEAN NOVELTY COMPANY

406-8 WEST FIRST STREET, TULSA, OKLAHOMA
 (Originators and Manufacturers. Patents Pending.)

GREATEST RADIO VALUES

Latest 4-Tube AC-DC
Universal Radio
8.50 Complete With Tubes.
 In Lots of 5 or More, \$9.50 in Lots of 1 to 4.

5-Tube A. C. D. C. Set, \$10.50, in Lots of 5 or More. Beautiful Piano Finish Cabinet, \$11.50 in Lots of 1-4.

AC-DC, 4-TUBE VICTORY.

THE ULTRA MODERNISTIC RADIO

9.50 Complete With Tubes.
 In Lots of 5 or More, \$10.50 in Lots of 1-4.

CHICAGO RADIO DIST., (Dept. BB)
 1325 S. Michigan Ave., CHICAGO, ILL.
 Member of the N. R. A. and the Chicago Chamber of Commerce.

CHICAGO RADIO DIST.

1325 S. Michigan Ave., CHICAGO, ILL.
 Member of the N. R. A. and the Chicago Chamber of Commerce.

ATTENTION!

Operators of Claw Machines, Diggers and Pin Beards.
 ENAMELED CAST ANIMAL NOVELTIES, 45c Doz. Also Full Line Novelty Merchandise. Trial orders, \$5.00 up. State type machine you operate.
DES MOINES NOVELTY CO.
 P. O. Box No. 488, DES MOINES, IA.

USED MACHINE BARGAINS—Tip Top, Five Star Final, Skipper, \$6.00 Each; Steeple Chase, Skidoo, Ad Lee Dice (Electric), \$2.50 Each; Official Sweepstakes, Mills Official, \$12.50 Each; Jack and Jill, Airway, \$15.00 Each; Hamble, Gattle Bell, \$7.50 Each; New Century, \$11.50; Magic Clock, \$8.00; Cub, \$8.50; Ball, Counter Game, \$4.00; Figure 8, \$2.25; Whirlwind, \$18.00; Cooty, \$4.00; E-Z Aces, \$60.00; Skyride, \$12.50; Ball Gum (1/2 Case), \$7.50. We buy and exchange Used Machines. 1/3 Deposit, Balance C. O. D. IDEAL NOVELTY CO., 393 Lepp Ave., St. Louis, Mo.

Used Machine Bargains

Keeney's Magic Clock \$ 8.50
 A. B. T. Roll-Let 5.00
 Seeburg Western Sweepstakes (Automatic Payout) 60.00
 Mills Official 11.00
 Mills Official (Counter Side) 7.00
 Big Broadcast 8.50
 Juggle Ball 3.75
 One-Third Deposit, Balance C. O. D.
W. B. SPECIALTY COMPANY
 2507 Marcus Ave., St. Louis, Mo.

Ach Himmel!

Here's a Real Money Maker

FLASHY 1000-HOLE BOARD (5 COLORS) TAKES IN \$50.00—PAYS OUT 216 BEERS

Price Complete With Easel \$1.30 Plus 10% Tax

CHAS. A. BREWER & SONS
 Largest Board and Card House in the World
 6320-32 Harvard Avenue, Chicago, U. S. A.

Licensed Under Patent No. 1,260,767.

WARNING!

The entire mechanical and electrical principle of the amusement pin or marble game known by trade name as **CONTACT**

Is covered by patents in the U. S. Patent Office. It is our intention, as owners of the patents on this game, to protect ourselves against any and all infringements of our patent rights. We are members of the Coin Machine Manufacturers' Association. This organization has filed with the United States Government a code covering unfair competition. Immediate action will be taken against any and all individuals pirating or copying in any part or principle embodied in CONTACT.

PACIFIC AMUSEMENT MANUFACTURING CO.
 1525 West Seventh Street, Los Angeles, Calif.
 New Factory Branch Just Opened at 26 Ninth Street, San Francisco.

SALESBOARD OPERATORS

Buy this 1,500-Hole Cigarette and Merchandise Assortment complete with merchandise for less than other manufacturers ask for the blank board.

Sample, \$6.50. Lots of 10, \$5.50.

Many other Assortments equally as good. Order sample today and see for yourself whether or not we can save you from 25% to 40% on your board purchases.

H. G. PAYNE COMPANY
 203 Church Street, - - - Nashville, Tenn.

TRADE IN YOUR OLD MACHINES!

WRITE For Liberal Trade-In Proposition on Bally's **BLUE RIBBON**

ALSO ROCKET • CUB • DICETTE • FENNANT • CRUSAHER. OPERATORS! It will pay you to get our Mailing List! We've always got what you need to make money!

AUTOMATIC SALES CO. 205 CHURCH ST. NASHVILLE, TENN.

LEON TAKSEN EXTENDS BEST WISHES FOR 1934 WITH REAL NEW YEAR BARGAINS FOR ALL OPERATORS

MILLSILENT Dbl. J. P. Esc. F. Vndr. \$49.50	SILVER CUPS	\$16.00
MILLS Original Frt. Vndr. Reserve J. P. 19.00	AIRWAYS	13.00
JENNINGS Victoria Res. Single J. P. F. V. 18.00	JIG SAWS	22.00
JENNINGS Side Vender Res. Jack Fed. 15.00	CENTURY SPECIAL	18.00
CLUB HOUSE (Regular Model), Used..... 10.00	MILLS OFFICIAL TABLE	10.00
Used PURITANS and DAVALS..... 6.00	SKIPPERS	3.00

1/3 with Order, Balance C. O. D. F. O. B. N. Y.
LEON TAKSEN COMPANY, 2608 AMSTERDAM AVE. NEW YORK CITY

DOUBLE EDGE RAZOR BLADES TO FIT GILLETTE TYPE RAZORS

New "BAR-NONE" Blades. Each packet cellophane wrapped.



No. B8C08—5 Blades in Package, 20 Packages in Carton.

No. B8C10—10 Blades in Package, 10 Packages in Carton. **90c** Per Carton (100 Blades)

N. SHURE CO.
Adams and Wells Sts.
CHICAGO

SEE HARLICH'S NEWEST SALESBOARD IDEAS!

Our latest creations are all bell ringers. Really new and different Beer Boards, Trade Boards, Cutout Boards, Novelty Boards, Etc.

WRITE TODAY FOR LATEST LITERATURE

There's Profit in Being First With the Newest.

HARLICH MANUFACTURING CO.
1401-1417 W. Jackson
CHICAGO

LAST CALL!

HUMPTY DUMPTIES or TANGO DANCERS

Per 100...\$3.00. Per 1,000...\$28.50
Cash With Order—No C. O. D's.

Hurst Gyroscope Tops

Per Dozen...\$1.50. Per Gross, \$15.00
Fan Dancer Cards. Per 100...\$4.00
Xmas Cards. Per 100...1.00
Santa Sand Cards. Per 100... 3.50
25% Deposit Required.

LEVIN BROS.
TERRE HAUTE, INDIANA

STEEL STANDS

(Adjustable) FOR SLOT MACHINES AND VENDORS.



Quality Construction. Frame, 1 1/2" x 1/2" Inside. Weight, 21 Lbs. Finished in Black Japan. **LOW PRICE \$1.75 for 8 sample or Small Lots.** \$1.50 in Quantities Over 50. P. O. B. Brooklyn, N. Y. **TERMINAL CASH** with Order. Write for information. **QUAKER CITY METAL PRODUCTS CORP.**
196 No. 14th Street, BROOKLYN, N. Y.

Back to Greet New Year

CHICAGO, Dec. 30.—Back to Chicago for the holidays came O. D. Jennings, head of O. D. Jennings & Company, after a vacation of several weeks on his plantation at Port Gibson, Miss. Much rested by this outing, and with a healthy coat of southern tan and some good hunting yarns to tell, he brought back plans for an extensive program to start the year 1934.

IRVING SOMMER

(Continued from page 74) of distribution it is necessary to choose with utmost care distributors upon whom he can rely for immediate and careful ground work, so that the follow thru will in itself create the necessary sales.

"The careful and intelligent manufacturer will choose one direct factory distributor in each designated territory, as we consider territories today, in the coin machine industry. One of the greatest proven reasons for the singular choice is the fact that only then does the manufacturer know that his product is gaining the concentrated attention he himself cannot give it from his office hundreds of miles away. That chosen distributor is right on the ground floor; he knows his territory; is personally acquainted with his jobbers and operators, and is therefore in a most advantageous position to watch the demand for the product, knowing precisely what to do to bolster up sales, and at the same time he is adequately equipped to keep the manufacturer posted and help solve any problems he may be confronted with.

"However, the choice of more than one distributor in any given territory is certain to create a condition akin to 'too many cooks spoil the broth.' On the other hand, with this singular distribution guidance for each territory, various constructive policies can be drafted by the distributor and his neighbor distributors in surrounding territories and placed before the manufacturer for his consideration and probable adoption on a national basis, thus gaining for himself a most successful and economical means of distribution and most certainly further the sale of his product.

"There exists at this time an over-abundance of machines. Too many and of too many different types. Those manufacturers who are continuously practicing the policy of more and more machines to continue their tremendous production are in reality hurting themselves and destroying their customers. The operator will co-operate with those manufacturers who give him the opportunity of making a profit from a machine before they attempt to place another machine on the market.

"There are, after all, just so many players thruout the country who will indulge in coin equipment. The operator gains the patronage of these players thru the attraction by new and unique equipment. To be successful he must first return the cost of the machine to his pocket, and then gain the profits as long as the players continue their attraction for that sort of equipment. Once the attraction lags, the operator himself demands new equipment. But until then the manufacturer should respect his (the operator's) knowledge of his own needs. Immediately piling one machine after another upon his shoulders taxes him beyond the point of profit, even beyond an actual clearance of the cost of the machine itself.

"If the manufacturer will therefore guide himself more stringently by the demand of the operators themselves, he will find then, and that only, that he has a richer and more fit customer to deal with. In short, the operator will not be turning his profits into new equipment continuously and will therefore be in much more receptive mood to purchase newer equipment when it enters the market. If manufacturers will heed these words they will not 'kill the goose that lays the golden eggs'.

"There is no question of the great part which advertising plays in the distribution of any product whether in the coin machine industry or in any other industry. It is my belief that the manufacturer and the distributor should arrive at some working arrangement whereby the advertising of both individuals will be mutually beneficial."

SENSATIONAL BARGAINS OF LATEST PIN GAMES

Jigg-Saws, \$28.00; Skyride, \$12.00; Big Broadcast, \$12.00; Silver Cup, \$20.50; Uniforce, \$15.50; Okay, \$3.00; Mat-Cha-Skor, \$5.00; Master 10 Peantut Vender, \$1.50. One-third Deposit. Balance C. O. D. "Used Machines with a New Machine Guarantee." **IMPERIAL VENDING MACHINE CO.**, 1717 Biidle Street, St. Louis, Mo.

42nd STREET



GENCO'S SENSATIONAL PIN GAME
Shooting—a whirling, spinning ball through 5 movable, chromium arrows
TANTALIZING • INTRIGUING • FASCINATING

- 7 Flashy, Sparkling, Living Colors.
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- FAMOUS "FEATHER" LIFT AND PLUNGER COMBINATION.
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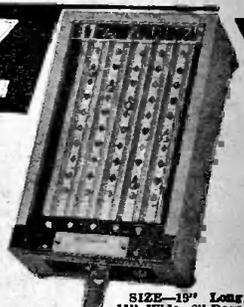
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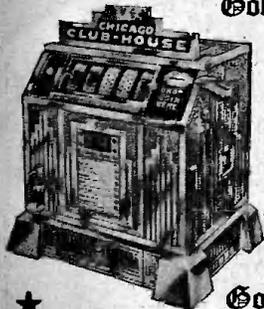
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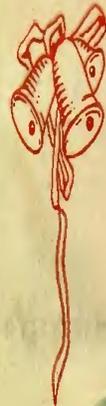
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