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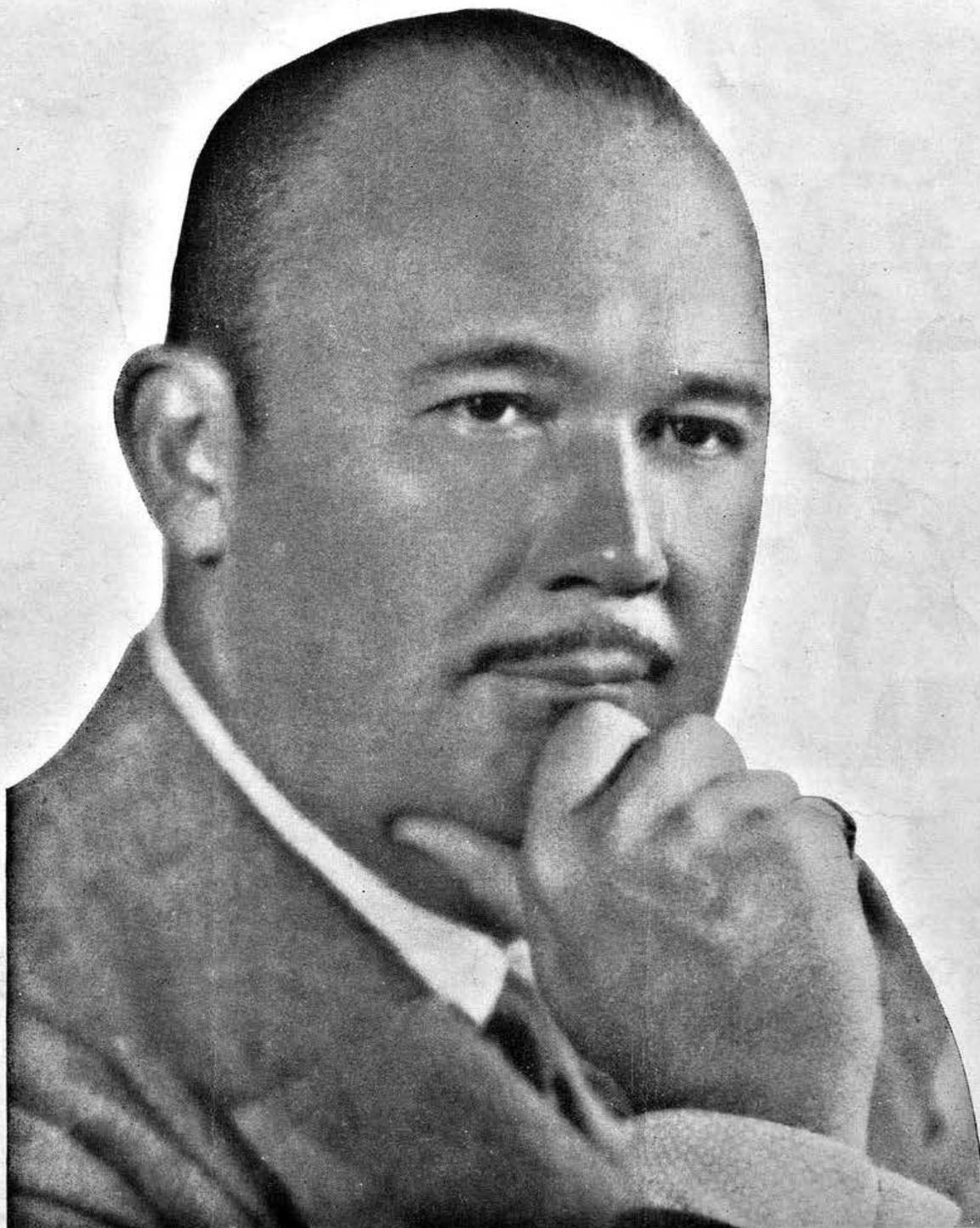
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The World's Foremost Amusement Weekly



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Vol. XLVI
No. 3

The World's Foremost Amusement Weekly

January 20,
1934

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WHITE RATS CHARTER TO ABA

Minnesotans Declare They Prefer County Instead of District Fairs Drops Burlesque in Favor of BAA; AFL Now Covers All Actors

ST. PAUL, Jan. 13.—Minnesota Federation of County Fairs, in annual session here this week, went on record as definitely opposed to any move to do away with county fairs and substitute a dozen or more district fairs for them.

This and the possibilities offered county fairs thru the CWA were chief topics at sessions of the State and county fair bodies in the Lowry Hotel on January 10, 11 and 12. The fair men also went on record as wholeheartedly supporting the "new deal" inaugurated by President Roosevelt and expressing confidence in its ultimate success.

This year's convention was well attended, only a few fairs having no representatives present, and there was greater optimism than has been manifested in several years. Most of the fairs did surprisingly well in 1933, it was brought out, and 1934 promises still further recovery. Delegates were one in belief that all signs point to greatly improved conditions.

The Federation re-elected all officers: President, Les Emery, Hibbing; vice-president, Ed Zimmerhall, Caledonia; treasurer, R. S. Thornton, Alexandria; secretary, R. F. Hall, Minneapolis.

There was a meeting of officers and delegates Wednesday morning for appointment of committees, introduction of attractions, people and announcements. Wednesday afternoon was devoted to a session of the State Agricultural Society in which delegates to the federation convention participated. F. W. Murphy, regional director of Public Works Administration, Wheaton, spoke on *Our New Responsibilities*.

"The whole system of government and living has been changed by the 'new deal,'" Mr. Murphy said, "and it is up to us to co-operate with the administration if we ever expect to get back on our feet. I am a soldier in this great peace-time revolution, just as you are. We should not be obstructionists. If we criticize our criticism should be constructive. The government's program will win unless industry resorts to sabotage. There is no question but what we are going to get out of this great agricultural depression. You cannot

solve the farm problem independently and co-operation with the government and industry in bringing prices for farm products back to a parity with the industrial products is the fundamental factor in recovery."

Bailey Reviews Year

Mr. Murphy declared that the government is undertaking what industry itself should have done. "The new order," he said, "is being built on the ashes of the old."

William Mahoney, mayor of St. Paul, (See *Minnesotans Declare* on page 56)

Action of Four A's climax of sensational rise of ABA—burly actors' first union—Chorus Equity retains chorus in all fields—new unions' membership drives

NEW YORK, Jan. 15.—The Actors' Betterment Association was granted the old White Rats' AFL charter Saturday. However, it voluntarily relinquished jurisdiction over burlesque, and a special burlesque charter was then issued to the Burlesque Artists' Association. This came after a meeting Friday between representatives of the ABA and BAA and the executive board of the Four A's (the Associated Actors and Artists of America). This action by the Four A's climaxes the sensational rise of the ABA and also marks the first time in show business that burlesque has its own AFL actor union. This brings into the entertainment field two more actor unions and completes the AFL coverage of actors in every branch of show business.

The ABA is granted jurisdiction over vaudeville, clubs, restaurants, cafes and all outdoor fields. It has already moved to assert its jurisdiction over outdoors by arranging to have a spokesman at the coming circus code hearing in Washington. Its position in the vaude field already established thru the recognition it won in the vaude code hearings, it is now planning also to show its hand in the cafe field.

Chorus Equity will have jurisdiction over the chorus in all the fields covered by the ABA.

With Equity exercising a closed shop in legit and also trying to entrench itself in radio and pictures, as well as anticipating covering television, there does not remain a single actor field not already covered—at least on paper—by the AFL thru the Four A's.

The ABA committee appointed to consult on the charter consisted of Ralph Whitehead, Fred Keating, Joe Laurie Jr., Sophie Tucker and William J. Rapp, counsel. They met with the Four A's. The ABA agreed to take over the old White Rats' charter (the American Artists' Federation charter), but balked on giving up burlesque.

However, when the committee retired, it went into a confab and immediately notified Frank Gillmore, president of the (See *WHITE RATS* on page 64)

Unemployed Musicians Given Promise of Aid by the NRA

Charlton speaks at mass meeting—threatened strike in favor of Sunday shows simmers down—other groups in theater take up Sunday question, radio competition

NEW YORK, Jan. 15.—The unemployed musicians of this city, estimated as more than 10,000, will have been promised definite aid by the NRA. Henry F. Wolff, local NRA administrator, has just called a meeting of the officials of Local 802 and the AFM and a committee representing the unemployed musicians to meet at his office. Wolff wants to smooth out the factional fight within Local 802, while at the same time working out plans to re-

lieve unemployment. Wolff's stand was read to a mass meeting of 2,000 musicians Friday at Yorkville Casino by his representative, William H. Charlton. At this meeting the Sunday legit issue was again aired, and a committee of five was authorized to call on Governor Lehman and ask his aid in repealing State legislation banning Sunday shows.

The breach between the rank and file (See *UNEMPLOYED* on page 56)

Fight on Against Kentucky Tax Threatening Amusement Industry

FRANKFORT, Ky., Jan. 15.—Amusement and sport interests of Kentucky are aroused over a bill introduced in the lower House of the Legislature the latter part of last week, to tax admissions at the rate of 5 cents per 25 cents or fraction thereof. Already opposition has been voiced, and those in back of this opposition urge others interested and who have not yet taken any steps in that direction to get busy at once. The bill comes up before the Legislature this week. It has already passed the committee. Among those opposing the bill to date are F. H. Bee Jr., of the F. H.

Bee Shows, and Bob Sickels, another outdoor show owner.

This tax would be in addition to the State and county licenses, and applies to every form of amusement where an admission charge is made. The bill, if passed would close Kentucky to all outdoor amusements and motion picture shows charging 25 cents or less, because they could not absorb this tax and it would have to be passed on to the public. It also threatens to wipe out many forms of amusement where the admission price is above that amount. For (See *Fight on Against* on page 64)

NRA Talent Aid Is Nearing

Considering ABA's and Levy's plans for unemployment relief

NEW YORK, Jan. 15.—The efforts of various actor and managerial groups to get aid from the NRA moved a bit closer to their goal last week, but nothing definite has been set yet. The local NRA Board is still struggling with plans to aid about 23,000 unemployed local musicians, while at the same time it is weighing recommending adoption of the ABA's plan to reopen vaude theaters and Bernard Levy's plan to borrow money from the Reconstruction Finance Corporation for loans to producers.

William H. Charlton, head of the radio and editorial division of the local NRA, will confer again with Ralph Whitehead, secretary of the ABA, today. He is very much interested in the ABA's proposal to reopen about 600 theaters and supply (See *AID FROM NRA* on page 56)

World's Fair Midway Change

Northerly Island new site—former location of Jantzen Beach—to move rides

CHICAGO, Jan. 13.—It was announced today that the midway of A Century of Progress is to be located on Northerly Island instead of on the mainland as it was in 1933. All of the amusement devices, even the two "high" rides, the Flying Turns and Giant Coaster, will be moved to the new location, which is just south of the Adler Planetarium and occupies the space which last season was Jantzen Beach, a concession that was unsuccessful.

The space occupied by the midway last year will be largely taken up by a colony of foreign villages.

Major Lenox R. Lohr, general manager of the fair, has been in Arizona recuperating from a severe attack of influenza, but is expected back today to take active charge of the work of organizing the new fair.

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Legit Ranking Snarl; Up to Authority for Wage Status

Question up to classify junior and senior members this week—committee formed to make report—two ticket firms feel teeth of committee and Rosenblatt in violations

NEW YORK, Jan. 13.—Schedule of the Legit Code Authority, while usually announced ahead of time, generally varies with the importance placed upon the issues. Consequently, a variety of issues may take precedence to the scheduled matter of discussion, which is a definite ruling concerning Actors' Equity, that being a definition of what constitutes a senior member and of what constitutes a junior member. While seemingly a small matter, a wage snarl is entangled in this decision. Junior members are entitled to \$25 and senior members to \$40. An actor with less than two years' experience is considered a junior member, but the big point is what is two years? Is it two years fiscally, or is it two years actual time while engaged in productions? Committee is expected to decide this point this week.

It has been charged in one case that a manager chose to employ junior members entirely because of the lower wage (See LEGIT RANKING on page 55)

OUT-OF-TOWN OPENINGS

"Among Those Sailing"

(PHILADELPHIA)

A play by Laura Walker, directed by Lee Elmore (with supervision by Clarence Derwent), and presented by Lyme Players, Inc. Sets designed by Louis Kennel. Opened January 8 for scheduled run of a week, which was later changed to two.

Cast includes Constance Binney, Faure Binney, Guido Madze, Leon Waycoff, Harold DeBecker and W. Messenger Bellis.

Sybil Marsh, attractive widow, is on the verge of surrendering to Calvin Hunter, gay philanderer, on the last day of a voyage from Paris to New York, when Hunter discovers she is a sister to Marie Curtis, his one-time flame and the woman who done him wrong and made him a heartless Don Juan. Scene shifts to Long Island home of Marie, where she is living with her doting and jealous young husband. Sybil and Calvin turn up, old sores are reopened and a potential farce goes badly philosophical.

Generally condemnatory criticisms, with leanings toward the derisive. Situations unconvincing, lines banal, direction weak and play not too well rehearsed.

"Student Prince" For Chi Theater

CHICAGO, Jan. 13.—Balaban & Katz started the new year off with smash attractions for their Loop ace house, the Chicago Theater. Mary Pickford played a week's engagement to tremendous business. Will Mahoney opened on January 12; Harry Richman and Vincent Lopez follow on January 19, and on January 26 a tab version of *The Student Prince*.

Other possibilities are Eddie Cantor in person and the Morton Downey unit show.

"Pastures" Unit in Lincoln

LINCOLN, Neb., Jan. 15.—Joy Sutphen, one time manager of the Liberty Theater, has gone brave and is piloting the *Green Pastures* unit over several spots in and around this State. The show is scheduled for the Liberty today, matinee and night. Price ranges run from 75 cents to \$2 for the 1,300-seater and that's packing 'em to the roof. Long years without good road shows or any number to keep the patronage road show-conscious may prove disastrous.

Sutphen is ahead of the show in Sioux City, Ia., and Omaha, Neb., and maybe several other spots later. Town is peeped to capacity, but advance sales were not heavy. Liberty up to this time has been shuttered.

Shows Playing Martin Time

ATLANTA, Jan. 13.—The Martin Theaters Booking Office, thru F. D. Adams, announces that *Girls in Cellulose* has just completed a return tour over its circuit and that shows now working its time include *Heading for the Last Roundup*, *Purcell's Revue*, *Harry Clark's Revue* and *Citford's Manhattan Revue*.

Keating's New Stooze

NEW YORK, Jan. 15.—Fred Keating has trained his toy peke to do straight for him. The peke listens to his gags and then walks to the footlights to check up on the response. Keating did a complete eight-minute routine with the peke at the Palais Royal last week and plans to use him in his act. Claims the pooch saves him the salary of a stooze.

New R. C. Officers; Thompson Acting GM

NEW YORK, Jan. 13.—The officers and directors of the Radio City Theaters were announced yesterday by M. H. Aylesworth, chairman of the board. Officers, in addition to Aylesworth, are J. E. McDonough, president; W. G. Van Schmus, vice-president and comptroller; L. E. Thompson, vice-president and acting general manager; Herman Zohbel, treasurer, and William Mallard, secretary. In addition to these officers the board of directors also includes Webster B. Todd, Joseph O. Brown and Francis T. Christy.

The labeling of Thompson as acting general manager leaves room for the belief that there will still be a successor to S. L. (Roxy) Rothafel, altho it is still denied that such is contemplated.

Pix Houses Use Radio

WATERBURY, Vt., Jan. 13.—Managers of Vermont film theaters are rapidly turning to radio as an advertising medium. Theaters in 10 small cities and towns are now giving their programs daily over Station WDEV, this city. These are Lyric, Waterbury; Playhouse, Montpelier; State, Burlington; Strand, Randolph; Bijou, Morrisville; Opera House, Barre; Burns, Newport; Idle Hour, Hardwick; Premier, Littleton, N. H.; and Opera House, Woodsville, N. H. The Star, St. Johnsbury, also frequently makes announcements over the local station.

The Majestic and Flynn are steady users of time on WCAJ, Burlington.

West Coast Extra Squawk

Rosenblatt Hollywood bound in interests of complaints by extras

NEW YORK, Jan. 13.—Sol A. Rosenblatt's trip to Hollywood is for the express purpose of settling the "extra" controversy, it was learned here today. As has been alleged by extras working the lots, many are not receiving salaries as high as the minimum set by the code, and Rosenblatt is expected to investigate these violations and to render a decision. Rosenblatt already has appointed a board of arbitration, including producers and labor, and he will meet with them this week.

Eddie Cantor is keeping informed on the Hollywood situation thru secretary of the Screen Actors' Guild, Ken Thompson. It was stated today from Cantor's local headquarters that the Screen Actors' Guild was not beckoning any alliance with Actors' Equity.

N. Y. House Workers in Open; Ushers Win Detroit Strike

NEW YORK, Jan. 13.—The Theater and Amusement Employees' Union, Local 118, came out into the open this week for the first time by holding a dual mass meeting at which recognition of the union was demanded, as well as a 40-hour six-day week, closed shop, elimination of the stagger system and split shifts, and driving out of business of racketeering employment agencies. The meeting then decided to have each theater send a delegation of three—a janitor, a doorman and an usher—to a meeting next Tuesday in which a wage scale will be drawn up for presentation to employers.

The union claims more than 2,000 members. It has set a quota of 20,000 for itself in this city. More than 1,000 attended the two meetings Tuesday night. Working conditions for the lesser-

paid theater employees were discussed. Loew, Skouras and Springer-Cocalls circuits were accused of cutting wages \$2 to \$5 a week thru using the trick \$10-a-week clause in the film code. Springer-Cocalls Circuit was also accused of calling a meeting of employees the same night as the union meeting, and a motion was made to make this action the basis for a complaint to the NRA.

Among those who addressed the meetings were Charles C. Levey, secretary-treasurer; Louis Schwarz, business manager, and Sld Silvers, president of Local 118; also Charles E. Sinnegen, representing the NRA and the Union Labels' Trade Department of the AFL; John McCarron, representing Theodore Mitchell, of the Association of Theatrical Agents and Managers; Tom Murphy, of the In-

(See N. Y. HOUSE on page 54)

Interstate Seeks a Theatrical Rate From Railroads for Units

NEW YORK, Jan. 13.—Railroad lines may soon institute lower rates for performers or else observe a theatrical rate, this to apply to companies of 20 people or more, if Charles J. Freeman, Interstate booker, is successful in present negotiations. He has been contacting the Southern lines with this in mind, and the officials have stated that if he can swing over the Eastern trunk lines they will be glad to co-operate.

Freeman had word this week from Eastern railroad officials that they will be able to do something definitely after February 15. Whether the lines decide to reduce the rates or introduce a special theatrical rate, there will be a saving on individual tickets of from \$7 to \$8. Of course, the reduction will only pertain to tickets bought in lots of 20 or more.

The Interstate Circuit's unit route has plans for about one show a week traveling from here to Texas, and Freeman informed the railroad people that the future holds the possibility of five or six such shows making the trip each week. Freeman, in booking the units, allows about \$500 a week as the cost for transporting, which he deems to be too high a figure. If the railroads co-operate, he figures that there will be a saving to his circuit of about \$250 a week on each unit.

Railroad baggage accommodations are no hardship, inasmuch as all lines, with the exception of one section, grant a free baggage car with 20 or more tickets. The exception is the New England railroads, which demand 25 tickets for a baggage car. Until this year, however, these lines insisted on 50 tickets.

"Try-Out" Up For Violation

Question of minimum wage and costumes — decision reserved for week

NEW YORK, Jan. 13.—The Music Box Theater in Hollywood, classed either as a "try-out" or "professional" theater, as yet undetermined by the Legit Code Authority, was to have been shut down today by Actors' Equity, but after a long-distance telephone call from William P. Farnsworth, legit NRA administrator, to Frank Gillmore, president of Equity, it was decided that the theater be permitted to operate one week pending an investigation of its standing in terms of the NRA.

The theater has been operating on a percentage arrangement with its actors. (See "TRY-OUT" UP on page 55)

Fox, St. Louis, Drops Flesh

ST. LOUIS, Jan. 13.—Stage shows will be eliminated at the Fox Theater here, beginning this week, as this ace house enters upon a new policy of straight pictures. Policy calls for the exhibition of double-film programs, with no orchestra or flesh entertainment of any kind.

Negotiations are being conducted with Fanchon & Marco and Harry Arthur, the group now operating the St. Louis Theater, looking to a merger of the St. Louis and Fox under a single operating control. Fox receivers and Manager Harry Greenman of the Fox are in New York in connection with the deal.

Dual control of the two houses will give them the product of three major film producing companies—Fox, Universal and RKO. If and when the merger is completed it is planned, according to reports, to present stage shows and one feature picture at the St. Louis and two features weekly at the Fox.

Elimination of the stage shows at the Fox has resulted in the departure of Al Lyons after three years and nine months as musical director and master of ceremonies. This is a record for St. Louis in length of time for one emcee at one theater. The new policy also means the loss of positions for 21 musicians and several stagehands. Stage shows have been presented at the Fox since the house was opened on January 29, 1929.

Legal Test for Code

BUYRUS, O., Jan. 13.—Constitutionality of the NRA will be given a test in common pleas court here when the case of Wallace Beck, resigned manager of the State Theater here, against John Settos, Marlon, owner of the theater, comes to trial. Beck filed suit for \$240, assertedly due on his salary under provisions of the NRA. He stated in his petition that he should have received \$560 for a specified period, but that he was given only \$320. He also charges that he worked longer hours than those approved by the NRA.

"Curtain Rises" at Cort, Chi

CHICAGO, Jan. 13.—Wee & Leventhal presented their second show here this season with the production of *The Curtain Rises*, which opened at the Cort last Sunday evening. The cast is headed by Louise Groody and Donald Foster and includes Fay Courteney, Doris Dalton, G. Albert Smith, Bertram Thorn and Foster Williams, who was leading man at the National Theater here in dramatic stock several years ago. Show received nice notices from the critics and is doing a fairly good business on two-for-ones.

"Convict's Daughter" New "Meller" Unit

CHICAGO, Jan. 13.—Jack Sexton Sr., formerly with the Cotton Blossom Showboat at A Century of Progress, in conjunction with Tommy Sacco, has organized a company to present *The Convict's Daughter*, old-time melodrama, in tab form.

The show, which will be played in motion picture houses, runs 65 minutes. Between acts old-time variety acts will be presented.

Asks Arrest of Major Ward

Major testifies in Rappaport trial—Assistant D. A. then asks arrest warrant

NEW YORK, Jan. 13.—Assistant District Attorney John J. Sullivan asked for a warrant for the arrest of Major Edith Ward Thursday at the conclusion of the third hearing of Herman Rappaport, who is on trial for the alleged unlicensed solicitation of funds for the Actors' Memorial Foundation. The hearing was held at 300 Mulberry street and was presided over by Magistrate August Dreyer.

Miss Ward had taken the stand at the request of Sullivan, who is prosecuting the Rappaport case. He questioned her at length concerning her connection with the Actors' Memorial Foundation from November 28 to December 19. Sullivan probed into the financial operations of the Foundation, asking how much was spent on unemployed actors, how the records were kept, etc.

Miss Ward testified that eight years ago she founded the Pilgrims' Memorial Foundation under the name of Mary Virginia Dare, which she said was her real name. Later, she testified that the Actors' Memorial Foundation was founded to perpetuate the memory of the great of the American theater. She added: (See ASKS ARREST on page 63)

"After Such Pleasures" at Barbizon-Plaza in New York

NEW YORK, Jan. 15.—The Barbizon-Plaza Hotel, which has been running its successful *Sunday Nights* at 9 in its concert hall, has added a special two-hour show week days. The new entertainment is Edward F. Gardner's dramatic staging of Dorothy Parker's short stories, *After Such Pleasures*.

Gardner's production is a distinct novelty and should enjoy a profitable run. It consists of eight sketches, none using more than four performers. One of them is a solo sketch. In a sense they are high-class blackouts, altho the comedy comes thru the brilliant dialog rather than the situations.

The titles are: *A Young Lady From Paris*, with Shirley Booth and Don Shelton; *Dusk Before Fireworks*, with Enid Markey and Don Shelton; *The Walts*, with Mary Farrell; *Here We are*, with Shirley Booth and Ackland Powell; *You Were Perfectly Fine*, with Enid Markey and Ackland Powell; *Glory in the Daytime*, with Lea Penman, Kathleen Chase, Shirley Booth and Mary Farrell; *Black and White*, with Enid Markey, Don Shelton and Eliwell Cobb, and *The Mantle of Whistler*, with Shirley Booth and Ackland Powell.

The sketches are sharp and devastatingly caustic. Etched along the famous Parker lines, their humor is vicious and at times cruel. The last two are the cruelest of the lot.

Of the performers, Enid Markey is outstanding, while Shirley Booth, pretty blonde, does consistently fine work. Mary Farrell's solo sketch is clever, but not very subtle. Ackland Powell and Don Shelton are both first-rate.

The price scale is \$1.10 and \$1.65 matinees and \$1.10 and \$2.20 evenings. The hall seats about 500. If Gardner can get the show established here he may eventually be able to move it to a larger house. PAUL DENIS.

New Orleans Loew's and MPMO May Bury Hatchet

NEW ORLEANS, Jan. 15.—W. P. Raoul, Southern representative of MPMO union, says there is a possibility of definite settlement of Loew's-State labor troubles. Raoul was in communication with the New York office and says a satisfactory agreement may result without forcing the issue before the Washington labor board Tuesday.

Father Wynhoven, chairman of the local board, wired Washington to hold up proceedings.

Joe Penner in Cleveland

CLEVELAND, O., Jan. 15.—Joe Penner and Aaronson's Commanders were featured Saturday at the opening of the Cleveland Automobile Show, which was attended by a huge crowd that broke all previous opening-day records.

FRANKFORT, Ky., Jan. 13.—James W. Christian, formerly manager of the Kentucky and Hippodrome at Corbin, Ky., has been transferred to this city as assistant manager of the Grand and Capitol.

\$28,000 Appropriated by CWA To Give Work to Many Actors

NEW YORK, Jan. 15.—More than 150 actors will get work immediately thru an appropriation of \$28,000 just granted by the Civil Works Administration. At least 12 plays will go into rehearsal, the first to open January 30. They will play schools, hospitals, auditoriums and museums of this city without admission charge.

Actors will rehearse two weeks with pay and get two weeks' work guaranteed. Equity is now registering unemployed actors at its office. Margaret Smith, in charge of the project, which is under the administration of the Board of Education, is interviewing applicants and is assisted by George Burton and Minnette Barrett.

Emily Holt, Equity counsel, collaborated with Mrs. Charles H. Sabin in working out the plan, which was oked by Equity later and then submitted to William Barber, of the Civil Works Service Department. The CWA granted the appropriation for the plan Friday.

NEW YORK, Jan. 15.—The State Department of Adult Education is extend-

ABA Working on Circus Artist "Voice" for D. C. Code Hearing

NEW YORK, Jan. 15.—With preparatory details and briefs being marshaled principally by ownership sources in connection with the hearing on a code for the circus industry, scheduled in Washington this Friday, performers are being heard from with more vigor following *The Billboard's* statement last week calling attention to the fact that the proposals codified in printed form make no mention of maximum hours and minimum wages for artists—the latter being of greater moment owing to the nature of the industry.

Leaping to the fore for the sawdust actors, as it has been doing for the indoor fraternity, the Actors' Betterment Association, led by Executive Secretary Ralph Whitehead, plans to have representation in Washington during the hearing. A committee of circus artists has been formed and is drafting objections and suggestions. Group, assembled under the direction of Whitehead, contains the names of Max Gruber, member of the ABA executive council; Frank Work, Alt LaRue, Gustav Ateno and William K. Schulz. The last named is expected to appear in the Capital City personally to present the views of performers. At the same time the committee has approved the ABA's tentative position on the code.

There is a possibility that performers

will be further aided during the hearing thru a resident "voice" in Washington who has been active for months and who has been one of the leading lay sources of information on the NRA side. Whether his services will be available was to be made known a few days before the hearing.

Secretary Whitehead issued a statement in which he said that the ABA, or whoever is empowered to act for the organization, will preface its presentation of provisions "with a vehement protest against omission of any protective stipulations for the performer." He said that "it is extremely inconsiderate not to have given circus artists a voice in the making or formulation of the proposed code."

NEW YORK, Jan. 15.—From an authoritative source it is learned that Deputy Administrator William P. Farnsworth is in possession of a selected list of well-known circus performers, one of whom, it is believed, will be asked to sit in with him in an advisory capacity during the hearing. This is taken to indicate that the NRA hasn't lost sight of the performer end of the proposed code.

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Biz Up After Usual Slump

Legit shows respond to healthy rise — "Follies" taking lead—others exit

NEW YORK, Jan. 13.—The natural pickup after the holidays has begun, and those shows that are clicking at all have an appreciable increase in biz for the past week. The *Follies* is the biggest smash in town with a \$38,000 take for its first week, and the same take at capacity for these six days. As *Thousands Cheer* is still in the big money, taking capacity of \$29,500. *Men in White* is on the up this week with \$14,200, six on the up this week. *Days Without End* grabs \$14,000. *Mary of Scotland* gets \$24,000. *Ah, Wilderness*, at \$17,000, while *School for Husbands* took a slump to \$9,000.

Let 'Em Eat Cake takes to the road and others are taking the exit. One of the surprise swan songs is *Oliver Oliver*, which received pleasant notices on the whole. *Dark Tower* also takes a halt sooner than anyone expected.

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PRODUCER GROUP FORMED

To Seek Many Code Reforms; Washington Meeting Scheduled

Organization grows out of preliminary talks on code—Maddock chairman—permanent setup soon—28 sign petition—Rosenblatt to give a second hearing this week

NEW YORK, Jan. 13.—Vaude producers set out this week to attempt to have certain revisions made in the vaude and presentation section of the motion picture code and out of their several meetings arose an organization temporarily named United Producers and Directors' Association. First meeting was held Tuesday, when 28 producers signed a petition to be presented to NRA Division Administrator Sol A. Rosenblatt, the petition seeking modification. Late Wednesday afternoon three designated producers conferred with Rosenblatt, making an appointment for next week in Washington, and this afternoon the group met again as a whole and formed the organization.

The first meeting Tuesday found a large number of producers present. The speakers included Charles J. Freeman, Henry Chesterfield, C. B. Maddock, Alex Gerber, Marty Forkins and others. The petition was signed at this meeting, the petitioners being Maddock, Gerber, John Hickey, Tom Kennedy, Harry Delmar, Al K. Knight, Roger Murrel, Carleton Hoagland, Raymond B. Perez, Lewis Hooper, Billy Jackson, E. K. Nadel, Arvato Friedland, Charles Mosconi, Irving Yates, Harry Krivit, Gus Edwards, Maurice Golden, Dot Duval, Harry L. Normand, Marty Forkins, George Bennett (representing Nick Agneta), Kay Dana Cunningham, Sam Shannon, George Choo, Earl Lindsay, Lester Lee and Bobby Connolly.

At this meeting the group stated that the vaude code, Sections 1 to 8, inclusive, contains many clauses that will undoubtedly work a very great hardship to their business and to those employed therein. They appeal for modification and regard the code board of 10 as unfamiliar with their business. They further seek modification of chorus minimum salary and desire three salary classifications. Also, they seek cancellation of the \$3 a day to chorus girls during layoffs. Desire relief from the clause on break in and try out, believing two weeks at half salary a fair demand. Seek lowered transportation rates for theatrical troupes and many other items.

They also pointed out that the producers were without representation at the drafting of the code, defining the meaning of a vaude producer and also what constitutes a break-in and showing date. Brought out that during normal times the producers give employment to approximately 3,500 performers a year, averaging from 25 to 35 weeks per person on the year. Average amount of salaries per week paid by a producer, they say, has been approximately \$8,000, covering the group. State also that due to conditions their business has suffered

(See PRODUCER GROUP on page 9)

Dorothy Bryant Ill

NEW YORK, Jan. 13.—Mrs. Dorothy Bryant, exec secretary of Chorus Equity, has been away from her office all week. She has been suffering from a bronchial ailment brought on by the strain of working intensely on the various codes.

PAUL RENARD AND GIRLS, and not the Herbert Renard Trio, filed a complaint with the ABA last month against extra border charges when going into Canada.

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.

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

Cirks Claim Code Observance; Loew-RKO To Seek a Revision

Loew, RKO and Warner say they are paying code money—first two, however, find it tough on break-in and showing spots—plan to seek such revision

NEW YORK, Jan. 13.—While the major circuits claim to be observing the minimum salary requirements for performers of vaude acts as specified in the code, they are planning to protest and seek a revision regarding acts breaking in or trying out. This information comes from an RKO exec, who requested that his name be not used and concerns RKO and Loew only. They are the only major circuits with many break-in and showing houses. Warner has but one, the Ritz, Elizabeth, while Paramount-Publix hasn't any. Loew and RKO have not made any definite steps as yet, but expect to get started shortly.

The circuits say they are insisting that the code requirements be watched by their booking offices. Loew this week had its booking office call in some old contracts, which did not cover the code salary requirements, and issue new contracts. RKO stated that it is paying code salaries and the Warner office says it is doing the same for its Elizabeth house.

When the bookers realized that the code provision prohibiting any special salaries meant raises of from \$50 upward, they reported it to the theater execs. Loew and RKO therefore decided to join forces and get up arguments and present them to Division Administrator Sol A. Rosenblatt so that revision might be attempted. The exec giving the information stated that they were going to seek "an interpretation of break in and try out."

The clause objected to, covering both principals and chorus, reads: "It shall be an unfair trade practice for any exhibitor or independent contractor under the guise of public audition to break in, try out or to require a performer to render service for less than the minimum salary established by this code."

Minimum salaries for principals are \$40 weekly net for performers with more than two years' experience, \$25 net for performers with less than two years' experience and \$7.50 per day net for performers working on a per diem basis. Chorus salaries are \$30 per week in de luxe houses, \$35 in travelling companies and \$25 in other than de luxe theaters.

Another All-Girl Revue

NEW YORK, Jan. 13.—Another revue set for the Interstate tour is an all-girl contingent, including Olyn Lyndick, the fem impersonator. Troupe is headlined by Rae Samuels, with Kitty Donar and a girl band rounding out the show. Harry Norwood is producing it.

Murrel Books Whole Show

NEW YORK, Jan. 13.—Roger Murrel, RKO agent-producer, claims he holds some kind of a record or something for booking the whole five-act bill at Proctor's Palace, Newark, N. J., the week starting this Friday. The show is Irene Vermillion, Reynolds and White, Sybil Bowan, Bert Walton and Russian Revels.

Manager Arrested for Doing Too Much Biz

TUCSON, Ariz., Jan. 13.—Having played to packed houses in four Arizona cities, the Georgia Minstrels, F. & M. unit, today headed for the home office in Los Angeles, where they expect to be rerouted on another national tour.

The SRO sign when the colored aggregation played Phoenix caused the arrest of Willard Osborne, Fox manager, on charges of "overcrowding a theater." He was cited to appear in City Court January 18.

Success of the minstrels has prompted Thomas D. Soriero, Arizona Fox manager, to attempt the booking of other F. & M. companies.

RKO Managers Still On Merry-Go-Round

NEW YORK, Jan. 13.—Changes of managers are still being made in wholesale order in RKO houses. Chief among them this week was the resignation of Charles Griswold as manager of the Music Hall as well as two of his assistants, Charles Dow and Lloyd Evans. Herman Whitman moved over from the Palace as his successor.

Taking Whitman's berth is Ray Connors, moving down from the Fordham, Bronx, where Herb Jennings has been placed. Letouts this week were John Patterson, manager of the Greenpoint, Brooklyn; Allan O'Campo, managing the Shore Road, Brooklyn, and Nat Rubin, assistant manager of the Orpheum in that borough. Patterson, however, landed already with the Meserole Theater, Frisch & Rinzler's opposition to the Greenpoint.

Patterson, O'Campo and Rubin are more of the managerial force brought into RKO by Herschel Stuart to get the gate.

Chas. E. Mack Killed In Ariz. Motor Crash

MESA, Ariz., Jan. 13.—Charles E. Mack, of the noted vaudeville black-face team of Moran and Mack, the "Two Black Crows," was fatally injured near here Thursday when an automobile driven by Mrs. Mack overturned while traveling at a rapid rate of speed.

The Macks were accompanied by their daughter, Mary Jane; Mack's partner, George Moran, and Mack Sennett, film producer. George Moran and Mack Sennett escaped injury, but Mrs. Mack and her daughter were slightly injured and were treated at the Southside Hospital, where Mack, crushed as the car turned over several times as the result of a blowout, died.

The party was en route to Hollywood, where the black-face comedians were scheduled to start work in a new picture.

Aldine, A. C., Goes Dark

ATLANTIC CITY, Jan. 13.—The Aldine Theater, one of the city's oldest and last stand of "flesh" on Atlantic avenue, suddenly went dark Tuesday after final show of *The Bowery* by order of the building department. According to Manager Milton Russell, who took charge of the house when it was re-modeled and reopened Christmas of 1932 by the late Harry Savage, inspectors for the building department found several flaws in the walls, which, it is alleged, would have in time become dangerous to patrons if not attended to.

An estimate was made on the repairs, the same coming to nearly \$8,000. The estate of Savage, now operating theater under a receivership agreement, declared it could not make immediate repairs to this extent. The closing order came as a surprise to Russell and whole staff, as pictures were booked for two weeks in advance. Just what further action will be taken, if any, is not decided at this time.

Armstrong Time Canceled

LONDON, Jan. 2.—Three weeks of playing time over the GTO theaters has been canceled for Louis Armstrong, the colored "hot" trumpeter and "scat" singer. Armstrong and his band fared none too well on their opening at Holborn Empire last week, where they headlined a strong bill. Act came off after the first night, with Armstrong claiming that he had a split lip and was unable to do his best. Billy Cotton and his band, English ork, pinch hit for the rest of the week.

Preston Out of Academy

NEW YORK, Jan. 13.—Lew Preston, manager of the Academy here, resigned this week. Illness is attributed as the reason and he left for a sea trip today. Prior to going into the house last fall Preston was district manager for Skouras in Wisconsin. His berth at the Academy has been taken over by Al Kay.

SINGIN' SAM has landed a string of vaude dates thru Nick Agneta. He opens February 2 in Cincinnati, with Detroit, Dayton, Cleveland and Washington following.

RKO Vaude Books Crowded With One-Two-Three and Four-Dayers

NEW YORK, Jan. 13.—The RKO Circuit, home of split-week and full-week vaude, is now getting to the stage where its vaude books are crowded with one, two, three and four-day stands. Most of the houses in this category are former split-week vaudefilms which for the last several seasons have been in straight pix policies. A number of the houses play occasional flesh, using one name for either one or two days.

The Prospect, Brooklyn, long a split-week stand, has fallen into this lineup, and starting this Friday goes into a four-day vaude policy. Madison, Brooklyn, a split-weeker of the old days, is to get

two days of vaude as a consistent diet, starting January 27.

Other two-day vaude bookings are the Tilyou, Coney Island; Strand, Far Rockaway; Broad, Trenton, and State, New Brunswick. A three-day stand is the Audubon here.

Houses which have been getting one name act on occasion for either one or two days are Proctor's, White Plains; Proctor's, New Rochelle; Dyker, Greenpoint, and Bushwick, Brooklyn; Fordham, Bronx; Coliseum, Manhattan, and the Empire, Bronx. Latter gets its first dose of vaude when Uncle Don opens there next Saturday for two days.

Danny Freundlich is assigned the booking of these houses.

Roxy May Get The N. Y. Hipp

Denies rumor—owners to talk later—also nixes radio and Capitol yarns

NEW YORK, Jan. 13.—S. L. (Roxy) Rothafel, who bowed out of Radio City a week ago yesterday, may take over the Hippodrome Theater, according to information received this week. In a phone interview yesterday Roxy denied the report, but other sources gave it some assurance. Roxy was due to leave for his trip to Florida a week ago, but instead leaves today. He intends to be away for about six weeks, and on his return, he said, he would have a statement to make.

Roxy's retort to the Hippodrome rumor was, "Not interested in the Hippodrome and never will be." However, a checkup with the Farmers Loan & Trust Company, handling the property, brought neither a confirmation nor a denial. An official of the company asked that he be contacted Tuesday, at which time he will have a statement to make.

The earlier reports were to the effect that Roxy had approached the Hipp owners with a proposition to take over the house, figuring that it would cost about \$100,000 to remodel the property. House is dark at present and is only several blocks away from the Radio City development. Recently housed a circus and prior to that opera. Carroll & Mayberry are the present lessees of the theater.

The phone conversation with Roxy yesterday dealt with several other rumors. He was asked about the report as to his probable connection with a radio chain. To this he responded with his usual expression, "Applesauce." A like denial was tendered to the rumor that he may reassociate with the Capitol Theater.

Marty Whyte Turns Agent

NEW YORK, Jan. 13.—Marty Whyte was let out of the Arthur Fisher booking office last Saturday after being there eight years as reviewer and booker. He has turned agent, joining Solly Turek in the Palace Building.

Birkenhead Hippodrome Sold

LONDON, Jan. 2.—The Hippodrome, Birkenhead, one of the oldest and most famous of provincial music halls, which began its career in 1833 and was operated by D. J. (Danny) Clarke, has been sold to a department store and will be pulled down in March of this year.

Vaude to Portland, Me.

PORTLAND, Me., Jan. 13.—Keith's Theater, now being operated by Abraham Goodside, local independent, has gone into a new policy of seven acts and pictures on a split-week basis. Programs change Saturday and Wednesday. Booking is being done thru Arthur Fisher, of the Pantages office. Initial response to vaudeville has been good after slowing up on a policy of three and four big acts and pictures.

Loew Takes Vaude Out Of Canton and Akron

NEW YORK, Jan. 13.—Another week of vaude drops off the Loew books when its houses in Canton and Akron, O., go into straight pix policies January 26. Both houses have been playing vaude for only a couple of months.

No Roxy Here!

NEW YORK, Jan. 13.—A staff man of The Billboard, phoning S. L. (Roxy) Rothafel yesterday, dialed Endicott 2-3600, supposedly his private home number. The voice on the other end, however, said: "This is the Park West Memorial Chapel—we've no Mr. Rothafel here."

A checkup with the telephone company revealed that the number was Roxy's at one time, but recently had been disconnected and passed on to the funeral parlor.

Prediction

From a story in The Billboard of July 1, 1933:

"All indications point to a vital change in the legal status of the actor under the Industrial Recovery Act. In the past the actor has had a peculiar status, being recognized neither as 'labor' nor 'professional,' and being unable to prosecute criminally employers who did not pay off, except in California. Now it appears that the actor—in all branches—will be considered 'labor' under the Recovery Act and will be granted the privilege of representation on all conferences on trade codes.

"This will undoubtedly be the most revolutionary event affecting the performer's legal status in this country, and may mean the complete reversal of all court precedents affecting actor-employer relations."

"This was more than a half year ago, when the NRA had not even begun to function. Since then, of course, the actor has been recognized as 'labor' and has been permitted to have spokesmen at code hearings, in addition to being encouraged by the NRA to organize on union lines.

Pan Office To Continue

Eastern meeting brings decision—Pan notified—all to gain, lose nothing

NEW YORK, Jan. 13.—The Pantages Booking Office has survived what looked to be certain death. At a meeting here Monday three associates of Alexander Pantages, George A. Hamid, Arthur Fisher and Billy Diamond, decided to play along under the company name. Notification of this was air-mailed to Pantages after the meeting.

Prior to the meeting it appeared likely that the trio would decide to pull out of the firm, with Fisher and Hamid staying together as a vaude booking outfit and Diamond continuing to be on his own as a Chicago booker. Ever since Pantages closed up his houses on the Coast the other members of the firm contacted him to learn of his plans. The answers were indefinite, and it looked as tho there would be a break.

The change of heart at the meeting is said to be the result of the feeling that they had all to gain and nothing to lose. They decided that the Eastern and Midwestern books could continue to be built up and whatever Pantages brought in would be gravy. Pan has been very optimistic in his letters to his associates, stating that he felt sure he would shortly get his houses reopened with vaude. Also, Fisher stated that numerous inquiries from indie operations in the West have been flowing in.

Officers of the company are Hamid, president; Fisher, secretary and booking manager; Pantages, general manager, and his son, Rodney, vice-president. Diamond is the firm's Chicago representative.

Local Talent in South

FRANKFORT, Ky., Jan. 13.—After a lapse of three years, local talent musical production came back to Frankfort in the form of Hardin Shaw's 1933 *Musicals and Minstrel Revue*, and played to a capacity audience. The show was staged at the Capitol.

Yank Acts' Palladium Time

LONDON, Jan. 2.—Rosette and Lutmann, futuristic novelty dancers; the Chevallier Brothers, novel acrobatic humorists, and the Great Yacopis, sensational teeter-board acrobats, all hailing from America, have had their engagements in the current London Palladium "crazy month" prolonged for a further two weeks. They close at the Palladium January 20, and this will give Rosette and Lutmann the record of having played at the house for 15 consecutive weeks.

New ABA President Starts in With Spirit and Enthusiasm

Bobby Clark holds seven-hour council meeting as first act as union head—suffers collapse from overwork—"I hope the boys don't think I'm laying down on them"

NEW YORK, Jan. 13.—When Bobby Clark regained consciousness after a collapse that followed a seven-hour ABA council meeting, his first thought was: "I hope the boys don't think I'm laying down on them." That's how the new president of the Actors' Betterment Association swung into the first week of his administration. He didn't want the office at first. He said he would show he was terribly busy and could not give any time to the organization. However, at that



BOBBY CLARK, newly elected president of the Actors' Betterment Association. Clark, with his partner, Paul McCullough, is well known in many branches of the amusement field. His last New York appearance was in Courtney Burr's revue, "Walk a Little Faster," at the St. James Theater. More recently he has been making picture shorts on the Coast. Next week he goes into vaude for RKO, and after that will again leave for the Coast and pictures.

tense reorganization meeting he looked down upon the anxious faces of performers and heard the earnest plea of Ralph Whitehead. And he said yes.

The next day, Friday, he was at the ABA office, wanting to know more and more about the organization. He called the first council meeting Monday. Between rehearsing for a Lambs' gambol, writing special material and preparing for a vaude tour, Clark managed to learn enough to guide the council thru a seven-hour meeting. Then he had a bite with the boys and went home.

In the morning Mrs. Clark discovered him unconscious. She called the house doctor. For two hours the doctor worked on him. Finally he recovered consciousness. Mrs. Clark said he was talking about the ABA while delirious.

When he recovered sufficiently to talk, Whitehead visited and phoned him regularly, consulting him on every move of the organization. From his sick bed Clark said: "The actor has had a tough time. The depression hit him hard. He has helped about everybody else in every other line, but very few have helped him.

"It's a pleasure to think that at last he is beginning to think of himself and that he is supporting an actors' organization that is already making fine progress in helping the actor."

He is gratified over the promise of co-operation he has been receiving since his sudden election. "I'm highly elated over the response from actors, managers and agents."

Mrs. Clark was kept busy for days acknowledging anxious wires and phone calls from performers who had heard of his breakdown. When Clark finally got out of the sick bed he phoned Whitehead and insisted, "I'll be down to the office today."

And old-time performers, who had become cynical about actor organizations, rub their eyes in amazement.

VAUDEVILLE NOTES

LENORE O'NEIL, pianist with Count Berni Vic's girl symphony band, was injured recently in a motor accident near Fort Wayne, Ind. The car, driven by Harry Rogers, producer of *Spices of 1934*, slipped into a ditch. The Count and Mr. and Mrs. Paul Sutton were also passengers in the car. They were en route to Indianapolis to make the first show at the Lyric Theater. Miss O'Neil is now traveling with the company in a wheel chair, but is well on the road to recovery. Show opens at The Pitt, Pittsburgh, Friday.

DICK BURTON, the Pirate, comedy act, is showing a new routine currently in engagements in Detroit territory.

CHARLES CLARK and Girls, five-people juggling act, are playing engagements around Detroit, coming into this field from Chicago, where they have been for several months.

MYRE AND MYRE, comedy act, is the latest addition to acts now playing time out of independent offices in Detroit.

BOB CLARKE, veteran theater organizer, returned to the Fisher Theater, Detroit, this week for an indefinite engagement in charge of the famous Mayan

organ. Clarke has been a favorite in Detroit for many years and was one of the first musicians to have a theatrical engagement in the city in the days of talking pictures. He has been consistently a headliner since.

MAJOR L. E. THOMPSON, who doubles between RKO and Trans-Lux, feels kind of good these days because he's got the newswall field in New York sewed up since the Embassy closed the other day.

BOZO SNYDER is doing a new act, which Alex Gerber is producing. Features of the act are Joe Forte and Alma Louise (Payne). Opens a week from Friday on a split between the Orpheum, New York, and Gates, Brooklyn.

DORIS KENYON, screen celeb, opens for RKO as a single Friday at the Boston, Boston. She bills herself as a soprano.

REACTION to the petition of Charleston, W. Va., Ministers' Association to prevent the appearance of a fan dancer in the A. B. Marcus show, *La Vie Paree*, is packing them in at the Kearsse Theater, Charleston. Kearsse management has since been booking weekly vaude (See VAUDEVILLE NOTES on page 10)

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Palace, New York

(Reviewed Friday Afternoon, January 12)
(First Show)

A short stage show at the Palace this week, adding up to just 51 minutes, about 10 minutes less than it usually takes the five acts to run thru. It's fast and always moving, of course, but it adds up as not too entertaining—although the acts, individually, are oke. Just what stops them is hard to say. Maybe it was the first-show audience, which was unusually tough for this house. The absence of encores and call-backs helps to explain the fast time.

Arthur Petley opens with his well-known trampolines and catching, assisted by two men and a woman. The woman breaks into Petley's grand performing with a couple of acro routines of her own which could be omitted or substituted with benefit. In addition, she takes away some of the effect of Petley's own stuff with her constant talking and yelling.

Johnny Hyman follows with his blackboard and his plays upon words. If you like puns and surface trickery with the dictionary he's all right, but it seems weak as entertainment. The tricks are obvious plays on words, and the gags with which he opens are pretty weak. Most of those, too, are puns.

Sheila Barrett is in troy spot with her impersonations. She only does four of them, and all are good. She includes the Lahr, Mae West, Lionel Barrymore and ZaSu Pitts bits.

Mills, Gold and Raye are in next-to-shut with their rough-and-tumbling, capably assisted by the blond and pretty Alda Deery and by a pansy stooge. The boys are good, but there are too many knockabout trios on the market just now for them to get the effect they ought to.

Reggie Childs and his Hotel Roosevelt Orchestra close. One thing immediately in their favor is the fact that the entire band is in evening dress, instead of in the monkey-jackets that most stage bands feature. Their music is excellent, Don Howard sings nicely and Crawford and Caskey contribute two sock dance routines. The act closes with an acted-out version of *Three Little Pigs*, which is amusing. Some of the lights and sets went screwy at the first show opening day, but that has certainly been fixed up by now. A pleasant and talented band act.

One thing that's inexcusable, tho, is the fact that the p.-a. system was shut off during Childs' entire act, without anybody from the front of the house letting backstage know about it, even after four numbers and announcements fell dead in the aisles. It's carelessness and incompetence like that on the part of the houses that's killing vaude.

Picture is Irene Dunne and Olive Brook in *If I Were Free*. Attendance at the first show was only fair.

EUGENE BURR.

Chicago, Chicago

(Reviewed Friday Afternoon, Jan. 12)

The show gets under way with the overture *Orpheus*, sold by the colorful directing and showmanship of Chernavsky and featuring a violin passage by Hans Muenzer, all of which went over to big applause as usual. Several weeks' observation of Louis Adrian, who takes over the baton from Chernavsky at the conclusion of the overture, prompts the writer to praise the speed in which he picks up cues for the acts. Performers can always be assured of capable musical assistance with Adrian at the helm.

With Billy Scott, trumpet player in the orchestra, singing *Everything I Have Is Yours*, the curtains parted showing the Evans Girls on pedestals dressed in black hats and black gowns covered with shining sequins. Going into a formation routine, they were joined by Gomez and Winona for a beautifully interpreted waltz. The Three Whippets followed with a session of tumbling, balancing, whirling derishes and cartwheels, getting off to a fair hand with a caterpillar crawl exit. June Purcell, platinum blond radio songstress, rendered *Did You Ever See a Dream Walking?*, *Are You Making Any Money?* and *The Old Spinning Wheel*, all over the p.-a. system, and left with one bow. Will Mahoney, who headlines the bill, opened with a couple of funny songs, *Damn It All She's Gorgeous*, and *I Got Ants in My Pants*, which was the cue for his usual excellent hard-shoe dancing. Soon the famous Mahoney falls were evident and had the audience in hysterics. Not content with the hit he had already made, he socked them with his imitable xylophone dance, encoring with a Scotch comedy song, *Sandy Mahatma*

Gandhi, and *When You Gotta Go*. The hit of the bill. The next scene reminded one of the good old presentation days. It was a Spanish patio set, nicely lighted and a good stage picture. Don Carlos and his Marimba Band, seven men, were flanked on all sides by the Evans Girls in Spanish costumes. They played typical Latin music, some of which featured the voice of Lucius Garcia. The Evans Girls went thru a colorful dance number in keeping with the scene and were again joined by Gomez and Winona, who danced Ravel's *Bolero* and received a nice hand for their efforts. One thing that was noticeable at the show caught and probably has been remedied by now was that the marimbas could not be heard over the house orchestra during the dance numbers by the chorus. Louis Lipstone probably ordered the orchestra to be a little more "pianissimo." F. LANGDON MORGAN.

Palace, Chicago

(Reviewed Saturday Afternoon, Jan. 13)

Irving Mills' *Cotton Club Show*, a unit running about 72 minutes in one stage setting, has replaced the usual vaudeville bill this week and is by far the fastest colored show that has hit the town in ages.

The show opens with the Mills Blue Rhythm Band under the leadership of Lucky Millender in the background, playing for the 16 chorus girls headed by Alma Smith, soubret, in a fast number, being joined by the Three Little Words, all men, for some more dancing, and Josie Oliver, who tosses a wicked torso. A band number, *Black River*, featuring some nimble finger work at the piano by Edgar Hayes, was next, and then Alma Smith, who sang and danced to *Give Me a Man Like That*. The Three Little Words, now in full dress, came back for another session of stepping, and then Roy Atkins led the chorus thru *Happy as the Day Is Long*. Nicodemus, comedian of the show, with a slow drawl and slower movement, put over some comedy talk with the aid of Lucky Millender, who acted as straight man. He reminds one of Siegfried Fetsch of the films and was very entertaining. Did an eccentric comedy dance that sent him off to a healthy hand. A production number of *Stormy Weather* was next led by Adelaide Hall and using the services of the chorus, the Cecil Mack Choir and George Dewey Washington. Much too long at this show, but will be cut. A sweetly done band number, *Stardust*, featuring Edgar Hayes, pianist, and O'Neil Spencer, the singing drummer, got a nice hand. Adelaide Hall came back and sang *Singin' the Blues*, with a tap-dance finish, and *Lazybones*, in which she accompanied herself on a small guitar, and left to big applause. The Four Flash Devils contributed some neat tap dancing, and the acrobatic twists by Charles Gill nearly stopped the show. George Dewey Washington did *The Last Roundup* in dramatic style, following it with his old standby, *Krep Smiling at Trouble*, and chalked up a hit. The entire company was on for the finale, which used the tunes *Happy as the Day Is Long* and *Stormy Weather*. F. LANGDON MORGAN.

Loew's State, New York

(Reviewed Friday Evening, January 12)

One of the most completely satisfactory bills we've seen. Punch in every act, and plenty change of scene. This was probably a costly show even tho there were no really big names to pay off.

Con Collesano, expert of the tight wire without the parol, dances tangos and makes a romantic appearance in torreador costume, and with his feats of backward and forward somersaults, stirs an audience to heavy applause for an opening act.

Leavitt and Lockwood in merry burlesque with three stooges are swiff stuff for a big audience such as attends this house. They ate it with pleasure. In second spot.

Lester Cole and Radio's Texas Rangers made the best of *The Last Roundup* for up-curtain of a nice Western scene. They put the vim in ballads that only a sincere male chorus can. Scene then shifts to a banquet hall, and boys in military uniform for *Student Prince* number, then into college songs with *Columbia Alma Mater* as the hot shot. Very well received, tho apparently there weren't any ex-college students in the State audience, as no applause on individual colleges.

Buster West and Company in Next to shut, and let us say here that West is one of the finest comedians ever to grace the boards. His gestures are superb and original, in a class by them-

selves. A very serious pose might win him even greater favor as a comedian than his winning smile. He could spring the smile on the curtain bow, which he always has to do anyhow. Muriel Gardner sings and does a nice kicking bit and Carter De Haven Jr. sings.

Adair and Richard, swell adagio dancers for vaudeville, offer an audience all the thrills they want, and this is all gone before elaborate settings. First the waterfall scene with Indians seated around. Then a Rigoletto quartet with singers garbed as cats on a fellece. Then another scene in Arabia. Much filigree but good for vaude. *Fix Dinner at Eight*. BILL WILLIAMS.

Earle, Philadelphia

(Reviewed Friday Afternoon, Jan. 12)
(First Show)

Without a doubt Eddie Cantor's new revue is a far superior show to the Cantor-Jessel offering of more than a year ago. It is peppy and has a far more versatile array of talent. Today's audience fully appreciated the fact and was vociferous in applause. The business was capacity before the first show started and looks to stay that way all week.

The revue opens quietly with the Carron Sisters appearing before the curtain with some harmony singing of *Keep Young and Beautiful*, followed by the chorus appearance—16 most attractive girls in *Roman Scandals* costumes. They go into a song about the Cantor eyes, backed by a huge picture of the comedian with moving eyeballs, and Cantor makes his first bow.

He spreads a few gags, including a few about Hitler, and then collaborates with George Prentiss in an old-fashioned and enjoyable Punch and Judy Show.

Then Florence Desmond comes on, an English mimic, who was introduced to movie audiences in *Mr. Sketch*. Next to Cantor, Miss Desmond got the biggest hand of the show with her marvelous array of Hollywood imitations. Using Janet Gaynor's birthday party as the excuse, she goes into coking impersonations of Greta Garbo, Marlene Dietrich, Tallulah Bankhead, Zasu Pitts, Jimmy Durante, Mae West and Katharine Hepburn. Her introduction of Garbo to Bankhead is a classic. Cantor keeps up the mimicry mood with a ludicrous version of Mae West singing *I'm the Bad Girl in Town*.

The Carron Sisters follow with *Up-town Low Down*, followed by the chorus in an attractive routine, which paves the way for the introduction of Chilton and Thomas in some of the fastest tap dancing the local stage has seen in some time.

Eddie then takes the stage to sing *Making the Best of Each Day* and then presents Norman Gast, a young violinist with a real sobby fiddle. Gast plays *Everything I Have Is Yours* with some appealing minor obligatos and then joins Eddie on the stage. Cantor sings *Did You Ever See a Dream Walking?* and *Gonna Lose Your Gal* to the accompaniment of Gast's fiddling, at the same time reviving his famous nervous prance.

Finale is a colorful ensemble number in which the company is reintroduced by the star. All thru the show the production background is top-notch.

The film is *Bombay Mail*.

H. T. MURDOCK.

Radio City Music Hall, N. Y.

(Reviewed Thursday Afternoon, Jan. 11)

The Music Hall is celebrating its first anniversary by presenting a stage show which is quite a bit shorter than usual, which is a help. It lasts a bare three-quarters of an hour and serves merely to bring the various units in the Music Hall's stage personnel before the customers. The picture is Francis Lederer and Elissa Landi in *Man of Two Worlds*, and at the second show opening day attendance was a bit off.

The stage layout starts with a presentation built around Joyce Kilmer's famous bromide, *Trees*. Dick Leibert plays it on the organ while Jan Pearce sings unseen over the p.-a. The curtain parts to show a tree—fittingly enough a weeping willow—which is swayed by the wind. The big moment is a thunder-chower, with very effective stage lighting, and thunder contributed by Mr. Leibert and his organ. Incidentally, with Pearce unseen the p.-a. system sounds more like a phonograph than ever.

After the newsreel comes *The Music Hall on Parade*, with each section of the staff coming up on the pit elevator in a separate car. As each succeeding car ascends the others slide upstage and are raised on the stage elevators, thus mak-

ing a really effective mass picture at the end. The sections are announced by a voice over the p.-a. and three trumpeters in silly red coats, who blare away before each number. And the parade is interrupted in mid-career by Dick Powell's grand drumming, which brought down the house. It was the only item of spot entertainment in the show.

First comes the orchestra under Erno Rapee to play *Virtuosos*, which gives the various individual musicians a chance to show their wares. Then comes the ballet to do a really lovely number, and then Powell comes on to pep up the proceedings. The singing ensemble ascends, in white and orange bellhop costumes, with Pearce and Viola Philo in front in evening dress, to sing *Liebestraum*, and then the Roxettes come up for a grand routine. The finale has the uniformed staff of the Music Hall marching on the stage a bit self-consciously, as the customers pound and the curtain comes down. One wondered, during that finale, who was taking care of the aisles and whether anybody was left to take tickets at the door. The supposition is that somebody was.

Roxy has left the Music Hall, and now—for the last time—this reporter wants to warn those in charge of the big house. Business has been excellent during the first year—but how long will it last? Business was excellent at the Roxy, too, for a year or so. Obviously, the greater part of the trade was pulled in by the house itself, its novelty and its size. And just as obviously that novelty is going to wear off. What then?

Pictures, of course, are the main draw. But the fact remains that, without something distinctive and special to pull customers, pictures are not enough for a house of this size. It has to have something special and particular to offer. At present it offers its novelty.

The stage shows have been routine and dull—with few exceptions—during the year. A regular customer could tell what was coming before he saw a program. And that, I submit, is not the way to get regular customers. Yet, when the novelty trade wears thin, it is regular customers on whom the house will have to depend in order to keep up.

Many things—almost anything—could be done with the mammoth stage and its unbelievably fine equipment. A series of cut-down Gilbert and Sullivan revivals (with production) might draw a type of audience to the house that would never be brought in otherwise. A series of Victor Herbert revivals might do the same thing. Either, incidentally, would probably prove cheaper than the present shows. A miniature circus might be run once a year—say, over the holidays. The ballet cycle which threatened to lend variety and beauty to the stage shows might be continued. Spectacles such as Wilde's magnificent but dully visualized story would lend variety from week to week. The usual Music Hall shows, with just a dash of added imagination, might be provided with a continuity that would lend interest (the Old New York show was a faltering step in that direction). And many more things might be done to lend zest and life, to get away from the Roxy stereotype which becomes so dull and expected and lacking in imagination after the first couple of weeks.

The facilities of the stage and theater are almost limitless. This is a last plea to those in charge, for their own sakes and for the sake of the amusement field in general, to make full use of them. EUGENE BURR.

Roxy, New York

(Reviewed Friday Evening, January 12)

Rube Wolf and his Music are at the house this week to take Dave Schooler's place. Wolf is a pleasant enough emcee, with more stage presence than Schooler but not as much informal charm. It remains to be seen whether or not the customers will take to him in the same way. His band plays one number—*Orpheus* overture with variations (plenty of them—and does it excellently, with the customers pounding hard).

The Three Sailors (Bert Jason, Bob Robson and Harry Blue, in case you don't know) are the headliners this week with their always amusing knock-about turn. They've hoked up the grand rope dance at the end, tho, and that is a mistake. It takes a bit away from the effect of a sock routine.

Charlotte Arren and Johnny Broderick, who played the house not long ago, are back again, with Miss Arren's comedy getting across again in a big way—almost, in fact, for a show-stop. The pair is always enjoyable and they always get big audience response. Ray and Rudell do some excellent acrobatics and

perch work in a production number, and Audrey Wyckoff, who introduces pa and grandpa, with all of them doing whirlwind dance routines, is a natural for this house. The Balabanov Five are billed but didn't show at the supper performance opening day.

Production, as usual, is carried by the Gae Foster Girls, the swiftest troupe in town. They open with a tambourine bit and then announce Wolf. Later they do a lovely production number during which Wolf blows his trumpet excellently, and they end the show with a routine on roller skates that is little short of amazing. It even includes a bit of tapping. This reporter wants to take the opportunity of offering a tribute to the group. In the past year the kids have been called upon to do a huge variety of things—from their present roller-skating number to acrobatics—and they have done everything well. They are versatile and capable (even providing nice specialty dancers when the production numbers needed them) and they rate a big hand.

And your reporter also wants to grab his chance to wish the best of luck to the Roxy and to its receivers, who have put up such a valiant and excellent fight against big odds.

EUGENE BURR.

Grand Opera House, N. Y.

(Reviewed Wednesday Evening, Jan. 10)

Attending this house is one of our greatest pleasures, especially when the attractions presented align with its music-hall atmosphere. Everything aligned this half for delight to this audience—mamma, pa and the youngsters.

New act, Rutton's Educated Dogs, was a great hand puller, tho it took too much time for most other houses. At this spot the folks have plenty of time. About a dozen dogs and neatly costumed man and woman trainers put the pups thru regular routines. Big feature is two pooches passing each other on tight wires. Act is good anywhere if boiled down a bit.

Leonard Martov and company, billed as Russian Baritone, wowed this crowd for a certain show-stop tonight. He still waves his gestures too much, however, instead of bringing the concentration to his very excellent voice, which ought to be good for radio. Sang *Dark Eyes*, *Old Man River*, *The Last Roundup* and encoored with an Irish ballad. Stagehands had hauled out piano, so accompanist played pit piano.

The Grey Family is a very neat assortment of song and dance. Four attractive girls and their brother. They offer mostly routine stuff, but it's good and at finale give plenty of acrobatic dancing. Windup thrilled audience. All their songs were very well chosen. Almost stopped show.

Hal Neiman, in tattered evening attire, wowed 'em from the start, and on finish of smashing comedy parody of up-to-date songs brought out the heaviest applause we've heard in a long time.

Tung Shan Troupe, Oriental contortionist acrobats and balancers, are good for the A-1 houses, tho we have no record of them to date. One little girl of troupe is brutally overworked, however, on a chinling feature while in a difficult position; then she does the back-strain and drink number and finally a one-spot cartwheel. Plenty applause.

Picture was Marie Dressler in *Her Sweetheart*. BILL WILLIAMS.

Paramount, New York

(Reviewed Friday Evening, January 12)

It might be just as well for this house to go into a stage-band policy, considering how many times it has had a "name" band do the whole show. This is one of those weeks, with Fred Waring and his Pennsylvanians doing the job. The bunch has been here before. They can come more often, too, for theirs is a band that frolics on the stage to the tune of many laughs and also serves the right kind of music and orchestral specialties. Besides, the good-sized house at this supper show liked them plenty. Running time is about 40 minutes. The current pix is *Eight Girls in a Boat* (must have taken a lot of time to think up that title).

Waring and his gang, about 27 in all, are in the know on stage appearance. Nothing like a band riding on the crest of a radio rep, where a leader stiffly waves his baton over expressionless musicians. For specialties there are the usual warbling solos and dance routines. The Waring crew is anything but formal, cavorting about the stage most hilariously but at the same time injecting plenty of entertaining musical

and singing numbers. There's production also.

This band leader stays out of the limelight frequently, leaving the spotlights to his brother, Tom, and "Poley" McClintock, the Lane Sisters, Babs, Three Smoothies, Johnny Davis and Stuart Churchill. They are everything Tom hoks comedians and excellent musicians to a glee club. Fred joins in the festivities also, but he's content to let the gang do the work.

McClintock, the drummer, certainly can get the laughs with his frog voice, with Johnny Davis and a couple of the other boys carrying on as well. For singing Stuart Churchill, banjolist, tops them all with his outstandingly sweet tenoring. Ole debbil radio will get 'im. The cute Lane girls do nicely with their singing also, as does Tom Waring, Babs and the Three Smoothies.

The glee-club work is effectively applied to such numbers as *Spinning Wheel* and *The Rosary*. Tom Waring and Rosemary Lane lead the first number, while Stuart Churchill carries the other. The hokum is applied thoroly to *Annie Doesn't Live Here Any More* and *I Don't Wanna Go to Bed*. Among the musical numbers are *Uptown Loudnow*, *Everything I Have Is Yours* and *Some of These Days*. A good old Waring special is the one in which the boys wiled lit boxes to form amusing figures, etc. This found a huge hand, which called for the encore.

SIDNEY HARRIS.

Capitol, New York

(Reviewed Friday Evening, January 12)

The picture is the big thing this week. It's *Fugitive Lovers* (MGM). The stage show is without names and no attempt is made to build it up.

The flesh consists of an orchestral number and a 23-minute straight stage show labeled *The Romance of a Rose*. The orchestral number is led by Don Albert, conducting the augmented orchestra in the pit thru the prison scene from Gounod's *Faust*. The opening few minutes are straight music, with the curtain then rising to reveal the prison scene and Marguerite, Faust and Mephistopheles emoting in proper grand opera style.

Giuseppe Barsotti is Faust, Arturo Imperato is Meph, and "Leonora Cori or Rose Atkinson" is Marguerite. There is nothing to tell the audience just which of the two is doing the role.

After the newareel, the stage show proper goes on. It is a pretty thing, built around the rose's unfolding and the Spring tra-la idea. It begins with a silhouette of Mario and Floria posing and dancing, followed by a bit of solo dancing by a girl and the Chester Hale girls in a rosebud number.

The Hale girls, in fluffy frills, are very rosebuddy and coy in the rose folding and unfolding formations. They are joined by Marie Rio, who flutters about on toe as a charming bumble bee. Then Mario and Floria are on in soft and graceful gliding about, followed by the ballet girls and Vivian Fay.

Miss Fay, pert toe dancer, is the hit of the show with her grace and sensational toe whirrs, drawing a heavy individual hand. The whole troupe is then on for a flashy finale. PAUL DENIS.

State-Lake, Chicago

(Reviewed Sunday Evening, Jan. 14)

Duval, with the assistance of a man and woman, gave the bill an excellent start with his many handkerchief tricks and smooth sleight-of-hand work, ending with his featured *Rhapsody in Silk* number that sent him off to a nice hand.

Reed and La Vere amused with their banjo and violin playing, which was intermingled with some talk, dancing and mugging on the part of the banjo player, who also contributed some low-brow pieces of business. Two bows.

Lee Port and Miles, two men and a girl, open with the two men in gob uniforms going thru a bit of talk and tomfoolery. Pinky Lee has patterned much of his comedy along Bert Lahr lines and his Russian steps were the highlight of the act. Generous applause at exit.

Bob Murphy, with Dick and Dorothy, came on quietly, but it was not long until they were howling out in front. Dorothy started by singing *I Want To Ring Bells* and *I Wanna Be Loved*, followed by *Fit as a Fiddle*, of which Bob added a parody. Dick then sang *Did You Ever See a Dream Walking?* and *I'll Be Glad When You're Dead, You Rascal*. Bob lets the kids do most of the work, but adds greatly to the fun with his fatherly admonishments and talk. He tops off the act with the sing-

ing of *Shake Hands With a Millionaire*, and they left to heavy applause. A hit.

The stage revue, with Verne Buck's Band in the background, opened amidst a neat winter scene showing a snow-covered tree and snowman. After the State-Lake dancing girls did a ballet number they were followed by Joe and Jane McKenna, who went over big with their knockabout falls, talk and comedy adagio. Jack Major has a novel opening wherein he holds a conversation with himself on a record and harmonizes *Shine on, Harvest Moon*. A fine bit of whistling of *Indian Love Call* was next, followed by a couple of stories and closing with the singing of *The Last Roundup* as it was originally written. Left a hit. Finale was the ballet doing a tap dance to *The Skater's Waltz*. F. LANGDON MORGAN.

PRODUCER GROUP

(Continued from page 6) to the extent of being cut to almost 20 per cent.

Maddock, Gerber and Forkins were designated by the group to confer with Rosenblatt and this they did late Wednesday afternoon. The conference lasted an hour and a half and Rosenblatt admitted that there was more to this than he had thought. He suggested that the producers organize and further said that he would call Maddock this Monday regarding a conference in Washington either Tuesday or Wednesday. At that time the matter would be gone into further.

At the meeting today the three producers reported on their meeting with Rosenblatt. Again they were confirmed as representatives for the Washington hearing. The organization was then formed and Maddock was made chair-

man unanimously, with the power of selecting his own officers. He made Roger Murrell secretary. Group is temporarily set up to meet the present exigencies, but will be permanently formed shortly. Office of this national organization is in Maddock's office at 141 W. 48th street. Among those who spoke at the open discussion were Ralph Whitehead, of the ABA; Henry Chesterfield, of NVA; Jack Partington, Elias E. Sugarman, Anatole Friedland, Harry Delmar, Alex Gerber and Marty Forkins.

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London Bills

LONDON, Jan. 2.—Holborn Empire again has the best vaude program in London, with three American acts occupying good spots in the bill. Of these Billy Wells and the Four Fays lead with a dandy and versatile dance flash that is well staged and has loads of talent. Girls are lookers as well as smart workers, and Wells gathers plenty of laughs. Tex McLeod twirls his lassos to good effect and has a crisp line of topical chatter that the mob likes here. Brookins and Van, colored, are okeh, too. Among the home acts are two stand-outs: Austel and Arthur, swell equilibrist, who do a fine number and have been around for years and have always been successful, and Elsie and Doris Walters, recruits from the air, who are very funny and well above the average in comedy ability.

Reilly and Comfort, American singing team, are surefire show-stoppers at the Garrick, and Giovanni, international pickpocket, is playing a quick repeat for the same management at the London Pavilion.

Garner, Wolf and Halkins add further laurels by proving a sensation at the Hippodrome, Birmingham, where this American "hokum" team cleans up and achieves a show-stop at each performance.

Kafka, Stanley and Mae Four, noted American serial sensationalists, are the big attraction at the luxurious Gaumont Palace, Lewisham. Hamilton Conrad and his Pigeons are very popular at the Locarno, Streatham.

"Crazy month" is in its 13th week at the Palladium, where business still continues to be great. First straight vaude bill goes in there January 22.

Detroit State's Double Bill

DETROIT, Jan. 13.—Following a two weeks' tryst of stage shows, the State Theater, latest addition to the flesh ranks locally, will shift to a two-stage-show policy next Friday, according to Thomas D. Moul, manager of downtown houses for United Detroit Theaters. The house will play several acts on the stage as a straight vaudeville show, with hand in the pit, and in the other flesh unit will play acts with a presentation policy, playing in front of the stage band. Del Delbridge is scheduled to open at the State. Acts continue to be booked from the Billy Diamond office in Chicago.

The new policy at the State follows largely the three-unit policy recently tried out at the Paramount by A. J. Cooper. The policy was watched with much interest by other theatrical men here, as the move at the State shows, but the Paramount opened cold without adequate preparation and exploitation and was forced to close after a few days.

Vaude in Victoria Palace

LONDON, Jan. 2.—The Victoria Palace, formerly one of the most famous of London's music halls, now reopened after being dark for eight months and showing *Daddy Long Legs*, a Christmas musical, may go vaude for another period, starting from February 12. House is the most important center on the Moss tour, now operated in conjunction with the GTO Theaters, which latter group controls the Palladium. More American acts have played the Victoria Palace than any other European theater with the exception of the London Palladium.

Marcus Show Opening Is Held Up in New Orleans

NEW ORLEANS, Jan. 15.—Police Superintendent George Reyer, acting on complaint of citizens alleging Marcus Show immoral and indecent, prohibited the production in Municipal Auditorium midnight Sunday, with a sellout and hundreds craving admission.

Marcus played Mobile Friday, canceling Baton Rouge Saturday night for two nights at Mobile. Police sent representative to Mobile and his report resulted in the no-opening order. Mobile reports say performance is tame, but Marcus is alleged to have said, "We will give New Orleans a real performance." Petition for an injunction, filed by Marcus, will be heard today. Marcus said the show appeared in 50 cities between Boston and New Orleans and no attempt was made to restrain it.

Marcus canceled a Monroe (La.) booking to fight the case. If successful will show here tonight. Protests came from clergymen in main.

Vaude Units

NEW YORK, Jan. 15.—*Shuffle Along*, tab version carrying 40 people, opens at the Paramount, Newark, N. J., Friday. Eubie Blake and orchestra and Flourney Miller head the cast.

KNOXVILLE, Tenn., Jan. 13.—The Billy Purl unit has been held over at the Booth Theater here. The house has just built in a stage for vaude.

The unit opened to three days of rain but did enough business to warrant a holdover. Floyd Hallowell's 13-man orchestra and Harvey Gatchett are featured in a cast of 35.

Detroit Club Opens

DETROIT, Jan. 13.—Detroit's new Variety Club held formal housewarming Monday in new clubrooms in the Book-Cadillac Hotel. The session opened with a luncheon for 100 members of the local industry, including both members and nonmembers. The principal speaker of the meeting was John Harris, of Pittsburgh, national president of the Variety clubs.

Directors of the Variety Club, elected in addition to the officers previously reported, include George W. Trendle, Edward C. Beatty, J. Oliver Brooks, M. W. Gottlieb, Otto E. Bolle and Ray E. Moon.

VAUDEVILLE NOTES

(Continued from page 7)
bills to supplement its pictures. The past week drew a record crowd to see Rosita Carmen, comely dancer from the World's Fair, who appeared with five other vaude acts, including Sherry Frane, Gale Trio, Art Smith, Parisian Models, and Buddy Lake, as emcee.

PRINCIPALS with Count Berni Viol and his 15 symphonists include Harriet Cruise, Joe Besser, Bobby Henshaw, Mary and Bobby, Bordine and Jarroll, Paul Sutton and Sam Atkinson. Max Gallin, formerly associated with the Chicago office of *The Billboard*, is ahead of the unit.

THORNTON AND DELTEN, piano act, are now playing the Inas Supper Club, Miami Beach, Fla. That's pleasure with business.

MICKEY PEELEY, singer and Tom Kennedy's misus, is all in at the Park West Hospital, New York. She had a blood transfusion the other day.

BUD WILLIAMSON is doing okeh these days in the pix field. He's been working in shorts and has been engaged to play his old Western character in a Tom Howard short, to be directed by Al Christie for Educational.

JULIUS BINDER, of RKO publicity department, is kind of handy flinging a basket ball. He plays with the Long Island University team.

THE LAWRENCE FAMILY is on Southern tour after completing 60 weeks in Atlanta, Ga. J. D. Hutchinson is manager of the 12 members of the musical family.

MICHAEL BONELLI and his 10-piece band played for ceremonies at Lake Flacid recently when coronation of King and Queen Winter was conducted.

THE STRAND Theater, Cincinnati, this week features the following acts: Fowler, Walsh and Lazarr, Ettinge and Vernon, Edith Griffith, Joe and Eddie Dayton and the Robbins Trio.

FLOURNEY MILLER, of Miller and Lyles, and Mantan Moreland head the cast of the *Shuffle Along* unit, which is now playing the Pitt in Pittsburgh. The tabloid, played by an all-colored cast, is supported by Geneva Washington, Sonny Montgomery, Three Brown Spots, Della Newton, Three Sepia Song Birds, Nanine Joyce, Roy Carter, a chorus of 12 girls and Eubie Blake and his orchestra.

GENEVA WASHINGTON, featured player in the *Shuffle Along* unit, is visiting her friends and relatives this week while the show is playing the Pitt in Pittsburgh, her home town. She headed for Broadway after her graduation from Scherley High School there with high honors.

MASTER JAY BEE has returned to New York after two weeks of up-State vaude.

THE LA BELLE RAY TROUPE opened the vaude season of the Atlanta, Atlanta, week of January 1, followed by a

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week at the Empire Theater. The act consists of Gloria, Yvonne and Maybel La Belle and Mervyn Ray.

MARJORIE HINES, formerly a member of a vaude act with Frankie Masters, is a soloist with Charlie Gaylord's Orchestra at the William Penn Hotel in Pittsburgh.

MIKE SHSA, the w-k. Buffalo showman, now celebrating his 50th anniversary in show business, will be honored by friends this week in New York.

FERDIE SIMON received a tardy Christmas present from Australia last week. The Gordon Brothers (kangaroo act) sent it.

ENRICA AND NOVELLO are booked up to April 7 here and then leave for Europe to open May 21 at the Palladium, London. Booked thru Dick Henry.

BENNY KUCHUK placed Murray Lane and harmonica act with the Underwood-Fisher typewriter commercial over WABC Thursday. It was Lane's radio debut.

JESSE BLOOM and EVE SULLY are celebrating their 10th year as a vaude team this week. They first met when Bloom was doing an act with Jack Benny, and Miss Sully was a chorus girl.

THEO HOLLY, appearing in George White's *Scandals* unit in Pittsburgh last week, surprised her husband, Dave Chasen, who was in the same town with Joe Cook's *Hold Your Horses*. The misus, it seems, joined the tab version only a week ago without telling her hubby.

30 Clubs Open In Miami Area

Huge crowds not spending—games may keep spots out of red

MIAMI, Jan. 13.—Despite the fact that the long-awaited word to go ahead and gamble has not been received from county authorities, Miami night life has begun in earnest, with more resorts in operation today than in the city's history, not excluding the "boom" days. The places have been getting spotty play so far. Most of them anticipate gambling will get them out of the red and it is apparent that, the unquestionably more visitors are in town this year than ever before, the money hasn't yet arrived.

Nearly 30 clubs are now operating in the greater Miami area. Beyond the county line, are three places where gambling is being carried on; the Deauville Yacht Club, under management of Harry McLeod; the Hollywood County Club, with Jack Huff at the helm, and the new Savoy Club, under direction of J. S. (Dutch) Shields. They have been getting a moderate play both in casino and club.

Notable among the places reopening in the area after two or more "dark" seasons are the Fleetwood Hotel roof garden, now known as the Hangar and which is operated under lease by Joe Bee; the Roman Pools Casino, which broke Saturday with Ben Bernie, under lease to Sam Hare, of Chicago's The Delta, and the Deauville Beach Casino, managed by Fred Breit, Chicago attorney.

The latter is one of the most ambitious winter projects of the season, comprising an 800-seat outdoor dance patio with a spacious dining room, hotel accommodations, the largest swimming pool in the area and the largest cabana colony. Play has been very light so far.

Two other new spots are the Tropical Jungle, which was taken over by Gene Geiger, of Woodmanston Inn note, to feature, under four weeks' contract, Nick Lucas and Ray Teal's Orchestra, and the Club Madrid, taken over by Andy Somers and Ike Evans, with Buddy Walker as guest emcee.

The Ambassador Club was leased by Al Goldman to feature the Three Racket-Cheers, Spivy and what is billed as the last of Texas Guinan's groups of girls. This has been one of the most active spots.

The Frolics Cafe, under a two-bit policy after the New Year's Eve spurge, is getting the biggest play in town under management of Hugh McKay.

Both under direction of the Doherty interests, the Miami Biltmore and Roney-Plaza hotels have instituted policies to include elaborate floor shows, with well-known entertainers.

Two more places are expected to open within a few days, the Embassy Club and Bouche's Villa Venice, while Harry Richman is expected to join the cast at the Miami Beach Bath and Tennis Club next week for a limited engagement.

Lack of Vaude Aids Clubs

OAKLAND, Jan. 13.—George Hildreth opened this week as emcee at the Alabama, popular night spot near San Leandro. Other entertainers are the Blue Waters Band, Estelle Fay, Mickey Newman, Mae Harice and El Don and La Rosita. Due to the lack of flesh acts at any of the Oakland theaters, patrons are driven to seek amusement at the various cafes and night spots in this territory. San Francisco is the only other city near here where vaude and legit attractions may be found.

Connecticut Inn Burns

BRIDGEPORT, Conn., Jan. 13.—The Eight Acres Inn, on the Boston Post road, near the Meriden-Wallingford town line in Connecticut, was destroyed by fire last week. The loss is unofficially estimated at \$15,000. Vincent Avina, the manager, and many of the employees were trapped while asleep, and were forced to jump 20 feet from a window. All escaped injury.

Book Believed To Have Aided "Coast" Comeback

SAN FRANCISCO, Jan. 13.—With the opening of new night spots and resultant employment of bands, singers and dancers a weekly occurrence in San Francisco's old Barbary Coast, it is recalled that a book published by Alfred Knopf, of New York, is probably more responsible for the revival of local resorts than any other factor outside of repeal.

Herbert Asbury's "Barbary Coast," which made its appearance several months ago, soon jumped into the best seller class here. Curiosity seekers visited the old sites and cafe men were quick to take advantage of the widespread interest. Spider Kelley's, Purcell's, Hippodrome, Diane's and Shanghai Red's are only several Barbary Coast night spots now enjoying excellent business.

License Price Sure To Affect Ohio Night Clubs

AKRON, O., Jan. 13.—The term night club is in danger in a dozen smaller ports of call. Licenses to sell liquor legally will bring about some sort of a change. There's \$500 difference between the regular license fee and the one that night clubs pay for unlimited opening hours. That means plenty of places will try operating on the limited schedule rather than pay the long price.

The Boykirk Sisters, who hooked with Freddie Hall's Words and Music, which folded recently, are back decorating the hardwood at Riley's Tavern. Doris Phillips, doing a broken rhythm dance, sells the novelty well at the same spot.

Betty Campbell's torch singing with Gene Carlson's Band, which has supplanted Dick Snyder's combo at Semler Tavern. Marge Dougherty has signed



'ROUND THE TABLES

ERNIE YOUNG, of Chicago, has booked the following: Mary Stone and the Burke Sisters at the Powatan Club, Detroit; Joy Kalese and Gwyn Rogers at the High Hat Cafe, Decatur, Ill.; Helen Savage at the Tropics Cafe, Toledo.

SPECIAL ATTRACTIONS featured the floor show at Gay Monninger's "German Village" in Terre Haute, Ind., during holiday week. May Mack, Young and Liddy, Freddie Cain, "Aunt Jemima" and Ruth Aimes were featured.

THE SAVOY SURF CLUB, Miami Beach, Fla., opened December 21 under the direction of Lewis B. Shields. Jack Milligan and his Savoy Plaza Orchestra are spotted indefinitely. The floor show has Kay Spangler, the Four McNallie Sisters, Bernice Paige and Hughie Clark. Included in the band personnel are Danny Haselma, Harry Levy, Bob Ash, Joe Hudson and George Scheetman.

BOBBY PARKER, versatile young m. c. and dancer, has been held over at the Midway, Lansing, Mich. He will also work at the Grosse Pointe Yacht Club with Paul Specht's Band and at the Four Hundred Club at Hotel Statler, Detroit. Other members on the bill are Tom and Jeanie Darling and Carol and Dolly.

NIGHT CLUBS have provided employment in no small way in South Bend, Ind., during the last few months. More than 40 are operating in and about the city, and all say business has been good. Dillon Patterson, head of the local musician's union, said that if there is anything scarce in this city it is an orchestra. There are about 150 organized musicians in the local union and all are playing steady engagements.

FRITZI SCHEFF is doing very nicely as hostess at the Buckingham Tap Room, New York. The dailies all gave her special stories and photos when she opened Christmas Eve.

ALICE MUNISON, prima donna; Shayne and Armstrong, novelty team of Take a Chance, and Walsh and Shore, from Strike Up the Band, together with

Backstage Club Coming Along Fast in Cleveland

CLEVELAND, Jan. 13.—The Backstage Club is fast becoming a pop rendezvous for moon lurchons as well as the nightly gathering spot of theater and show-folk. Interior decoration of this newest moist spot points to a massive color scheme offering resplendent rose and gold creations which are backed by huge silhouette dancing figures that adorn each wall panel.

The all-copper horseshoe bar with its unique shadow lighting effects adds an attractive blend into the picturesque color scheme. Personnel of this latest club venture has George Young, headman; Joe Lewis, Nick Pinardo, with Tony Williams and Harry De Long sharing beverage mixing honors; while Paddy Labato, Polly Prim and the Dancin' Madcaps furnish the variety bill. Capacity business has been registered since the opening some two weeks ago.

Old Heidelberg Cafe reopened under the management of Paddy McDonald with Bill Lawler and Dave Laux in charge of the beverage department. Pat Halley, veteran trouper, is the creator of the tempting dishes served at this spot. Twelve waitresses work the floor during noon-day period.

as a regular entertainer at the Grandview, making that club the third in the Lakes region to put entertainers on the basis of keeping them as long as they draw. Second spot going on the week-after-week basis with the same entertainers was the Manhattan Club. "Toots" Gibson and Dorothy Stockdale are filling the entertainment calls there. Smoke's Rhythm Boys, an abbreviated combo, peddles the tunes.

Sammy Smolin, who played piano at the Neuborough for so many, many months, is in the Hipp Grill in Cleveland. Mrs. Smolin is introducing *I'll Always Be Waiting for You*, Sammy's own composition, to the celebrators at How Welch's.

Matt Shiff's Orchestra, make up the entertainment at the South Bend Inn, new South Bend, Ind., club.

JEAN GARTH is now the featured attraction at the Club Pierre in South Bend, Ind.

THE CASINO TOWN CLUB, 9 West 52d, is one of New York's newest night spots. Walter O'Keefe and Roberta Robinson head the show, while Buddy Wagner's Orchestra does the dance honors.

ROSELEAN AND SEVILLE, dancers, have joined the Towers Hotel (Brooklyn) show. Ilena Strange, from Paris, has joined the Chapeau Rouge (New York) floor show.

MANNY FRANK and Phil Berle say they are sending out a unit for night club work in Shanghai and Japan. They have also signed June East with Warner. She leaves for Hollywood this month.

GUTRIE'S SHOW PLACE, Albany, N. Y., has a new floor show with a special parade number, led by Gladys O'Day. Others appearing are Jack Landeur, Sally Shaw, Olive Boyd and Lennie Moran. The "Snooks" Friedman Orchestra supplies the music.

WILL KING, well-known comedian and former Fanchon & Marco star, opened his own night spot in the Warfield Theater Building, San Francisco, recently. King has an elaborate floor show, with Hermie King and his orchestra supplying the dance music. Momi White, well-known cellar-voiced comedienne, formerly with George Jessel's show, may join the entertaining staff.

HELEN KING is singing at the Heidelberg roof, Baton Rouge, La.

PARADISE NIGHT CLUB, Fort Worth, opened January 6 and features the Lloyd McFalls and Frensey Moore orchestras and a four-act floor show. Other recent openings are the Blue Room, which features Tommye O'Dell, Joan Howard, (See 'ROUND THE TABLES on page 55)

Suburban Detroit Spots Enjoy Pickups

DETROIT, Jan. 13.—An increase of business among suburban gardens and clubs has been generally reported since Christmas. Nightly attendance has dropped considerably among many downtown gardens, while patrons have taken to the spots nearer their own homes offering some form of entertainment, or have gone to clubs beyond the city limits. The livening of the local Rialto by opening of several theaters long dark in recent weeks has not helped cafe business as much as was expected.

Typical of the trend to garden spots away out is the new policy inaugurated with "Gala Night Tonight" at the Ste. Claire Shores Country Club. The club is operating under a public rather than a membership policy, with dining room, rathskeller and ballroom open to the public. Earl Rudd, known as the manager of Earl's Night Club at Coffee Dan's, downtown, is also manager of the Ste. Claire Shores, with Bill Bailey as host. Extensive billing among business men has built up a nice clientele.

Two north-end suburban spots in Highland Park are drawing well. The Tuxedo Tavern, operated by John Oser and Thomas Masha, had the best mid-week crowd seen in any garden in recent weeks. A heavy emphasis upon food—dinners, luncheons and suppers—has built up an all-day business that is making this a favorite rendezvous. Walter Scott's Orchestra is playing here.

At the Club Granwood, in Highland Park, in the Granwood Hotel, the only night club policy in the north end is being followed. Alfred J. Halbig is managing the club. Rex Trout and his Minnows are heading the show. The Club Granwood has a tropical atmosphere, aided by mural scenes, with marine motif thruout. Located on the basement floor of the hotel, it does away entirely with the rathskeller atmosphere which is usually sought in this type of location, and makes a bold appeal for business as a class night club.

New Agency in St. Louis

ST. LOUIS, Jan. 13.—The Paramount Theatrical and Orchestra Exchange opened offices at 1023 N. Grand Boulevard, St. Louis, on January 8. Billy Knight, well-known radio announcer, master of ceremonies, and active in the theatrical profession for many years, and Miss Mildred Heilmuller, well-known vaudeville and radio singer, are owners of the new exchange.

They are organizing a circuit of 15 night clubs in the Southwest over which they plan to rotate acts and floor shows. The new agency has already contracted to furnish acts for various night clubs and hotels in this vicinity, having brought in quite a few acts from Chicago, where it has a close connection with one of the large booking offices.

CLUB ALCAZAR, newest addition to Detroit's night clubs, is offering Teddy Smith, with his World's Fair Revue, to headline the current floor show. Bill includes Ralph Delaney, master of ceremonies; Cecil Slaughter, tenor; Gladys Spriggs, dancer; Clinton Craig, who is double-featured as the singing bartender; the Six Septa Chorus Girls; and Joe Moxley's Creole Serenaders.

ATTENTION!
CAFES, HOTELS, NIGHT CLUBS
Write, Wire or Phone
ERNIE YOUNG
 162 N. State St., CHICAGO, ILL.
 for
Any Type of Acts, Revues or Orchestras
Largest Office in America Catering Exclusively to Floor Shows
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 We Have A Thousand Used Costumes For Sale

NIGHT CLUB MANAGERS
 We can furnish you the highest type of Acts, Revues and entire Stage Shows.
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PARAMOUNT THEATRICAL EXCHANGE
 1023 N. Grand Blvd., ST. LOUIS, MO.
 Billy Knight—Managers—Mildred Heilmuller.

AP RESOLVES TO CO-OPERATE

Board of Directors Meets in N. Y. And Moves To Rescind Old Rule

Other news-gathering organizations expected to take some similar action, but it is conceded that complete smoothness of the 10-Point Plan will take time

NEW YORK, Jan. 13.—Board of Directors of the Associated Press held a meeting on Thursday and paved the way for ratification of the recently proposed 10-Point Plan, whereby broadcasters and newspaper owners and press associations would bury the hatchet and come to an amicable understanding. This move is regarded as a direct inference that the AP is amenable to the 10-point proposition and is willing to go ahead with the radio-press co-operation. AP broad did its share in the form of a resolution which was adopted by way of amending its hard into effect October, 1933. The resolution follows:

"Resolved—That the general manager is hereby authorized to furnish for broadcasting purposes, without charge, the news of the Associated Press, as follows:

"Portions of the day's news for a broadcast limited to a five-minute period not earlier than 9 p.m.

"Portions of the night report for a broadcast limited to five-minute period not earlier than 9:30 a.m.

"And in addition matters of transcendent importance as they occur.

"All subject to such additional limitations as are found necessary.

"And be it further resolved that the general manager is empowered to suspend any of the provisions of the resolution of the board of directors of October 6, 1933, affecting broadcasting which are inconsistent herewith.

"That portion of the October resolutions which prohibited the tying-up of news broadcasts with commercial programs be rescinded."

AP Is the Pivot

Associated Press, it is pointed out by newspaper owners who urge the adoption of the 10-Point Plan, is the only organization of its kind which can legally restrict its members from broadcasting news and it is presumed that once every-

(See AP RESOLVES on page 14)

CBS Has Shakeup; Herb Glover Out

NEW YORK, Jan. 13.—Some sort of a shakeup is in progress at the Columbia Broadcasting System offices with not a few individuals wondering what is actually in the wind. Most important of several let-outs that took place yesterday was that of Herb Glover, who has been in charge of CBS News Broadcasts and special events. These broadcasts had no connection with the regular CBS News Service, however. Glover has been with CBS for several years, starting when it was a small organization struggling to get along. Later he was the press relations counsel. Past week, however, saw Glover in the middle of a jam which made the front pages of the dailies. This was the alleged anti-NRA speech by Frederick J. Schlink, president of the Consumers Research, Inc., made before the Academy of Political and Social Science in Philadelphia. Schlink made a squawk and stated after President William S. Paley of CBS told him to go ahead and okeed the speech for a CBS broadcast. Herb Glover turned it down and refused to let it go on the CBS wires.

Paley subsequently repudiated the action of Glover, saying the censorship was wholly unwarranted and unauthorized. The Schlink speech was then scheduled to be heard on CBS today. Schlink had reference in his speech to "misleading advertising on the radio," also.

Other letouts at CBS included Sam Fallow, who had been in charge of club bookings and private entertainment for about a year, and a few secretaries also were out. Others were said to be in the office. General revision of the setup in some departments was said to be due on account of the extra expense of setting up a West Coast office, yet other unofficial versions said it was routine matters only.

Battling the Theater

NEW YORK, Jan. 15.—WMCA is plugging its drama hour in open competition with local legit houses. It is advertising in car ads: "When it's theater time on Broadway it's drama time on WMCA, every evening 8:30 p.m." "Tragedy, Love, Adventure, Mystery and Comedy" are all given special plugs.

"Radio School" Man Haled to Court

NEW YORK, Jan. 13.—The Better Business Bureau's vigilant check on fake radio schools finally brought one "radio program producer" to court on Thursday when Bernard A. Appleton, of 1590 Broadway, appeared before Magistrate Guy Van Amringe in West Side Court. Inspector Frank Brock of the Better Business Bureau and 16 would-be broadcasters testified as to Appleton's activity.

According to the testimony, Appleton advertised in the dailies for "singers, dramatists and other performers" anxious to make good on the radio. He is alleged to have given them "auditions" and then recommended them to voice culture schools, photographers and radio schools for further "polishing up." But the 16 would-be broadcasters complained the promises of jobs were nothing more than promises.

One student produced a card which informed him his name had been received as the possessor of a good radio voice and that he should please visit the Associated Radio Advertising Company, 10 West 47th street. A chauffeur who wants to be a whistler said he did his stuff for a Mr. Franklin, of Universal Production Company, 48 West 46th street, who in turn referred him to Appleton. When Appleton appeared in court the court room looked upon him so ominously that the judge ordered two detectives to act as escorts. The hearing was adjourned to January 19.

LEE (ZEKE) ALLEN, violinist of Otto Gray's Oklahoma Cowboys, is sporting a new car, the gift of Gray. It will be recalled that Allen's former car was demolished recently at Alexandria, Va., when he was crowded from the road by a truck. Ed Smith, another member of the Gray troupe and who hails from the timberlands, "had" to go to Brooklyn to have a tree fall on him a week or so ago.

15,000 Weekly Are NBC Studio Guests

NEW YORK, Jan. 13.—In seeking to tabulate the number of guests attending programs, visitors paying 40 cents to go thru the building and artists who come in to work, National Broadcasting Company has gathered statistics which indicate that when its Radio City studios are one year old more than a million and a quarter persons will have passed the turnstile.

For the first six weeks of operation in the new quarters, ending January 1, an average of 16,500 guests weekly came in and saw a free show; about 34,500 visitors separated themselves from 40 cents to go thru the building from November 20 to January 1, indicating a daily average of nearly 1,000, while approximately 1,700 performers passed in and out each week, including musicians.

Figures include the extra shows and guests who attended the first week of special shows as part of the inaugural proceedings. Allowing for an average of 1,200 extra people nightly for the first week, which is the seating capacity of the large studio on the eighth floor, guests attending the free shows must average about 15,000 weekly at the present time. Altho the Rudy Vallee show being on the Coast now takes away about 1,200 weekly guests, new shows on since Vallee left more than compensates for the loss. The 15,000 average is based on the big commercial shows only.

CBS Claims First Place for 1933 as Chain Selling Most Time

NEW YORK, Jan. 15.—While the Columbia Broadcasting System admits to being the youngest of the country's large networks, its sales promotion department is compiling figures to prove that during 1933 the chain outstripped all competitors in volume of time sold. Also that more advertisers spent more money on the CBS network in the last three months of 1933 than in any other fourth quarter in radio history. Dollar sales volume for CBS in record fourth quarter was up 22 per cent from the fourth quarter of 1932 and 133 per cent above the same quarter for 1929, the peak year for other forms of advertising.

That more advertisers bought more time on the CBS network in the 12 months of 1933 than they bought on any other radio chain is indicated in the CBS statistics which give a daily average of time sold in actual hours for 1933 of four and three-quarter hours daily, as compared to four hours for the National Broadcasting Company's red network and three and three-quarter hours for the NBC blue web.

CBS also contends that its advertisers earned net profits higher than other radio advertisers and higher than all other leading national advertisers. For the first nine months of 1933 CBS network clients as a group had net profits to total assets of an average of 6.2 per cent, as against 2.93 per cent for other

radio advertisers as a group. These figures are said to represent the net profit ratios of all of the 160 advertisers listed in *National Advertising Record* and whose profits were reported in *Moddy's Industrial Service*. CBS believes that the only real difference common to all is their use or non-use of radio advertising or their choice of networks and thinks it reasonable to presume that this factor was an influence in the balance sheets.

Still another table being prepared by CBS shows the percentage of morning, afternoon and evening time sold on the CBS network during the years 1929 to 1933. Sale of morning hours rose from a little over 17 per cent of the total to over 26 per cent. Sale of afternoon periods rose from 31, per cent to 19½ per cent. Evening time sold represented over 18 per cent of the total in 1929, but is now nearly 34 per cent. CBS thus shows a sales increase in daytime hours of 80 per cent in the last five years, while afternoon hours leaped forward 500 per cent.

Final chart shows the average expenditure for advertiser for CBS facilities during the five-year period rising from an average of about \$62,000 in 1929 to \$105,352 in 1933. CBS claims first place for 1933 as chain selling the most time.

Half Dozen New Chain Accounts

NEW YORK, Jan. 13.—National Broadcasting Company has three new accounts closed the past week and one renewal. New business:

H. J. Heinz Company (Heinz 57 Varieties), thru Maxon, Inc.; starts January 15, Mondays, Wednesdays and Fridays, 10-10:15 a.m., on WJZ network of 17 stations in the East, South and Midwest; 12:15-12:30 p.m. EST, on WENR and 19-station hookup in West, Southwest and on the Coast. *Home Economics Talk*—Miss Josephine Gibson, with organ music.

Manhattan Soap Company (Sweetheart Soap), thru Peck Advertising Agency, from January 11, Thursdays, at 11:30-11:45 a.m., on WJZ and 12-station hookup to the Midwest. *Sweetheart Melodies*—Harriet Lee and Edward Kennedy.

Swift & Company (Vigoro), thru J. Walter Thompson Company, Chicago office; starts February 18, Sundays, 3:30-4 p.m., on WEAF and 18 additional stations to the Midwest and one Canadian station. *Swift Garden Program*—musical with guest artists.

NBC renewal: The Lady Esther Company (cosmetics), thru Stack Goble Advertising Agency, Chicago; from January 2, Tuesdays, 8:30-9 p.m., on WEAF network of 30 stations. *Lady Esther Serenade*—Wayne King's dance orchestra, with Bess Johnson in role of Lady Esther.

NEW YORK, Jan. 13.—Columbia Broadcasting System has four new accounts, one of them, the Ford Motor Company (dealers) being the official announcement of the Thursday night period. Sunday program was announced some time ago. New business:

Hudnut Sales Company, Inc. (cosmetics), thru Batten, Barton, Durstine & Osborne, Inc.; starts February 9, Fridays, 9:30-10 p.m., on 58 stations to the Coast. *The Powder Box Revue*, with Jack Whiting and others.

J. W. Marrow Manufacturing Company (oil shampoo), no agency, from January 9, Tuesdays and Thursdays, 1:15-1:30 p.m., on 10-station hookup, Boston to St. Louis. Joan Marrow, Bob Nolan and Eddie House in musical show.

Chamberlain Laboratories (hand lotion), thru Ruthrauff & Ryan, Chicago office; starts January 14, Sundays, 7-7:15 p.m., on seven Middle West stations. Eddie South's Orchestra, Jack Brooks (singer) and two actresses.

Ford Motor Company (dealers), thru N. W. Ayer & Sons, Inc., starts February 8, Thursdays, 9:30-10 p.m. Fred Waring's Orchestra and guest stars.

West Coast News; Chinese Complain

LOS ANGELES, Jan. 13.—Complaints flew thick and fast this week and Samuel Schwartzberg, attorney representing the Chinese vice consulate, mailed out complaints to all the radio stations and theaters playing vaudeville in Los Angeles, Hollywood, San Francisco and Oakland. Consulate seeks to cause radio stations and theaters to prohibit the use of the word "Chink" in referring to Chinese over the air and rostrum. Specific cases are cited wherein the word is used in the *Limehouse Blues* and *Minnie the Moocher* numbers, both of which have been banned on NBC and CBS because of a complaint made to the chains by Yisung S. Kiang, vice consul here, some time ago. In the theater field Schwartzberg states that the Four Mills Brothers, now playing Coast theaters, are using the word "Chink" in their song numbers.

The San Francisco Auto Show committee has signed the Gilmore Circus entertainers, weekly 30-minute feature over Coast NBC stations, to be featured at the show to be held January 20 to 27. Mae West was sought by the committee, but too much dough asked turned them to the Gilmore program.

After a two-week delay Guy Earl, manager of KNX, Hollywood, left for (See WEST COAST NEWS on page 15)

Air Briefs

By JOE HOFFMAN

Jimmy Durante has been signed by Chase & Sanborn to appear with Rubinoff and his orchestra during Eddie Cantor's annual spring visit to Hollywood. . . . The tri-weekly programs featuring Will Osborne's Orchestra and Pedro De Cordoba have been renewed over the CBS network, with seven new stations added to the chain. . . . Joan Marrow, mistress of ceremonies; Bob Nolan, baritone, and the piano and organ team of Norm Sherr and Eddie House are being presented over the CBS network every Tuesday and Thursday, sponsored by the makers of Mar-O-Oil. . . . Alexander Gray, baritone star of the *Voice of America* programs, made his first concert appearance at Town Hall January 14. . . . Jack Whiting will be starred in a new series of programs over CBS, starting February 9. . . . The Richard Hudnut Company will sponsor the program, which will also present Jeannine Lang and Jack Denny's Orchestra. . . . Harriet Lee, songstress, and William Kennedy, Irish tenor, are broadcasting over the WJZ network every Tuesday morning in a combined program. Aldo Ricci, conductor of NBC's *Phantom Strings*, is adding a reed section to his orchestra for the purpose of playing dance music in one of New York's leading hotels, the negotiations for which are now being consummated. Ricci will retain the *Phantom Strings* intact for dinner music and for the broadcasts. . . . *Fan Mail* week, extending from January 14 to 21, is Tony Wons' idea for the purpose of increasing constructive criticism by listeners. . . . Don Bestor's Orchestra barnstorming in Pennsylvania.

Five Spirits of Rhythm, a quintet of Negro performers, have been signed by

CBS and will be heard on the *Harlem Serenade* programs. . . . Morton Downey returns to CBS January 18 and will be heard twice weekly thereafter. . . . The Don Hall Trio, currently appearing in Poughkeepsie, will make a personal appearance at Middletown this week-end. . . . Russell Johns, the baritone, has tentatively signed with a food sponsor, the latter seeking a favorable spot on one of the networks. . . . Vivien Ruth making electrical transcriptions. . . . Charles Martin, WMCA dramatic director, is now also undertaking the duties of play reviewer for that station. He is reviewing the latest Broadway shows over WMCA every Monday, Wednesday, Thursday and Saturday at 2:15, making him one of the busiest executives in radio.

A number of radio celebs are posing with the new gadget called the Graphoscope, which makes it possible to draw pictures, objects, etc., as a form of entertainment. Said radio names have indorsed this machine and pictures are being sent all over the country in a national advertising campaign. . . . Howard Marsh still receiving lots of fan mail addressed to him at CBS as the *Student Prince*. . . . Ray Heatherton has written a new program called *Show Stopping*, which is to feature him doing three different roles. . . . Mary McCoy, featured on the Fred Allen program, bought a house on Long Island. . . . The Landt Trio and White have five different vaudeville skits prepared. . . . Paul Whiteman's Orchestra of 35 musicians began a series of Sunday night concerts at the Casino Bleu at the Hotel Biltmore. . . . Plans are still pending to permit Dave Rubinoff's Orchestra to broadcast from the Hotel Roosevelt Grill. . . . Leo Reisman recuperating from his accident in the Medical Arts Center. . . . Frank Parker returns to the A. & P. Gypsies program. . . . Buddy Eogers' Orchestra will open at the Paradise Restaurant January 25, and his music will be heard over Stations WJZ and WOR. Paramount is trying to get the Funnyboners to do a return engagement as

guest artists on the *Backstage at the Paramount* program, on which they were featured last Saturday. . . . Annette Hanshaw will have a quartet background on the *Show Boat* programs.

Albert Spalding, violinist, featured on CBS, is a member of the sporting goods family of the same name. . . . Frank Black, NBC's general musical director, believes that 1934 will see the inauguration of 20-minute programs, but in groups of three to form hour periods. . . . Will Donaldson, the *Men About Town* trio's arranger, has one of the largest collections of original popular song manuscripts. . . . Ethel Waters' contract has been renewed by her Sunday night sponsor. . . . Ann Lester, radio songstress, is touring in vaudeville for RKO. . . . Susan Brandels, daughter of Justice Brandels, of the United States Supreme Court and herself an attorney of note, will be featured on WINS Wednesday, January 17. . . . Lennie Hayton, young composer and conductor, has temporarily abandoned radio to concentrate on the musical production of the new Bing Crosby picture.

Carlton Alsop has joined WHOM in an executive capacity. . . . *Radio Haymakers*, Tom Kennedy's NBC act, are playing a string of RKO dates in New England. . . . Robert Rudie, young violin prodigy, has become a staff artist for WOR. . . . Billy Jones and Ernie Haze are in their 16th week of broadcasting from the stage of the Roxy Theater over WOR.

Buddy Cantor is doing the commentator on the WBNX program, *Hollywood on Parade*. Formerly with WRNY for two years, Cantor offers a bright resume of picture news and reviews. The program is on the air Saturday nights and has been steadily gaining in popularity.

Roxanne, platinum blond orchestra leader, has renewed her contract with Ybry perfume makers and will resume her program on the air via WOR on Monday of this week. She uses a 14-piece male band and has had several commercials the last few years on local indie stations in New York.

JACK BENNY
WEAF
10-10:30 P. M.
EVERY SUNDAY
CHEVROLET
PROGRAM

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.
Phone: Larkawanna 4-3720, New York

FERDE GROFÉ
Tuesday, 8:00-8:30 P.M.
WOR
Wednesday, 9:30-10 P.M.
SAL HEPATICA REVUE
WEAF
NBC NETWORK
COAST TO COAST


PHIL BAKER
"THE ARMOUR STAR JESTER"
NBC-WENR Coast-to-Coast Network
FRIDAYS 8:30 P.M., CST

BEN MARDEN Presents
EMIL COLEMAN
AND HIS SOCIETY ORCHESTRA
PALAIS ROYALE
Broadway at 48th Street.
Personal Management
BEN MARDEN

THE ACT WITH A THOUSAND IMITATORS
OTTO GRAY
and his Oklahoma Cowboys
STILLWATER, OKLAHOMA
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AND HIS NORTH CAROLINIANS ORCHESTRA
CARTER HOTEL, CLEVELAND.
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and his Orchestra
Cafe Loyale 5th Ave. At 43rd St.
SPECIAL FEATURE EACH MORNING.
9 TO 9:15, WEAF CHAIN.
Direction HAROLD KEMP,
N. B. C. ARTISTS' Service.

TEXAS ANN MIX
AND HER WESTERN ENTERTAINERS
The Act With Variety—Western Skill—Music—Singing—Playing and Comedy.
For Open Time, Wire or Write Capital Theatre, Albany, N. Y., January 17-20.
RAY SALZER, Adv. Agent.

CHI AIR NOTES
By NAT GREEN

Danny Russo, orchestra leader, who has started several present-day topnotchers on the way to fame and who is credited with having originated theatrical nights in Chicago night clubs, is again resuming his radio parties, starting Wednesday, January 17, and continuing each week at Oriental Gardens. For his first party the guests will include Eddie and Fannie Cavanaugh, of WBBM, as hosts; the Morin Sisters, Jackie Heller, Rosetta and Vivian Duncan, Jerry Sullivan, Lillian Gordoni and others.

Kate Smith stopped off in Chicago a few days ago en route to Minneapolis, where she is now playing a vaude engagement. . . . She has been recovering from a laryngitis attack at Lake Placid, N. Y. . . . Hilda Cole, of Columbia's publicity staff, is with Kate. . . . Three members of Uncle Quin Ryan's troupe of "Scalwags," heard on WGN, celebrated birthdays January 10. . . . They are Jean McDonald, heroine of the *Scalwag* sketches; Johnny Flynn, who plays minor characters in the series, and Davey Gin, the little Chinese boy, and all celebrated their 12th birthdays. . . . Eddie South and his orchestra and Jack Brooks, tenor, began a new series January 14 over WBBM-CBS for Chamberlain's Lotlon. . . . Irene Beasley, the "Sing America" program series January 15 in conjunction with her regular NBC program heard Mondays and Fridays on the WJZ net and Wednesdays on WEAF net. . . . Ted Kline, half-pint tenor of the CBS Norsemen, received word that his home at Hopkins, Minn., burned to the ground January 11 after a boiler explosion and that Mrs. Kline (Honey Allen, of vaude note) narrowly escaped injury. . . . All personal effects, including a theatrical photo collection and Babe Ruth and Eddie Collins autographed baseballs, were lost.

Edgar Guest, heard on the weekly Household Musical Memories program on NBC, has donated a silver loving cup to be awarded the winner of the NBC ping-pong tournament now in progress. Guest was defeated in the first round of the tourney.

Pedro de Cordoba and Will Osborne's Orchestra, just renewed by Corn Prod-

ucts for an Eastern CBS network, will be brought west to Chicago beginning Monday, January 15. . . . During the past week Charlie Riley, p. a. for *Topsy and Eve*, presented members of the show's cast daily on WCFL and did an excellent job of announcing. . . . Little Jackie Heller, sweet-voiced singer, is making a personal appearance at the B. & K. Marbro this week. . . . Ted Weems' Band renewed for four more weeks at the Bismarck Hotel. . . . Ted has about eight weeks yet to go on the Realsilk air program. . . . Pat (WBBM) Flanagan's wife, Hazel, is in New York with Pat's sister, who is very ill. . . . Mario Fiorella, baritone, formerly with the Civic Opera Company, has signed for a series of programs of ballads, folk songs and operatic arias on WCFL. . . . Burrigide D. Butler, president of the Agricultural Broadcasting Company (WLS), has returned from a six weeks' vacation with Mrs. Butler at their ranch near Phoenix, Ariz. . . . When a husky 6½-pound son was born December 30 to Mary Cogswell King the proud father, Jean Paul King, announcer on the Contended Hour NBC program, declared the little fellow's diet henceforth would be the milk he eulogizes on the air. . . . Wayne King is now on five Lady Esther programs, the fifth having started January 11 and originating at the Aragon Ballroom. . . . After three weeks off the WGN air schedule, during which time she has browsed thru interior decorating shops, budget houses and household departments of the larger stores of New York and Chicago, June Baker, WGN's household expert, resumed her Monday to Friday talks January 15. . . . Eddie Varoz, who conducts the WCFL orchestra, predicts a bright future for Lora, Lee and Lou, the singing maids, who recently made their debut over WCFL. . . . The Rondoliers, WGN stringed trio, start their 14th season of playing together January 15.

ISHAM JONES AND HIS ORCHESTRA
COMMODORE HOTEL
New York
BROADCASTING C. B. S.,
Tues., Thurs., Fri., 11:30 to 12 P. M.
COAST TO COAST
DIRECTION COLUMBIA BROADCASTING SYSTEM.

PROGRAM REVIEWS

Court of Human Relations

Reviewed Sunday, 7-7:45 p.m. Style—Dramatic sketch. Sponsor—True Story Publishing Company. Station—WEAF (NBC network).

True Story magazine, one of the MacFadden publications, returns to the air with courtroom scenes in which domestic troubles are aired and the radio audience is asked to act as the jury. Cash prizes are offered for those sending in the best verdicts by Wednesdays of the same week. Series is built around stories currently appearing in the magazine and it is planned to use two central characters only on each program; all others will merely be incidental. Plot is developed thru testimony of the principals and other witnesses and a considerable portion of the program in this respect are flashbacks which are dramatized. This particular story concerns a man bringing suit for divorce because his wife does not love his child, an offspring of his first marriage. Main characters are a sea captain, his sweetheart and a foreigner whom he rescues at sea and later marries, following a broken engagement with the jealous sweetheart. After his wife's death he takes to drink, but eventually marries his old sweetheart. It is brought out, however, that he married again because he woke up in his old sweetheart's house with a hangover and the fear that he had compromised her in the eyes of a neighbor.

There is plenty of drama, and heavy interludes of incidental music to denote lapse of time. The 45-minute period seemed rather long in which to tell the story and it is possible the flashbacks were drawn out and too much detail was attached thereto. But this may be giving the clues to the situation for not a few of the listeners seeking the prizes, which are \$100 for the first one; lesser prizes are also on tap. Offhand a half hour would probably be just right for the series, but apparently the sponsors do not wish to stint on the story and seek to give as much of it as possible. Primarily it is aimed at women listeners and it should achieve a sizable following. The usual True Story formula is followed and everything is in everybody's language and outwardly on the up and up as it were. Less drawn out sequences and a little planissimo on the music would help, of course.

Credits really aren't, in the truest sense of the word, since the sponsor expects the contestants to buy a copy of the magazine and read the story over to get a line on what's what. There is really no selling except in indirect manner. A sort of honest proposition excepting that one should read the magazine to obtain full details on how to enter the contest. Exclusive of this the 45-minute period is fairly entertaining and should hold the attention of a regular audience weekly, of a type that makes up the greater part of most any radio family. Production, as handled by the Erwin Wasey agency, is quite good. M. H. S.

"Hall of Fame"

Reviewed Sunday, 10:30-11 p.m. Style—M. C., guest stars and orchestra. Sponsor—Lehn & Fink Products Company. Station—WEAF (NBC network).

For Hines Honey and Almond Cream, one of its subsidiary company products, Lehn & Fink has chosen John Erskine, the "William Lyon Phelps" of Columbia University; also Nat Shilkret's Orchestra and guest stars of fame. Katharine Hepburn was the first guest artist, and she offered the balcony scene from *Romeo and Juliet*. Names enough to draw attention to the program which disappoints because the names in question fall to entertain. Erskine has written very entertaining books and has been quite interesting as a commentator on his recent sustaining periods. Let's hope ye college "prof" writes himself some effective continuity. And again, whether deliberate or not, he sings the King's English about on occasion, altho his audience no doubt gathered the meaning for the most part. Shilkret's Orchestra opened with Romberg's *Song of Love*, and the announcer, John S. Young, soon introduced Erskine as the emcee. Erskine in preposterous, super-highbrow accents lit into Hepburn vs. Washington or something like that and wandered into Washington's history as a ballroom and theater patron. Sheridan's *School for Scandal* was rather risky theater in those days and Erskine dwelt on some of

Washington's theater parties. Apparently the Father of Our Country did okeh. He once danced three hours with General Greene's missts. Finally the orchestra got a break and played a medley based on Stephen Foster's songs, which proved to be a background for the subsequent credit for Hines Honey and Almond Cream, the beauty adjunct having first been made in the days of Foster, also that of Louisa M. Alcott. Which ties up with *Little Women*, the newest screen version being one of Miss Hepburn's greatest screen successes. Penetrating qualities of the cream were stressed.

Erskine came in again with a few words on art, mentioning Shakespeare and the fact that Miss Hepburn was one of those given the opportunity to do *Julius*, while she was still in Juliet's generation, meaning, of course, while she was still young. Perhaps this is to be interpreted as a slap at the older actresses who venture to play the part, such as the Ethel Barrymores, Jane Cowl, etc. Erskine's remark may have been all right if it were a theatrical performance, but on the air where voice is everything, is it possible a youthful voice inexperienced in the art of reading Shakespeare is to be preferred to a Julia Marlowe? Miss Hepburn is an intelligent actress and strives to please; in fact, may be accused of being over anxious to be good. She has risen to fame quickly in the movies, but can still stand a few Broadway shows under her belt as the saying goes. With the aid of Douglass Montgomery as Romeo, she did her stuff in a rather coy, sweet voice (one that has found disfavor among some dramatic critics), yet there was nothing to write home about as to the "Wherefore Art Thou Romeo" and "Farting is such sweet sorrow." It would have been much better had Miss Hepburn offered something from *Little Women* or her current play *The Lake*, or even one of her old pictures. After the orchestra played a tune from *Little Women*, announcer told about getting a genuine autographed photo of the actress by writing in and inclosing a carton top from a package of the product. While the orchestra went from *Dancing in the Dark to Pomp and Circumstance* John S. Young, announcer, told of the guest stars that were to be heard on subsequent programs. Lily Pons, who follows, will give the show a new complexion, no doubt.

M. H. S.

Maude Adams

Reviewed Friday, 9:30-10 p.m. Style—Dramatic sketch. Sponsor—Lamont Corliss & Company. Station—WEAF (NBC network).

NBC seems to have a monopoly on the premieres this week and Maude Adams is certainly not the least of the newcomers. For her radio debut the actress made sensible arrangements to see that everything was as it should be, and chose Sir James M. Barrie's *The Little Minister*. This is the vehicle which brought her stardom just before the turn of the century and in which she has been seen on the stage in two revivals. Radio adaptation is in two parts and done by none other than A. E. Thomas, w.-k. playwright, with Miss Adams doing a bit of supervising, of course, as she did on numerous other items. Wisely, she has decided to present the condensed version in two parts and thus retain considerable flavor instead of destroying a piece of unusual charm. Further, she is reported as doing her parts from memory and taking an active part in rehearsing her supporting cast.

The Little Minister, of course, tells a story of Scotland. Miss Adams has the role of Babbie, nickname of Lady Barbara. Her father wants her to marry an army officer, but it seems she is for the common people at every point. Thus, garbed as a gypsy, she inveigles a passing minister to blow a lusty horn and unknowingly warn the townspeople that the soldiers are coming to stem the tide of the parting weavers. Later he realizes that she is an impish person, everything that a woman shouldn't be, in his estimation, but never dreams that she is Lady Barbara, at whose house he would be delighted to take tea some afternoon if he only could draw an invite. At his house he offers to marry her, but she rushes away. At this point the play breaks off to be concluded in next week's broadcast. Play has been admirably condensed

and needless to report Miss Adams gives the listeners a run for their expenditure of time and some electricity. The radio fan of poorest mentality must realize that here is an actress. In support there is George Gaul, Warburton Gamble, Harold Vermilyea, Paul McGrath, Joseph Curtin, Thomas Finley, John Brewer, Herbert Ransom and Violet Benson. Victor Young and orchestra, who have been on the program heretofore, supply the incidental music. Credits for Pond's Cold Cream and Vanishing Cream are heard for the first time during a break about the middle of the program, at a time when it does not tax the listener to worry about the continuity of the story. Each cream is plugged as necessity, one for the lower layer of skin and the other penetrating to aid the drying up oils of the lower. Woman's voice does the talking. Another credit is heard at the close of the program, along similar lines.

Pond's has had some attractive names on its programs, including that of Mrs. F. D. Roosevelt about a year ago. Otherwise it is content to use an orchestra and singer and occasionally some light comedy. Acquisition of Maude Adams for a series of condensed versions of her former successes is somewhat of a triumph. If subsequent productions are handled as well as the initial broadcast Miss Adams need never want for a radio contract. M. H. S.

AP RESOLVES

(Continued from page 12)

thing is set with the AP the other news-gathering organizations will soon fall in line. Not all of them are against the radio angle, however. Hearst has been for radio on many occasions. Certain local news, however, is not controlled by some of the news gathering organizations.

In the meantime the broadcasters in favor of the 10-Point Plan had the AP action as a healthy sign. On the other hand many indie stations fail to see where they get any break at all in the proposed plan and are not for the proposition at all. Both the NBC and particularly CBS still retain their news gathering units and service until further notice. In some quarters it is believed that despite the truce and move to cooperate the actual operation of the 10-Point Plan is a matter that is pretty well in the offing and will be for some time. A great many details will have to be ironed out to the satisfaction of numerous newspapers and stations. The AP action, however, is the big step so far.

Don Wilson, NBC sports announcer, who was borrowed from KFI last fall to describe many football games over NBC networks, has been made a regular member of the chair's announcing staff.

ET Active Labs—Agencies

First list printed below is that of laboratories actively engaged in the manufacture of electrical transcription programs for clients dealing direct and ad agencies. Some of these studios have affiliated organizations which buy the time; some buy time when dealing direct with the sponsor and some sponsors, of course, buy time only thru local dealers.

Second list is that of agencies and other organizations, including sponsors who deal direct with recording studios and stations. Agencies listed, while not actively engaged in the manufacture of disks, have clients for whom they handle spot broadcasts, buying time and attending to production as well as clearing music licenses and other details. Commercial firms as distinguished from agencies are marked (C).

BRUNSWICK RADIO CORPORATION,
666 Lake Shore drive,
Chicago, Ill.
BRUNSWICK RADIO CORPORATION,
799 Seventh avenue,
New York City.
BYERS RECORDING LABORATORIES, INC.,
1780 Broadway,
New York City.
COLUMBIA PHONOGRAPH COMPANY, INC.,
111 North Canal street,
Chicago, Ill.
COLUMBIA PHONOGRAPH COMPANY, INC.,
55 Fifth avenue,
New York City.
FREEMAN LANG ENTERPRISES, INC.,
210 North Larchmont boulevard,
Los Angeles, Calif.
MAGREGOR AND SOLLIE, INC.,
665 Mission street,
San Francisco, Calif.
MARSH LABORATORIES, INC.,
308 South Wabash avenue,
Chicago, Ill.
MID-WEST BROADCASTING COMPANY,
Weik Hotel,
Minneapolis, Minn.
NATIONAL BROADCASTING COMPANY, INC.,
711 Fifth avenue,
New York City.
PACIFIC COAST RECORD CORPORATION,
1040 Geary street,
San Francisco, Calif.
RADIO TRANS. CO. OF AMERICA, LTD.,
695 Lake Shore drive,
Chicago, Ill.
RADIO TRANS. CO. OF AMERICA, LTD.,
210 North Larchmont boulevard,
Hollywood, Calif.
RADIO ART GUILD OF AMERICA,
122 South Benton way,
Los Angeles, Calif.
RCA VICTOR COMPANY, INC.,
Camden, N. J.
RCA VICTOR COMPANY, INC.,
Merchandise Mart,
Chicago, Ill.
RCA VICTOR COMPANY, INC.,
Hollywood, Calif.
RCA VICTOR COMPANY, INC.,
411 Fifth avenue,
New York City.
RECORDINGS INCORPORATED, LTD.,
5505 Melrose avenue,
Hollywood, Calif.
SOUND STUDIOS OF NEW YORK, INC.,
50 West 57th street,
New York City.
STARR PIANO COMPANY,
Richmond, Ind.
TITAN PRODUCTION COMPANY, INC.,
1040 Geary street,
San Francisco, Calif.
WORLD BROADCASTING SYSTEM, INC.,
400 West Madison street,
Chicago, Ill.
WORLD BROADCASTING SYSTEM, INC.,
1040 North Las Palmas avenue,
Hollywood, Calif.
WORLD BROADCASTING SYSTEM, INC.,
50 West 57th street,
New York City.
AMERICAN RADIO FEATURES SYNDICATE,
555 South Flower street,
Los Angeles, Calif.
ATHERTON & CURRIER, INC.,
420 Lexington avenue,
New York City.
N. W. AYER & SON, INC.,
500 Fifth avenue,
New York City.
THE BLACKMAN COMPANY,
122 East 42d street,
New York City.
CALKINS & HOLDEN,
237 Park avenue,
New York City.
CECIL WARWICK & CECIL,
230 Park avenue,
New York City.
THE CLIMALENE COMPANY,
Canton, O.
SAMUEL T. CROOT & COMPANY, INC.,
20 West 44th street,
New York City.
CHARLES DANIEL FREY COMPANY,
383 North Michigan avenue,
Chicago, Ill.
GENERAL HOUSEHOLD UTILITIES CO.,
2654 North Crawford avenue,
Chicago, Ill. (C)
J. STIRLING GETCHELL, INC.,
Chrysler Bldg.,
New York City.
HANFF-METZGER, INC.,
745 Seventh avenue,
New York City.
HENRI HURST & McDONALD, INC.,
520 North Michigan avenue,
Chicago, Ill.
HOUSE OF EDEN, INC.,
555 Fifth avenue,
New York City.
LAKE-SPIRO-COHN, INC.,
Sterick Building,
Memphis, Tenn.
WILSON H. LEE ADVERTISING AGENCY,
245 Meadow street,
New Haven, Conn.
LORD AND THOMAS,
919 N. Michigan avenue,
Chicago, Ill.
MANTLE LAMP COMPANY OF AMERICA,
608 West Lake street,
Chicago, Ill.
MAXON, INC.,
2761 East Jefferson avenue,
Detroit, Mich.
McANN-ERIKSSON, INC.,
285 Madison avenue,
New York City.
RING, JONES & HARE, INC.,
1775 Broadway,
New York City.
ROSE-MARTIN, INC.,
21 West 48th street,
New York City.
RUTHRAUFF & RYAN, INC.,
Chrysler Building,
New York City.
SCOTT HOWE BOWEN, INC.,
400 North Michigan avenue,
Chicago, Ill.
SCOTT HOWE BOWEN, INC.,
Chrysler Building,
New York City.
A. T. SEARS & SON, INC.,
520 North Michigan avenue,
Chicago, Ill.
STANDARD RADIO ADVERTISING CO.,
6425 Hollywood boulevard,
Hollywood, Calif.
U. S. ADVERTISING CORPORATION,
612 North Michigan avenue,
Chicago, Ill.
ERWIN WASEY & COMPANY,
230 North Michigan avenue,
Chicago, Ill.
THE WESSEL COMPANY,
30th street at Cottage Grove avenue,
Chicago, Ill.

New Song Tips

"'Twas a Very, Very Daring Thing To Do"

By Larry Royal. Published by Reth Music House, New York.

With numerous extra verses and at least six choruses we have a so-called comedy song, bearing the sub-title of "From the Indies to the Andies in His Undies." All about a chap who braved the conventions by taking a prolonged trip in garments qualified at least to defy the elements in those countries where the sun is at its highest and warmth is assured. We are informed that "he never brushed his teeth except on Mondays and didn't eat a thing but chocolate sundaes." Also that he was attired like Mahatma Gandhi and built in proportion to that noted gentleman even to the fact that "his back was bent and his legs were banded." Otherwise, an individual obviously apart from the normal, and eccentric to a fault. During the run of the ditty he encounters divers adventures; travels that are supposed to tickle the risibilities of morons and other species of humans who are expected to guffaw when it is the other fellow who acts at variance with the accepted code of ethics. Lest we forget, he answers to the name of Otto Zilch. We cannot say that Otto is a very great hero, according to his Boswell. But he comes out of the affair with some honors, all to the accompaniment of ordinary music.

"Pleading"

Fox-trot ballad. By J. Tim Brymn and Alice Carroll. Published by Clarence Williams Music Publishing Company, Inc., New York.

To all appearances we are in for another cycle of one-word titled ballads. As might be inferred, it is again one evolved by a twain of writers who have taken for their theme a subject that only a brief period ago found its way into print via the song route. Naturally there is a difference in the lyric and melody, but identical in its purport nevertheless. As far as the tune is concerned it warrants more than perfunctory praise. It possesses the requisite receptiveness and lilt to make it a desirable asset in the repertoire of vocalists of quality and feeling. To them it should have an additional appeal, mostly because of its moods, change of expression, smoothness and continuity. Once more the writers treat the customary exhortation with the usual start, viz: "Your prisoner of love am I. My Fate depends on you. There's no need to testify, because the charge is true. You're the judge, your mercy I am needing. You're the jury and to you I'm pleading," etc. What follows may be anticipated. At any rate, with the hope that the one addressed might take notice of the fervent plea and make the proper decision or verdict if we are allowed to add a legal term.

"Hummin' to the Rhythm of the Rain"

Fox-trot. By Louis Levine and Trevor M. Jones. Published by Mason Music Company, Inc., New York.

Only a few seasons have elapsed since Jupiter Pluvius was used as a medium

of inspiration for those who are supposed to keep up the traditions of Tin Pan Alley. Now another such composition has come forward to compete with several others that no doubt are in the throes of completion, this time by a twain of writers whose names are a bit unfamiliar to the conductor of this department. Strange to chronicle, ditties about rain have more or less found a successful niche in the industry with one surviving until this day of Jubbins, enduring vogue. Reference is made to *It Ain't Gonna Rain No More*. Of recent happy memory also there was *Singing in the Rain*, and prior to that, *Let It Rain*, which the number of this review strikingly resembles.

It is a question whether the Mason product can hope to attain any extensive or profitable popularity. To us the lyric lacks a certain cleverness to establish it above the commonplace. Again, it has little to convey except harping about the drops of water falling from the clouds and the attendant optimism of the warbler. Musically it has some merit with one strain a reminder of a forgotten work that used to be featured by a comedian in vaudeville who has since made the grade in motion pictures and on the legitimate stage.

Ballrooms

By DON KING

SOUTH BEND, Ind.—Earl Redden, Palais Royale ballroom manager, is busy these days explaining to visiting operators how they can take advantage of the liquor traffic without letting it interfere with the decorum of the ballroom. On a balcony overlooking his ballroom he built a small dance floor, set up his bar, and couples wanting to drink and dance can enjoy themselves there, while on the main ballroom floor only straight dancing is permitted. The idea netted added revenue when private parties began renting the balcony for the night.

CANTON, O.—Moonlight Ballroom here has reduced its winter operating schedule, the new policy calling for dance sessions every Friday, Saturday and Sunday night, with Friday and Sunday being Dime nights. Perry's Land o' Dance continues six nights a week, same policy as inaugurated when the ballroom was opened for the winter season last October. Perry reports this season the best in the three years he has had the downtown spot. Weekly promotions and an occasional name band, with dime dancette most of the week, have been responsible for the large crowds, according to Perry.

DETROIT—Vere Wirwille and his orchestra have moved into the Graystone Ballroom, under the management of Job Mitton, replacing Fletcher Henderson and his orchestra. Wirwille has just completed a two seasons' engagement at Eastwood Amusement Park, playing for the Walkathon at the ballroom for the past four months. The Graystone engagement is for eight weeks, with two weeks' vacation, during which time the band will play at the Graystone Ballroom, Cleveland. Claude Hopkins or the Blue Rhythm Boys will be brought in for the two weeks' vacation. The Graystone has been building up a good fall patronage since it was taken over recently by Mitton, who managed the Arcadia here for several years.

JOE HAYMES and his orchestra have been given a six months' contract for three nights a week at the La Casa, ballroom, Philadelphia, and continues with a CBS wire.

Orchestra Notes

By DON KING

BOB CHESTER'S Orchestra, now playing at the Detroit Athletic Club, claims the record for songwriters. Bob Chester, Slim Branch and Dave Hogg, all known as songwriters, are members of the band. This unique feature was featured in broadcasts lately from WJR.

SID DICKLER and his orchestra recently concluded 12 weeks at Barth's Ballroom, Pittsburgh. For the last two weeks they have been fulfilling single bookings for society, club and college proms in Tri-State district. Sid and the unit are adding extra programs on their WWSW schedule. The Dickler combo, one of the most popular in the Pittsburgh district, now has the following personnel: Joe Fillingier, Jimmy Graham,

Hughie Morton, Ollie Colwes, Ben Goldberg, Chauncey Lambourne, Art Geesy, Scotty Lawrence, Bob Barclay and Bob Morris. Featured vocals: Buddy Biller, Sondra Lee, Ray Jaxson. Joe Fillingier and Scotty Lawrence are handling arrangements for unit.

RUBE RICHARDS and his orchestra, radio, stage and recording artists, booked thru the Artists Bureau of the Buffalo Broadcasting Corporation, were featured at one of Buffalo's largest New Year's parties December 30, staged by the Buffalo Athletic Club.

DUTCH CONNORS and his 11-piece broadcasting band have been engaged to play an indefinite engagement at the Russian Tavern, Auburn, N. Y., after just finishing a 12 weeks' engagement at the Waterloo Hotel. He also is featuring the Mara Sisters, a trio extraordinary, and Jimmy Clayton, as soloist.

JACK L. WALKER has joined the 12-piece band of the Harley Sadler show at Sweetwater, Tex.

GEORGE KING and his Musical Jesters opened this week at Club Casino, Beaver Falls, Pa., on a two weeks' date. For the past month they have been on a series of one-nighters thru Ohio, Pennsylvania, New York and West Virginia. This 11-man combo has made a specialty of college dances.

JOHNNIE MELISE and his boys are still at Bohemia, Detroit, and from the way they are gaining in popularity it looks like at least six more weeks for them at the class spot.

BRAD SMITH and his 20-piece Rhythm Symphony, who recently played the Opera Ball at the Civic Opera House, Chicago, have been signed for a Chi Loop hotel spot, Smith informs *The Billboard*.

EDDIE WIRTZ and orchestra now rounding out their fourth month at the Rudolf Hotel, Valley City, N. D. The outfit includes Tom Maldes, Art Pray, Pee Wee Munt, Mort Lake, Harry Nelson, Jack Koehler, Farnell Grina and Eddie Wirtz.

WILLIAM SCOTTI and ORCHESTRA leave the Hotel Montclair, New York, to open Thursday at the Hotel Statler, Boston, replacing Jack Denny's Band. This is Scotti's first out-of-town date.

ARTHUR WARREN'S ORCHESTRA is broadcasting over a WOR wire from the Hotel Delmonico, New York, three afternoons a week.

JERRY MAYHALL, Pittsburgh pianist and composer, handpicked his own band which replaced Jack Bruce's orchestra at the Tent Club in Pittsburgh.

WEST COAST NEWS

(Continued from page 12) Washington, D. C., this week to appear before the Federal Radio Commission to seek permission to boost KNX's power from 25,000 to 50,000 watts.

Announcement has come out of the East that Earl C. Anthony's suit against NBC for \$79,000 claimed due him for use of the facilities of KFI during the months of July, August and September, 1932, has been transferred from the New York Supreme Court to the United States Court because of diversity of citizenship. NBC has until January 22 to file its answer.

Gus Arnheim and his band get a Coast-to-Coast airing over the CBS net once each week, starting on January 15 with Bing Crosby on his Woodbury soap program. The Four Mills Brothers also remain on the program.

Singing in Los Angeles, Lanny Ross joined Captain Henry aboard the Maxwell House Show Boat on January 11. The tenor is making his first picture in Hollywood and was picked up here from Station KFI.

Ramona Gets NBC Spot

NEW YORK, Jan. 13.—Ramona, the Paul Whiteman pianist and specialty artist, starts on WJZ-NBC network on Monday, 11-11:15 p.m., and each week thereafter as a sustaining. She will do her usual style of songs to her own accompaniment.

Television

By Benn Hall

"Facsimile" Before Television?

O. H. Caldwell, formerly federal radio commissioner, gave us some illuminating ideas as to a possible "advance guard" of television. Caldwell, now editor of *Electronics*, believes that the next "visual" development will be a "radio newspaper."

"Facsimile reproducers," inexpensive and simple, are very likely, he believes, to become standard radio accessories in the near future—should radio-press regulations warrant such a warlike move. Briefly, the facsimile reproducer is this. When one retires, instead of turning the radio set off he will dial a point labeled "facsimile" and forget the radio till the morning. At breakfast he will read a tabloid news bulletin, giving him news hours fresher than his morning paper as well as radio programs.

Feared by Press

This radio accessory is obviously an ax the radio powers hold over the press—should there be any unified attempt to eliminate radio programs from news columns.

"Mechanically," Caldwell told us, "this reproducer is a simple device. In addition to the usual loud-speaker, a stylus is attached to the set. This stylus moves back and forth across the paper, drawing a series of parallel lines. The stylus will be lifted each time its controlling eye passes over a white space. The stylus will be dropped in printing position when the eye passes over a black part of the type matter. A synchronized motor feeds the stylus across the page and at the end of each line advances it to the next line."

Facsimile Cheap

"This attachment can be installed," Caldwell continued, "for about \$25 in sets now in use, and, of course, for much less when installed as part of new sets."

Caldwell, shrewd observer and one of America's foremost radio and television authorities, is a practical man. He believes that this facsimile device will be introduced before television. He showed us an actual "radio newspaper." It had been transmitted 2,000 miles. The paper, *The Times Union*, was about six inches wide and consisted of three columns. Readable and quite sharp for an experimental sample, the paper resembled a tabloid. A three-column streamer screamed "Harvard Downs Dartmouth." Football scores were centered, with a column of news on each side. A cartoon was at the bottom. Advertisements, too, can be sent.

An important publisher, nationally recognized for his aggressive tactics, is known to be interested in the development of the radio newspaper. The device can easily be readied for sale—just in case.

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VANDERBILT

Beginning Saturday Evening, January 6, 1934

A DIVINE MOMENT

A play by Robert Hare Powell. Staged by Rowland Leigh. Settings by R. Dodd Ackerman. Words and Music of Song, "I Can't Forgive Myself," by J. M. Roney. Presented by Peggy Fears.

Miss Nancy Taylor.....Charlotte Granville
Maith.....Roy Stout
Admiral Standish.....William Ingersoll
Rochey Taylor.....Tom Douglas
Sarah.....Dulce Fox
Boatswain Klutz, U. S. N.....Allen Kearns
Cynthia Raeburn.....Peggy Fears
Gordon Raeburn.....Roy Gordon

TIME—Summer. PLACE—Newport, R. I.
ACT I—Miss Taylor's Room. Evening. ACT II—Her Garden. Two Hours Later. ACT III—Same as Act I. A Few Minutes Later.

Saturday night Peggy Fears returned to the stage after an absence of seven years—but not in quite the same capacity as when she left—and it's doubtful if New York has ever seen anything quite like it. When she was last seen by paid customers hereabouts she was appearing briefly in Rufus LeMaire's *Affairs*; now she is seen as an actress-manager. From the reports of Miss Fears' beauty and ability on the musical stage, ringing thru the years that she has spent as Mrs. A. C. Blumenthal, it would seem that the change was inadvisable. A manager Miss Fears may be.

The play in which she chose to appear is the work of Robert Hare Powell and is called, somewhat distastefully, *A Divine Moment*. It is something less than that. Dull to the ragged edge of complete boredom, it presents a few of the theater's stock nostalgic characters and lets it go at that. There is the dying old lady living in her aged house with memories of the past; there is her nephew, who meets and loves a married woman; there is the married woman herself, who is vaguely unhappy under the yoke of a perfectly nice but very prosaic husband and who decides to divorce him when auntie tells her to grasp her happiness while she may (all of this happening after she has known the boy about two hours). There are also a retired admiral who still loves auntie, who he never had the courage to speak, and an impossible would-be comic gob who wanders on and off with painful effect. The whole thing is mildly balmy and completely motionless, entirely unreal except when it is touched by the magic of Charlotte Granville, who plays auntie magnificently.

Not a great deal can be said concerning what little play Mr. Powell has provided—except that, in the hands of competent actors (such as Miss Granville) it might have managed to inject a certain pastel mood. As acted by Miss Fears and Tom Douglas, as the married woman and the nephew, it injected merely an acute desire to leave the theater as quickly as possible.

Miss Fears' sudden espousal of the dramatic stage is important only because when one attempts to become an actress-manager without first troubling to become an actress it is, I submit, news.

The pictures of Miss Fears, Mr. Douglas and Allen Kearns, who plays the impossible sailor, appear on the program cover. The picture of Miss Granville does not.

A hawker in the lobby after the performance was selling (or trying to sell) copies of the single song which Miss Fears recites—not sings—in the course of the production. The words he shouted, with devastating coincidence, were, "Miss Fears' song, *I Can't Forgive Myself*."
EUGENE BURR.

PLAYHOUSE

Beginning Friday Evening, January 5, 1934

OLIVER OLIVER

A comedy by Paul Osborn. Staged by Aurilio Lee. Settings designed by Raymond Sol Wey, built by Furner Scenic Construction Company and painted by the Bergman Studio. Presented by Dwight Deere Wiman.

Gertrude.....Jolyn Fabing
Constance Oakhot.....Ann Andrews
Cavi Bridgewater.....Hugh Rennie
Williamson.....Henry Vincent
Judith Tiverton.....Alexandra Carlisle
Phyllis, Her Daughter.....Helen Brooks
Oliver Oliver, Constance's Son.....Bretaigne Windust
Justin Stock.....Thomas Chalmers

The Action of the Play Takes Place in a Room in Constance's Country House. ACT I—After Luncheon. ACT II—Before Tea. ACT III—After Dinner.

Paul Osborn, who wrote *The Vinegar Tree*, in which Mary Boland jittered and twittered until the customers lay in the aisles, has finally come thru with another play. It is *Oliver Oliver*,

THE NEW PLAYS ON BROADWAY

which Dwight Deere Wiman brought to the Playhouse Friday night, and in it Mr. Osborn seems to be trying to write like Saki—and falling as completely as a picture producer trying to impersonate a society man. It is Mr. Wiman's second production of the week, the first being Samson Raphaelson's *The Wooden Slipper*, which he put on Wednesday and took right off again Saturday. Both plays were provided with excellent casts and rich and bountiful productions; both were by well-known authors. It certainly isn't Mr. Wiman's fault—unless you can blame his playreading department.

Oliver Oliver is the merry tale of a mother and son each trying to sell the other off in matrimony. The boy is probably the biggest prig yet seen on the stage (the priggishness passing, in the course of the action, for culture, wit and savoir faire), and the mother is a caricatured fool. It all ends when she accepts her banker swain from Ohio, and the boy, free from the suspicion of proposing because of money matters, suggests that he's really in love with the lass whom his mother wanted him to marry all along—and who is, quite inexplicably, in love with him.

Mr. Osborn has caricatured his characters until they resemble merely a stagerful of idiots let loose on an unsuspecting public. Actions are jumbled, motives and characters muddled, in an effort at sophistication. It is not the genial and disarming insanity of *The Vinegar Tree*; it is rather hard, cold and tasteless. And, unfortunately, Aurilio Lee's direction throats seems bent on emphasizing the silliness. In *The Vinegar Tree* Mr. Osborn amusingly burlesqued a posing and scatter-brained dowager, and his burlesque was screamingly funny because it had a basis of belief; you could expect the lady to do anything. But in *Oliver Oliver*, dealing with characters which should possess all of the things that the previous dowager pretended to and didn't have, the burlesquing has no basis of belief whatsoever. It becomes stale, flat and unprofitable—unprofitable particularly to Mr. Wiman.

At times Mr. Osborn does manage to

make a go of it, as in the offensively hilarious, brashly funny start of the second act. But then, invariably, the play bogs down again into silliness and undisciplined confusion. It's not even self-consciously smart; it's merely self-consciously smart-aleck.

Bretaigne Windust, in the title role, intensifies the unpleasant impression he made in *I Was Waiting for You*. With a voice that sounds at times strangely like Reginald Owen's, he adds to his acting a certain juvenile bump-tiousness that becomes, to at least one customer, extremely annoying. Helen Brooks, his running mate in the previous play, appears with him again in this as the girl. Her playing seems aimed obviously at effect—too obviously to succeed in getting it. Ann Andrews, as the mother, overdoes things a bit, but then it is hard not to overdo them with the lines she is handed.

Helping immensely, however, is Alexandra Carlisle as the girl's crotchety and clear-thinking mother. Miss Carlisle is a comedy delight—and so, too, for that matter, is Thomas Chalmers as the ridiculously hay-seeded Ohio banker.

A late-arriving customer last night asked an attendant what had happened in the first act. "I've seen it a lot," said the attendant, "but I can't tell you what it's about." Neither, for that matter, can I.
EUGENE BURR.

HUDSON

Beginning Monday Evening, Jan. 8, 1934

THE PICCOLI

The farewell engagement of the marionette show of Vittorio Podrecca with additional numbers. Staged by the families of Gorno, Dell'Acqua, Possidoni, Foriglioli, Borgogni, Donati, Braga. Pianist, Aron Pressman. Principal singers: Thea Carugati, soprano; Giuseppe Costa, tenor; Augusto Galli, basso; Wilfred Smith, tenor; Lia Podrecca, soprano (light); Mario Serangeli, baritone; Dario Zani, baritone; Rosina Zotti, soprano. Orchestra and singers under the direction of Angelo Canarutto. Settings designed and painted by Bruno Angoletta. "Sleeping Beauty" music by Respighi.

FROM OUT FRONT

By Eugene Burr

William B. Dunne, of Boston's *Playhouse*, has undertaken a campaign to educate America's youth in the ways of the stage. It is Mr. Dunne's contention—and it is a true one—that only thru education of youth can the theater ever hope to come back. Playgoers must be caught when they are young. Once they are used to one entertainment medium it is hard to change them to another. It is Mr. Dunne's idea to have drama supervisors in the public schools, just as we now have music supervisors and supervisors for physical education. Certainly the drama is as integral a part of our cultural life as music; and just as surely a child's mental well being and mental resources are as important to both the child and the State as are its physical well being and resources.

And, of course, there is also the angle that if churches and educators want to wean children away from what they claim is the often baneful influence of Hollywood's glittering *schweimers* they must substitute some other mental excitement and entertainment. This, indubitably, is the way to do it. It would help both the children and the theater.

It's a mighty fine thing that Mr. Dunne has suggested. And it is no less fine because at present it seems to be a pretty hopeless dream. Even dreams can come true.

While on the subject of youth and the theater—and with the start of the American Academy senior students' series of Friday matinees—it behooves a paternal paragrapher to deliver himself of a warning. It often happens that the intermissions at dramatic students' plays see as posing and affected and generally self-conscious a group of youngsters as you can find from here to the Left Bank. They are unnatural, artificially sophisticated, bored and Artistic (capital A) beyond words. That, of course, is neither the fault of schools like the American Academy nor of the youngsters themselves—unless you want to blame the kids for being young and unwary. Rather, it is the fault of the eternal glamour of the stage, youth's natural desire to be great (or even seem great) without time or preparation, the friendly praise given their performances, the influence of Broadway in general, and the natural effect of all of this on still unformed natures. The fact that most of the students are still in the formative stage makes it worse than ever; the attitude is apt to stay with them for life. The alleys off Broadway are filled with aged hams who forgot to grow up.

The posing and the self-consciousness are the worst—and they are faults which, I know, the Academy tries to correct. But the only possible correction lies within the youngsters themselves. They must realize that, no matter how good they are, they have to be a great deal better still; they must realize the long, hard road (to be traveled only by hard and self-immolating work) that lies ahead of them after the glamour of their graduation. If they want the theater to give them a deserved place they must approach it with humility, and not with mannered and self-conscious posings. How can they hope to become a multitude of fictitious characters when they can't succeed even in being themselves?

It will be time enough for them to begin acting off the stage when they first know how to act on it.

The present youngsters haven't started posing yet—but with the Broadway influence what it is, anything can happen. This, then, is just a warning—and, probably, a waste of nice white *Billboard* paper.

Costumes designed by Caramba, of Scala Theater Costume Department, Milan. Properties by Teatro del Piccoli Studio. Heads of principal puppets carved by the following sculptors: Dantino, Prini, Selva, deBremseckers, Lenzi, Perocco. Minor puppet heads carved by peasants of Wood Carving School of Val Gardena, Alps, Italy.

Satire extraordinary is acting when the performance is a mechanical illusion of human actors. Actors' Equity should charge these stage robots several times regular dues, because in many ways they excel their prototypes. For instance, a human actor can't take grandiloquent leaps into the flies, nor can he rise to the heights of vanity that these puppets affect. In fact, there are many arguments in favor of puppets entirely. Especially Vittorio Podrecca's puppets. Some of this edition of *The Piccoli* is the same seen here last season, but with keen perception the producer has embellished it with new material. Remarkable, beautiful, it is too bad that the troupe is leaving this country, but let us hope for its early return with some other new ideas of aesthetic burlesque.
BILL WILLIAMS.

FORREST

Beginning Wednesday Evening, Jan. 10, 1934

RE-ECHO

A play by I. J. Golden. Staged by Carol Sax. Setting designed and executed by Louis Kennel. Presented by Carol Sax.

Richard Lord.....Thurston Hall
Henry.....Leonard Mence
Grace Manning.....Phyllis Fovah
Harriet Lord.....Florence Walcott
John Lord.....Harry Davenport
Tom Lord.....George Walcott
Bob Harrison.....Charles Holden
James.....Chisholm Beach
James Kavanaugh.....Walter D. Greens

TIME—The Present. The Action Takes Place in the Living Room of Richard Lord's Residence on Fifth Avenue, New York City.
ACT I—Scene 1: A Morning in December. Scene 2: Late Afternoon. A Few Days Later.
ACT II—Scene 1: An Evening the Following September. Scene 2: Late November the Following Year. ACT III—Scene 1: The Following April. Scene 2: After Midnight of the Same Day.

I. J. Golden's *Re-Echo*, which Carol Sax brought to the Forrest Theater Wednesday night, is, one fears, just one of those things. It is seriously written and certainly literate, but the difference between the writing and the plot is vast. The writing is steady, sincere, occasionally observant and psychologically acute. But the plot is trite and stereotyped, a melange of heaven knows how many plays that have gone before. The audience, having seen each part of it countless times before, and sensing the swing of well-handled, unexceptional lines, can receive it in a semi-stupor. It's certainly not unpleasant, but neither is it anything to take much trouble over. It is, as suggested before, just one of those things.

Mr. Golden's only previous dramatic piece was *Precedent*, the impassioned plea for Mooney, which enjoyed a good Provincetown run and then came uptown to do pretty well at the Bijou. *Re-Echo* is as far from *Precedent* as anything well could be—and one wonders how Mr. Golden came to select it as his subject. His central character, Richard Lord, is a completely eccentric and highly successful business man, who once wanted to be a poet, but whose juvenile foolishness was whipped out of him by his father. He thinks he is omnipotent and, one suspects, looks down on any deity which he may happen to believe in. He ruthlessly divorces his wife when he feels a yen to marry his stenographer, and he forces his son into the bank, even tho the lad wants to write. When the second wife realizes what she has let herself in for, a sympathy, naturally enough, springs up between her and the son and they unite to defy omnipotence. In the end they leave, and Lord remains deserted as the curtain falls. The really interesting part of the play, so far as this reviewer is concerned, is what happened to the son and the wife after they left. But Mr. Golden forgot to write that part.

As you can see, each separate angle has been used over and over again on the stage, and audiences by this time know each of them by rote. The whole thing, in fact, is like a theatrical jigsaw puzzle—and a sort of jig-saw puzzle interest in fitting the pieces together is about all that you can get out of it.

This was the play in which Carlotta Nilsson was supposed to return to the stage—but Miss Nilsson stalked out of the cast just before the opening and her place as the first wife was hurriedly taken by Florence Walcott, who is the
(See *RE-ECHO* on page 55)

BROADWAY RUNS

Performances to January 13, inclusive.

Dramatic	Opened	Perf.
Ah, Wilderness.....	Oct. 2.....	122
Big Hearted Herbert.....	Jan. 1.....	16
Come of Age.....	Jan. 12.....	2
Dark Tower, The.....	Nov. 25.....	57
Days Without End.....	Jan. 8.....	8
Divine Moment, A.....	Jan. 8.....	8
Double Door.....	Sept. 21.....	132
First Apple, The.....	Dec. 27.....	21
Gods We make, The.....	Jan. 3.....	13
Green Bay Tree, The.....	Oct. 20.....	98
Halfway to Hell.....	Jan. 2.....	15
Her Master's Voice.....	Oct. 23.....	98
Jezebel.....	Dec. 19.....	32
Lake, The.....	Dec. 26.....	23
Loves of Charles II, The.....	Dec. 27.....	23
Mary of Scotland.....	Nov. 27.....	57
Men in White.....	Sept. 26.....	130
Oliver Oliver.....	Jan. 5.....	11
Peace on Earth.....	Nov. 29.....	53
Pursuit of Happiness, The.....	Oct. 9.....	111
Ro-Echo.....	Jan. 10.....	5
Sailor Beware.....	Sept. 28.....	126
School for Husbands, The.....	Oct. 16.....	103
She Loves Me Not.....	Nov. 29.....	65
Tobacco Road.....	Dec. 4.....	49

Musical Comedy

As Thousands Cheer.....	Sept. 30.....	114
Champagne Sec.....	Oct. 14.....	105
Murder at the Vanities.....	Sept. 21.....	132
Piccol, The.....	Jan. 8.....	11
Roberta.....	Nov. 18.....	65
Ziegfeld Follies.....	Jan. 4.....	112

HENRY MILLER'S

Beginning Monday Evening, January 8, 1934

DAYS WITHOUT END

A "modern miracle play" by Eugene O'Neill. Directed by Philip Moeller. Settings designed by Lee Simonson, built by McDonald Construction Company, and painted by Robert Bergman Studio. Presented by the Theater Guild, Inc.

John.....Earle Larimore
Loving.....Stanley Ridges
William Elliot.....Richard Barbee
Father Baird.....Robert Loraine
Elsa, John Loving's Wife.....Selma Royals
Margaret.....Caroline Newcombe
Lucy Hillman.....Iika Chase
Herbert Sullwell.....Frederick Forrester
Nurse.....Margaret Swopo

ACT I—Plot of a Novel. Scene: John Loving's Office in the Offices of Elliot & Co., New York City. An Afternoon in Early Spring, 1932.
ACT II—Plot for a Novel (Continued). Scene 1: Living Room of the Lovings' Duplex Apartment. Later the Same Afternoon. Scene 2: The Living Room Again. Evening of the Same Day. Scene 3: John Loving's Study. Later That Night. ACT III—Scene 1: The Study and Elsa's Bedroom. A Little Before Dawn of a Day About a Week Later. Scene 2: Section of the Interior of a Church. A Few Minutes Later.

The promise shown by Eugene O'Neill in *Ah, Wilderness*—the promise that he might become again the fine and powerful playwright that he was when he started—in reality and crudely blasted by *Days Without End*, which the Theater Guild produced at Henry Miller's Theater Monday night as the fourth play of its 16th subscription season. *Ah, Wilderness*, marked an at least partial return to the simplicity and force of the earlier work, combined with a new mel-

lowness and compassion; *Days Without End* is once more thick with turgid symbolism and sick with the dramatist's self-conscious psychological spandings that serve only to muddy over the waters that they seek to clear—and the new mellowness has turned into a weak acceptance of things as they are, a species of mental dry rot. Just as a fruit becomes ripest and sweetest before the onslaught of decay, O'Neill seems to have had his moment of gentleness and rich flavor before the deterioration set in. But a mind, unlike a ripe fruit, may return to solidity and health. That is our hope for the future.

Specifically, in *Days Without End*, O'Neill has discarded ideals and substituted for them a blind and slavish faith. Turning his back upon all the fine seeking of his youth, he has espoused the cause of defeatism and has blasted his previous idealism with the bromidic powders of growing age and wealth. It is a somewhat unsavory spectacle.

O'Neill has discarded ideals and substituted faith. Faith, by its very definition, is a belief without proof, made a guiding principle thru an acceptance without questioning, without understanding, without revolt. An ideal, on the other hand, is an aim to be sought, even tho it never be gained—an aspiration and a goal. It depends not upon acceptance, but on seeking. Never mind that the goal be unattainable; the unattainable is the only thing worth trying to attain. O'Neill once climbed the hard and glorious path of the ideal; in this he sinks back into the slovenly mire of faith.

But, in what is supposed to be a dramatic review, something must be said of the play itself—and sorrowfully it must be reported that the play is as dispiriting as its subject-matter. Its general theme is the struggle in the soul of a man as he leaves his seeking. And O'Neill has chosen to depict that struggle by splitting his hero into two parts, played by two actors. It is a cheap and shoddy device which, like the masks in *The Great God Brown* and the asides in *Strange Interlude*, reveals O'Neill's amazing incompetence as a dramatist. The struggle of soul, in competent hands, could far more effectively have been presented by one character and one actor.

And as for the play itself, it is of a piece with *East Lynne* and other boot-catchers of the Victorian school. Stripped of its coating of self-conscious psychology and sophomoric philosophizing, it is the trite and supersentimental tale of a naughty fellow who goes back to the straight and narrow when his amazingly snide and Sunday-school-bookish wife is thought to be dying. It is the stock Victorian theme, with no variation, except that the incidental valentines have been replaced by less stomachable symbolism.

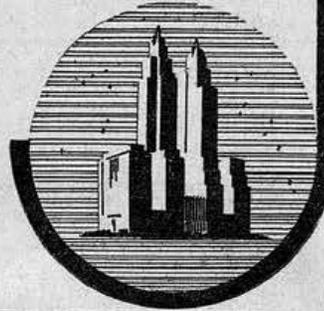
The characters, too, are of a piece with the play. The noble and dying wife, for example, is as believable as the flaxen hair of a Tom troupe's Little Eva. Stripped of the artificially symbolistic coating with which O'Neill provides her, she is something straight out of *The Curse of an Aching Heart*. Never, one (See *DAYS WITHOUT END* on page 55)

American Academy Students Present Barry's "Holiday"

NEW YORK, Jan. 13.—Philip Barry's *Holiday* was presented by the American Academy seniors at the Belasco yesterday afternoon as their second production of the season. Nobody could be bed in the three chief parts, and nobody was. Kay Linaker was Linda, Alice Howard played Julia and Richard Clark played Johnny. Linda is, next to Cyrano, about the most gallant character known to the stage—at least with the proper playing. If that gallantry was sometimes lost by Miss Linaker, she at least turned in a confident and at times effective performance. In the first act Linda's expansive good-fellowship was given a petty, sarcastic bite, but the last two acts showed definite improvement. Miss Linaker will have to watch a tendency toward posing, tho.

Clark was amusing and confident as Johnny, and Miss Howard did a workmanlike and unexceptional job as Julia. Nick and Susan, that irrepressible pair whose fun wears rather thin on the third or fourth hearing, were nicely played by J. Richard Jones and Alice Keogh. David Windsor ineffectively burlesqued the impossible Seton, but Virginia Campbell turned in a couple of nice satirical bits as the equally impossible Laura. Glenn Sherman got nice effect as Ned, and Richard Anderson caricatured the father. Richard Harvey,

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Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

The transportation clause now in the Motion Picture Code thru the efforts of the Chorus Equity Association reads: "Transportation of the chorus when required to travel, including transportation from point of organization and back, including sleepers, shall be paid by the employer, whether exhibitor or independent contractor. (b) If individual notice of contract termination is given, the chorus shall be paid in cash the amount of the cost of transportation and sleeper of the chorus and baggage back to the point of origin whether the chorus returns immediately or not."

In the clause proposed by the employers, i.e., "Any artist not classified as a 'professional' who is required to travel shall receive railroad transportation, in addition to his salary,"—the title of 'professional' was most costly to the holder. The minimum salary established by the Chorus Equity raised the chorus to the classification of 'professional,' as professional was defined by the employers, and the chorus was placed on a different footing.

Further, the employers' clause did not provide for return transportation either at the close of the season or in the event of individual notice. The clause inserted in the code by Chorus Equity definitely provides for return transportation in both instances—another of our victories.

If there is any provision in the Code which is not clear, you may obtain information concerning it at Chorus Equity headquarters.

We are holding checks in settlement of claims for Joan Abbey, Nancy Lee Blaine, Adele Butler, Peggy Barrow, Janet Carver, Charlotte Davis, Guy Daley,

Betty Elsner, Margaret Freeman, Betty Field, Marie Gale, Inez Goetz, Gladys Harris, Marge Hylan, Marion Hylan, Elizabeth Huyler, Fred Holmes, Edward Howell, Dorothy Mellor, George Marshall, Martha Merrill, Katherine O'Neil, Robert Rochford, Carol Raffin, Percy Richards, Ragna Ray, Frank Shea, Romulo Santos, Hazel St. Amant and Coleen Ward.

Twenty-one new members joined the Chorus Equity Association in the past week.

Mail addressed to members in care of the Chorus Equity is forwarded only on the request of the member. We have found that addresses change so frequently that any other system results in its loss. On February 26, 1934, all mail received here prior to July 1, 1933, will be returned to the post office or to the sender if such an address is given. A portion of the mail held here will be listed alphabetically each week. If the first letter of your name has been passed before you see this list, write or call at the Chorus Equity office to see if there is mail for you.

We are holding mail for Mary Carolan, Clare Carter, Marie Cartwright, Jay Conley, Tamara Charle, Betty Croke, Charles Crossland, Audrey Christie, Rex Coover, Beatrice Coniff, Marian A. Costello, Wally Coyle, Phyllis Carroll, Tom Connors, Thomas C. Connor, Marion Dale, Frank Dobert, George del Rigo, Dorothy Dobson, Irene DeJay, Eugene de Prusing, Vera Davee, Jackie Dunette, Mary Dolan, Ethel G. Dulcan, Eddy Edwards, Vilma Ebsen, Buddy Ebsen, Lloyd Ericson, Gus Fontaine, Billie Fanning, Madeleine Franklin, Betty Field and Marie Ferruson.

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DUALS CROWDING BROADWAY

Every Double Feature House Playing Capacity; Nabes Hurt

De luxers will soon feel effect of increasing number of cut-raters—unemployed make up most of audience—big houses expected to yell soon against situation

NEW YORK, Jan. 13.—It is doubtful if any other city in the country is as overrun with double features in a downtown section as is New York. The so-called Great White Way is now a mecca of second-run palaces offering two features, newsreel, comedy and novelty, from 10 cents to two bits. There is not the slightest doubt that these many houses are taking business away from the de luxers, but there is nothing to be done about it, according to the de luxe executives. It is believed that when the unemployment situation becomes less acute, the double feature grinds will lose their patronage, but there are those who feel that the public is becoming accustomed to a heap of entertainment for a dime and will continue to patronize the dual houses even tho they are in the dough.

The dual theaters operate from 9 in the morning to a midnight show, with every house playing to capacity. The pictures are second or third run, but good judgment is used in diversity and they are getting by nicely. There is an understanding that no major distributor will permit two of the same company pictures on one program, but that doesn't do any good, for there is plenty of subsequent run product to fill out a 2½-hour bill.

There are probably 12 double bill houses in 10 blocks around Times Square and getting a seat in any of them is difficult. It has hit the neighborhoods, for the audiences are made up largely of job seekers, who duck in out of the rain to rest their dogs. The patrons snub the neighborhoods, knowing they can catch the picture downtown for a dime and spend a pleasant afternoon.

To date the first-run houses have not made a squawk, but each new second-run house helps put a crimp in the big ones. Many legit houses are wiring and getting ready to join the flock of double houses already in operation. There are about 50 legit houses in the Times Square district that could be converted into picture theaters, and unless the legit makes a quick comeback the houses will turn to pictures rather than remain dark and pile up taxes.

One authority believes that within the next two months the de luxe houses on the street will begin to feel the inroads made by the dual feature boys and start to yell.

There is nothing in the code that prohibits double bills and at the moment there is no means of stopping what the chains claim constitutes a menace to the theater business.

Must Raise Prices, Says Sam Goldwyn

NEW YORK, Jan. 13.—Samuel Goldwyn, in an interview here this week, stated that conditions imposed by the motion picture code will increase studio overhead by about a million dollars a year. He said that this increase in picture business must be met by a gradual increase in admission prices.

He claims that 25 cents is too low for theaters in the larger cities and that double bills and a large number of vaudeville acts at cutthroat prices will tend to tear down the business.

Radio Has Eight Ready for Work

HOLLYWOOD, Jan. 13.—Radio Pictures has set eight pictures to start before February 1, which means a considerable boost in activity on the lot towards the latter part of the month.

Finishing School, with Ginger Rogers, Frances Dee and Una Merkel, gets going on January 15. Following shortly thereafter are *I Loved an Actress*, *Three Stand Alone*, *Escape to Paradise*, *My Gal Sal*, *Strictly Dynamite*, *Family Man* and *Crime Doctor*.

Rosenblatt Says He Received No Kicks

WASHINGTON, Jan. 13.—Sol Rosenblatt, deputy administrator, stated here that he has received no complaints on operator wage cuts, but that differences in various cities were being adjusted locally.

James Finn, publisher of a technical trade paper, states that he has in his files copies of letters of protests from operators that were filed with Rosenblatt.

Another for ComiColor

HOLLYWOOD, Jan. 13.—Another famous fairy tale, *The Brave Tin Soldier*, has been selected and put into production as the third subject in the F. A. Powers ComiColor series, distributed by Celebrity Productions.

The Brave Tin Soldier, like *Jack and the Beanstalk*, currently playing the larger circuits, and *The Little Red Hen*, just completed, will be produced by Ub Iwerks at the Animated Pictures studio in Los Angeles. It will be done in Cinecolor and released early in March.

20th Signs Del Ruth

NEW YORK, Jan. 13.—Roy Del Ruth has been signed by Joseph M. Schenck and Darryl Zanuck to direct for 20th Century Pictures, all of which are released by United Artists. Del Ruth's first assignment will be *Bulldog Drummond Strikes Back*, which will also initiate Ronald Colman's affiliation as a star for 20th Century. The picture goes into production next month.

Photographers Elect

NEW YORK, Jan. 13.—International Photographers of the Motion Picture Industry, Local 644, elected officers this week for the year. F. Walter Strenge was elected president; Harry Smith, vice-president; Frank Kirby, treasurer; Frank Landl, sergeant at arms; Ray Foster, trustee; O. V. Johnson, business manager.

Paramount Holds First Place In Billboard Bowling League

NEW YORK, Jan. 13.—Paramount continues to hold the lead in *The Billboard* Bowling League with several close competitors. There is only a margin of five games between the first five teams.

In the contests this week Paramount took two from United Artists, Fox dropped two to RKO, Warners won

	Won	Lost	Per Cent
Paramount	24	6	.800
RKO	23	7	.767
Fox	22	8	.733
Warners	20	10	.667
Universal	19	11	.633
Columbia	14	16	.467
MGM	12	18	.400
United Artists	8	22	.267

10 Best

NEW YORK, Jan. 13.—The Film Daily has completed its poll of critics throuout the country for the 10 Best Pictures of 1934, with the following results:
 "Cavalcade," Fox; "42nd Street," Warner Bros.; "Private Life of Henry VIII," United Artists; "Lady for a Day," Columbia; "State Fair," Fox; "Farewell to Arms," Paramount; "She Done Him Wrong," Paramount; "I Am a Fugitive From a Chain Gang," Warner Bros.; "Mädchen in Uniform," Film-Choice; "Rasputin and the Empress," MGM.

Boston Gets New Operators' Rate

BOSTON, Jan. 13.—Sol Rosenblatt, division administrator, has granted Local 182 operators' union an exception in observing the 40-hour week specified in the picture code.

The local explained that all of its members are employed and if the 40-hour week were put in effect there would not be enough men to take over the machines. The average week is now 49 hours.

This is an ideal situation, for most cities have a large surplus of operators and it was for this group that the 40 hours was originated.

Selette Promoted

UTICA, N. Y., Jan. 13.—Maurice Sidman named manager of the Colonial Theater, replacing Edward E. Selette, who resumes his old position as field manager in New England for the M. & R. Theaters, of which the Colonial is one. New manager may change present double-feature low-price policy here.

Creditors Take Cut

OMAHA, Neb., Jan. 13.—Creditors of the A. H. Blank Theater Company accepted 20 cents on the dollar offered by the bankrupts.

Columbus Flooded With Double Bills

COLUMBUS, O., Jan. 13.—Of 22 independent houses here 15 are using double features with charges from 10 to 20 cents. In addition to this cutthroat stuff, the Knickerbocker, downtown, has a Sunday bill of a feature, newsreel, comedy, cartoon and four acts of vaudeville for 17 cents, including tax.

There is considerable agitation here for a get-together session among the neighborhoods to either cut out the doubles or increase the admission charges. It is understood that at the present state of affairs no one is making any money.

Code Boards Ready in Feb.

Authority will rush matters as soon as all nominations are in — studying names

NEW YORK, Jan. 13.—It is expected by the code authority to have the zone boards in full operation soon after February 1, but it is considered doubtful if the boards can get ready to function before the middle of the month at the very earliest.

The code authority cannot make its decisions on the zone board members until after January 20, the date of closing for nominations, and it is expected that it will require nearly a week to get the names assembled and look into the records of the nominees.

To date there have been 303 names submitted by exhibitors.

Strike Settled

BUFFALO, N. Y., Jan. 13.—After three weeks of fighting, the strike of operators at the Palace Theater here has been settled.

Penn Censors Are Peculiar Birds

PITTSBURGH, Jan. 13.—The censored films as viewed in local theaters reveal the Pennsylvania film judges as total puzzles. Scenes which most folks expected to find missing were passed undamaged, while reported gem lines and witty gags have been mercilessly scissored.

The first case is particularly true of Clara Bow's final scenes in *Hoopla*. Her costume is the nearest to the nude yet seen. Steady patrons were amazed to find them present. At the same time the best lines assigned to James Cagney in *Lady Killer*, Hugh Herbert in *Convention City* and Charlie Ruggles in *Girl Without a Room* were clipped.

Crawford Breaks Record

LONDON, Jan. 13.—Record attendance and receipts are reported for two weeks' run here of *Dancing Lady*. This is the Joan Crawford-Clark Gable co-starring vehicle which recently played a two weeks' engagement at the Capitol Theater, New York. At the Empire the film outdrew every other production shown at the theater in 1933.

Para Signs Writers

HOLLYWOOD, Jan. 13.—Vincent Lawrence, Harry Hervey and Jane Hinton joined the Paramount studio writing staff here this week.

Lawrence is engaged on the screen play of *Cleopatra*, which Cecil B. DeMille will direct with Claudette Colbert. Hervey, author of *Shanghai Express*, will develop an original story. Miss Hinton will adapt *Lovers in Quarantine* in collaboration with Harry Ruskin.

Milwaukee Will Fight Giveaways

MILWAUKEE, Jan. 13.—Altho a Municipal Court jury found Charles Washcheck, operator of the Pearl Theater, local neighborhood house, not guilty of violating the lottery laws by giving away attendance prizes, the district attorney's office has announced that it will continue to prosecute all such cases in the future.

Washcheck had been found guilty in District Court by Judge A. J. Hedding and fined \$25. He appealed and a Municipal Court jury in a sealed verdict January 9 acquitted him.

PERSONALS

Ed Kuykendall, president of the MPTOA, left this week for his home in Columbus, Miss. He will return for the Code Authority meeting scheduled for January 21.

Leon Schlesinger is in New York from the Coast. He will remain here for a week.

Adolph Zukor left this week for Hollywood to go over the production plans with Emanuel Cohen.

Barbara Stanwyck arrived in New York this week to appear in a play before returning to Hollywood for camera work.

Harry Cohn, president of Columbia, left New York this week for Hollywood.

Maurice Chevalier arrived in New York this week from Europe and left immediately for the Coast to start work in *The Merry Widow* for Metro.

Douglas Fairbanks Jr. sailed this week for London to resume film work there. He has just completed a picture in Hollywood for Radio.

Cedric Gibbons and his wife, Dolores Del Rio, are in New York from the Coast and taking in all the shows.

Mr. and Mrs. Sam Goldwyn are in New York and expect to sail for Europe next week.

Joseph Schnitzer returned to New York this week from the Coast, where he made arrangements for the production of 24 features for his new company.

H. B. Shaffer has been chosen director of publicity for Monogram in Seattle, succeeding H. B. Sobottka.

Howard Hawks, Columbia director, is in New York to look over the Broadway plays.

Max Cohan, of the Universal sales department, has returned from a trip to Bermuda.

James Grainger, sales chief for Universal, has returned to the home office after a five weeks' swing around the country.

Lou Metzger left this week for San Diego, but will return to New York in two weeks en route to Europe.

Richard Brady, sales manager for Eastman, sailed this week for a West India cruise.

Ian Keith has returned to New York from the Coast and expects to go into a Broadway play before returning to Hollywood.

More Musicals on Warner Schedule

NEW YORK, Jan. 13.—According to Jack Warner, the public is hungry for pictures containing some lightness, at least in part, and as a result about half the Warner pictures going into production will contain some musical sequences. Warner figures that this is better than the usual comedy touches

Myers Denies He Advised Holdouts

NEW YORK, Jan. 13.—Abram Myers, general counsel for Allied Exhibitors, has denied that he advocated signing of the code assents with reservations. Reports from Western cities recently stated that Myers at exhibitor meetings stated, either by letter or in person, that the exhibitors should make reservations on assents they signed.

Myers is in New York to confer with Allied executives regarding the code. He declined to say whether or not Allied will make a test case in court regarding several of the clauses in the code.

Dowling Favors East Production

NEW YORK, Jan. 13.—The first result of the recent move by Eddie Dowling to have motion pictures produced in the East by stage producers is the Arthur Hopkins production, *His Double Life*, which features Roland Young and Lillian Gish, and is being released by Paramount. Dowling believes that the further development of his plan not only will make for better pictures, but will be of benefit both to the picture business and to the stage.

With this end in view he organized the Eddie Dowling Picture Corporation, and, in co-operation with Hopkins, selected the famous Arnold Bennet play *The Great Adventure* as the first story to be made at the Astoria studio.

Dowling is convinced that managers who have spent years in the theater producing successes know enough about business and are sufficiently adaptable to produce those same successes in picture form.

"Why is it necessary," asks Dowling, "to take a Broadway success 3,000 miles from Broadway to make it into a motion picture? After all, men like Arthur Hopkins, Sam Harris, George M. Cohan and others have been producing hits for years. They have given the better part of their lives to a study of the theater and to what the public wants. But when one of their plays proves to be a success, they are forced to sell it to some motion picture company and let the picture business reap the profits. Moreover, they must stand by frequently and see the play changed and distorted out of all semblance to the original production."

"I believe these men can produce pictures in the East which will be just as good, and perhaps better, than Hollywood productions. If we need Hollywood stars, directors, writers and technicians, we can get them."

Keaton Signed

HOLLYWOOD, Jan. 13.—Buster Keaton, once ace comic of the screen, has signed a contract to appear in a series of shorts for Educational. Keaton has been away from the screen for more than a year and if his two-reelers click he will return to features.

which are used to break heaviness in pictures.

The Warner executive based his opinion on the phenomenal success of musicals thus far this season. Each has clicked and he believes that an added touch of music to half the pictures will give them a better box-office buildup.

Decentralization Is Hoblitzelle's Theme at Dallas Theater Meeting

DALLAS, Jan. 13.—Karl Hoblitzelle, generalissimo of Interstate Circuit, Inc., and Consolidated Theaters, Inc., built up out of the ruins of Paramount-Publix, RKO and other amusement enterprises of the Southwest, declared for decentralization when executives of 86 theaters in 30 cities gathered here for the new organization's first roundup.

"It is our intention," Hoblitzelle told his lieutenants, "to place the responsibility of management on the men and women who are operating our theaters and not on the central office in Dallas."

The convention was a three-day gathering, beginning Tuesday and concluding with a banquet Thursday night. The new amusement organization has holdings in Dallas, Houston, Ft. Worth, San Antonio, Little Rock and other

principal cities of the Southwest.

Hoblitzelle's policy of decentralization was emphasized thruout the meeting. He urged every manager to plan his work with the feeling that the theater is his own. He stressed the necessity of making the theater an institution of the community in which it is located. Personal relationships with the public, he lectured, are the basis for success.

"We are primarily interested in building an institution not for today, but for the future," he continued.

In purchases he urged the managers to buy the products offered in their own localities.

In addition to Hoblitzelle, pioneer theater magnate, as president, the new organization has R. J. O'Donnell as vice-president and general manager.

Politics

There is a familiar barnyard odor attached to the business of rotating chairmen for the Code Authority in the film industry. It is claimed that the whole arrangement was made in order to permit every member of the board to share in the glory of acting as chairman for a limited period. This all comes under the head of hooley!

The independent members of the board, numbering four votes, were for a permanent chairman, but were outvoted by the six producer representatives. Just why were the producers so anxious to keep the permanent chairmanship out of the hands of an individual?

Could it be possible that the producers did not trust the leadership of an independent? Perish the thought, for hasn't the producer element always been anxious to give the independents all the power they wanted?

It is no secret that no producer wanted the honor of acting as permanent chairman, for each has enough headaches now without adding anything to it. But they have played the dog in the manger act and were not willing to trust the independent, fearing, we presume, that the independents would get too much of a break.

There are some people in this business who are suspicious enough to believe that the rotating chairmanship was established for no other reason than to keep any one man from building himself up to the point where he overshadowed Will Hays. Could it be possible that Hays has been playing politics?

These eager independent minds have intimated that with a permanent chairman at the helm of the Code Authority, and doing a good, clean job, there would be little work for the Hays office, and thus might be able to dispel a great many myths surrounding the General and show a variety of feet of clay. This would, of course, prove disastrous.

In any event, it looks as tho politics has entered the Code Authority even before it starts actively in its work. If this condition is to be taken as a criterion of what the future holds, the independent exhibitor might just as well fold his tent and call it a day.

We have all hoped that the Code Authority would solve many of the problems of the picture business and that there were big enough minds in the industry to give it a square shake without allowing themselves to manipulate it for selfish interests, but perhaps we have been expecting too much.

We feel that putting over the rotating chairmanship was a poor piece of business and its reason so obvious that it doesn't do credit to those involved.

We are for the code 100 per cent, but if selfish persons are going to be permitted to shuffle the cards as they see fit, then we can't find where any good is going to be derived.

The best time for a showdown is now, and we believe that there are enough exhibitors willing to go to bat with the proper authorities to determine whether or not the code was drawn up for the special benefit of a select few individuals.

MANY ASSENTS ARE VOIDED

Hundreds Being Returned Due To Written-In Qualifications

**Must be signed up by January 31 or be definitely out—
—new companies to have 45 days to sign—Kuykendall
urges exhibitors to get in**

NEW YORK, Jan. 13.—It is understood that the Code Authority is returning hundreds of assent blanks from exhibitors who have signed with reservations. The blank itself states that they must be signed without reservations and they must be in the hands of the Authority before January 31. Those exhibitors who have not signed the assent blanks by the 31st will be out of the family entirely for it will be impossible for them to come in at a later date. All new companies forming in the picture business after January 31 will be given 45 days in which to sign or receive no benefits that may be derived from the code.

NEW YORK, Jan. 13.—Ed Kuykendall, president of the Motion Picture Theater Owners of America, issued the following statement here this week:

"It is my firm opinion that any association or individual who advises exhibitors or anyone else in this industry that they should send in an assent to the code with any reservations whatsoever is misleading those to whom they make the statement and in all probability helping them get into serious difficulties. I think that any serious-minded person who is in any way anxious to be helpful to the exhibitors of this country would not give any such notice.

"I know it to be a positive fact that the only acceptable assent that can be received by the Code Authority must be without any reservations whatsoever, and I want to sincerely advise the exhibitors of this country not to jeopardize their interests by trying to evade in any manner whatsoever the spirit of the code for the motion picture industry.

"The exhibitors' only procedure should be a whole-hearted assent to the code and then if anything appears which is discriminatory or unfair to them to take it up thru the various boards and the Code Authority as the law requires.

"Sign the regular authorized form for the code assent as sent out by the Code Authority. No other is acceptable."

Marx-Para Deal Cold; May Go U. A.

HOLLYWOOD, Jan. 13.—Lloyd L. Wright, attorney for the Marx Brothers, announced this week that negotiations for a long-term contract with Paramount had been discontinued and that it is likely that the four comedians will sign with United Artists.

There is no word as to why the deal fell thru since a few weeks ago it was announced that the deal was on and that everything was satisfactory. It is understood the Marx's wanted \$400,000 a picture and this may have looked too big for Paramount with its reduced budget.

Worked With Lloyd

HOLLYWOOD, Jan. 13.—The first member of the cast of Harold Lloyd's production, *The Cat's Paw*, the adaptation of Clarence Budington Kelland's *Saturday Evening Post* serial, is Una Merkel, the screen comedienne. The picture, which is to be released thru Fox Film, will be started at the Metropolitan studios in Hollywood around January 20.

Amity Forms New Exchange

NEW YORK, Jan. 13.—John M. Crinion, Amity chief, announces a new combine, headed by Ben Schwartz, Henry Horowitz and Sol H. Kravitz, will distribute the company's product thru the New York Amity Exchange. Final agreements between Amity and the Schwartz combine were concluded this week.

THEATRE EQUIPMENT NEW & USED

MOVING PICTURE MACHINES, SOUND EQUIPMENT, REFLECTORS, SPOTLIGHTS, STROBE LIGHTS, STEREO OPTICS, VIEW CAMERAS, PORTABLE PROJECTORS, M. P. CAMERAS, GENERATOR SETS, REFLECTING AND LAMP BURNERS, VENTILATING FANS, CIRCUITS, FUSE, CEMENT, TICKETS, MARCH LAMPS AND SUPPLIES.

Everything for the Theatre
WRITE FOR FREE CATALOG "9"

MOVIE SUPPLY COMPANY
844 S. WABASH AVE. CHICAGO, ILL.

No Resistance!

NEWPORT NEWS, Va., Jan. 13.—A prize story emanating from the crowds that stormed local theaters for New Year's Eve midnight shows follows:

Lines waiting to buy tickets to performances at the Palace and James, on opposite ends of the same block, became increasingly long as show time neared. Finally they were so entangled as box offices opened that there was no sign where one left off and the other started.

A lady, swept in the rush to the window of the James box office, called to the cashier: "Give me a ticket. I got in line to go to the Palace, but here I am. This crowd is too much for me."

Monogram To Produce 36 Hollywood Labor Injunction Asked

Johnston raises quota from 20—name writers will be drawn upon for material

NEW YORK, Jan. 13.—W. Ray Johnston has laid plans to increase the Monogram production schedule to 36 pictures for the 1934-35 season.

Mr. Johnston sent out 110 questionnaires all over the country to get public reaction at first hand on various types of stories. A number of novels, plays and magazine stories by well-known writers are under consideration and the reaction to this questionnaire will be a determining factor in the type of material selected for Monogram's production schedule next year.

The Monogram schedule for the season of 1933-34 was limited to 20 pictures and production budgets were upped considerably to insure a finer grade of product. Monogram's success with these releases prompted the expansion to 36 releases scheduled for 1934-35.

"We have changed our method of production radically during the past few months," said Mr. Johnston when discussing the new Monogram policies.

"All production activity has been brought directly under the personal supervision of Trem Carr, our vice-president and his executive staff, headed by Lou Ostrow."

Embassy Newsreel Quits

NEW YORK, Jan. 13.—The Embassy Theater here, the first newsreel house in the country, closed this week due to inability to talk the owners of the building into a lower rental lease. The equipment will be moved to another location in the Times Square district soon, and the newsreel and shorts policy will again be established.

Paramount Sets Up National Theater Advisory Committee

NEW YORK, Jan. 13.—Announcement was made this week by Ralph A. Kohn of the formation of a national advisory committee, members of which will be chosen territorially by the partners of Paramount in the theater business in various parts of the country. Under the company's decentralized theater-operation plan the committee will be formed for the purposes of exchanging information, confirming policies and maintaining closer contact between Paramount theater partners and associates and the home office. The members of the committee will be in constant communication with one another and with the home office and will meet at least once every three months with executives of Paramount's theater department.

According to present plans, the committee will consist of six members, each committeeman representing one of the

several territories in the United States and one representing Canada.

E. V. Richards, of New Orleans, representing the Paramount partners in the Southwest, was chosen by them as the first member of this committee at the recent meeting of theater operators associated with Paramount held in Atlanta last week. Additional members will be chosen by Paramount associates in the Southwest, the Chicago territory, New England territory, the territory west of Chicago and Canada. It is expected that the Southwestern representative will be chosen at the meeting to be held at Dallas, Tex., on January 19 by Paramount associates, and the other members will be elected as quickly thereafter as possible. The committee will begin to function immediately following the election of the individual members.

Complaints alleged that when sound men and technicians were selected to go on picture location they were told by studio departmental heads they could not work unless they were members of or joined the IBEW. IATSE complains its members were discriminated against unless they joined the IBEW, in which case they would be required to pay double union dues.

The entry of the union fight into the courts marks the climax of a series of encounters first started during the studio strike in August. At that time trouble broke out between the two unions and the Regional Labor Board was asked for a ruling which forwarded the matter on to the National Labor Board.

In announcing its decision on the matter the National board advised that it would not consider any cases in which union jurisdictional issues were involved. Such cases, it contends, will have to go to the American Federation of Labor for preliminary adjusting, where the disputing unions both have charters under the AFL.

Until such action can be taken the IATSE seeks the injunction restraining the IBEW from encroaching on its province.

High Award for "Topaz"

NEW YORK, Jan. 13.—The National Board of Review has chosen *RKO's Topaz* as the best American picture of the year. The feature starred John Barrymore.

Tear Bombs In St. Joe

**Labor trouble in two de
luxers causes Dubinsky to
appeal to NRA labor board**

SAINT JOSEPH, Mo., Jan. 13.—An appeal to the NRA administrative board in Washington to request the national labor board to arbitrate the dispute between St. Joseph motion picture operators' union and Dubinsky Brothers has been made by Barney Dubinsky following the reaching of a climax in the troubles here with the explosion of a series of tear gas bombs in two of the Dubinsky leading houses.

Tear gas bombs were set off this week and last in the Electric and Missouri theaters, only downtown de luxe houses here, both owned and operated by Dubinsky.

The initial bomb set off last Saturday night at the Electric necessitated the refunding of admissions when patrons were compelled to leave the theater. Sunday other bombs were set off in the Missouri Theater.

While not wanting to accuse anyone until having sufficient evidence, Barney Dubinsky referred indirectly to the labor difficulties with the motion picture operators, musicians and stagehands' unions by asserting that "if they can't fight clean they shouldn't fight at all."

The operators were released last December 1 when Dubinsky failed to renew their annual contract because of differences in stipulations sought. Soon afterward the stagehands walked out, followed by the musicians. It is understood here, however, that neither the stagehands nor the musicians were anxious to leave, doing so only on orders from the internationals.

Nonunion Sound Men To Organize

HOLLYWOOD, Jan. 13.—Organization of an independent non-union group to represent sound workers of the studios in dealing with the producers under the NRA code was started here this week on the eve of an election to determine which body is to have this representation.

In the past the matter of representation was held between the International Brotherhood of Electrical Workers and the International Alliance of Theatrical Stage Employees.

Reason for the organization of an independent non-union group is that considerable dissatisfaction has been caused in the past when labor unions acted as the controlling groups under the code and that union representation does not satisfy the professional character of sound men.

When formed the new non-union group will ask affiliation with the American Society of Cinematographers.

Chi MPO Union Renews Contract With Theater Men

CHICAGO, Jan. 13.—Renewal of the contract between the Motion Picture Operators' Union, local No. 110, and the theater owners represented by the Allied Theaters of Illinois, comprising the independent showhouses and the Exhibitors' Association of Chicago, which includes most of the big houses, was signed this week. Minor changes were made in the original contract.

The new agreement will run for one year and the operators will continue to be paid from \$75 to \$110 per week, but will conform to new hourly requirements as set by the NRA. Some of the operators will be relieved of working more than 40 hours a week and will average from 35 to 40 hours hereafter. Negotiations were carried on by Thomas Reynolds, president of the union; Aaron Saperstein, representing the Allied group, and E. D. (Jack) Miller, head of the Exhibitors' Association.

FROM THE BOX-OFFICE POINT OF VIEW

"Let's Fall in Love"

(COLUMBIA)
 Previewed at Warner's Beverly.
 Beverly Hills
 Time—76 minutes.

Columbia Pictures contribution to the present run of musicals packs considerable entertainment and is designed to please everywhere. Edmund Lowe in the lead has had roles that suit him much better, and Ann Southern, playing opposite Lowe, is too new to films to mean much on the draw. The burden of the picture rests on Gregory Ratoff, playing the part of a picture producer. Ratoff is head and shoulders above the rest of the cast and he almost walks off with the entire flicker.

Edmund Lowe, as a producer, runs into difficulties with his Swedish star on location. She walks out on him and goes home to Sweden. Lowe starts a search for another Swede and after interviewing Swedes by the truck load is almost ready to give up when he spies a suitable girl at a circus side show. He induces her to move in with some Swedish people, acquire their accent and habits, so that he may use her in his Swedish film. When she has finished her course of training Lowe presents her to Ratoff, the producer. Ratoff falls for her beauty and signs her for his pictures. Everything is going like until a party given by Ratoff, Lowe's sweetheart, played by Miriam Jordan, becomes jealous of the attentions Miss Southern, the Swedish actress, is showing to Lowe and she spills the story about her former life with the circus. Miss Southern leaves the party and returns to the circus. Ratoff files in a rage until his New York office phones him to hurry and finish the Swedish picture so that they may cash in on the publicity the exposure got in the dailies. Ratoff and Lowe start a search for her, and when Lowe finds her in the circus he embraces her and promises his love and she returns.

The hit tune of the picture, *Let's Fall in Love*, is a dandy song and will make the hit list soon. Dialog and continuity are okeh. Art Jarrett sings a couple of songs with fair results. David Burton has turned out a pretty fair piece of entertainment in *Let's Fall in Love*.

Blackford.

"Fashions of 1934"

(FIRST NATIONAL)
 Previewed at Warner's Beverly.
 Beverly Hills
 Time—90 minutes.

Filled with gay comedy, pretty girls, lavish scenes, beautiful effects, gorgeous gowns and a good story, First National's *Fashions of 1934* is class entertainment for theaters everywhere. Dealing with Parisian fashions and how they are pirated and copied by American designers is a story that should have a strong feminine appeal. Thruout the picture beautiful creations are shown that will provide an eyeful for the ladies, as well as prove interesting to the men.

William Powell is excellent as a super-pirate who steals French creations and sells them to other traders thru a complicated system of copying photographs, etc. With Bette Davis, his secretary, with whom he is in love, and Frank McHugh he goes to Paris and opens his headquarters. Thru a false duchess, Veree Teasdale, he starts a vogue for ostrich plumes, and thru a hookup with Hugh Herbert, an ostrich rancher, cleans up. In line with his plans he also forces Miss Teasdale's husband to buy out his competing house. Straightway a four-cornered love jealousy develops and the byplay of Powell, Davis, McHugh, Herbert, Teasdale, Reginald Owen and Henry O'Neil provides constant laughs.

William Dieterle directed this production and handled it well. Blackford.

"All of Me"

(PARAMOUNT)
 Previewed at the Beverly, Beverly Hills, Calif.
 Time—70 minutes.

The skillful direction of James Flood is responsible for *All of Me* being a delightful bit of film entertainment. Fredric March, Miriam Hopkins and George Raft head the cast and each of them turns in a sterling performance that carries the story along at a rapid pace, never dull and never lacking in interest. With March, Hopkins and

Raft together in this picture, taken from the stage play *Chrysalis*, exhibitors have something to brag about in their marquee.

Story evolves about Miriam Hopkins' reluctance to marry Fredric March, an engineer, because of a queer notion that romantic love is sure to be disappointed in matrimony. He begs her to go west with him on an assignment and she lyingly tells him she is about to have a child. March feels certain this is not true and after a tie-in with her leaves her.

George Raft, as an ex-convict, enters the picture with Helen Mack, his sweetheart, who is about to become a mother without benefit of clergy. Miss Hopkins' outlook is changed to a fuller understanding of love and marriage. Punch shot in the film is when Helen Mack, in a marvelous bit of acting, permits Raft to jump to his death rather than be captured and possibly electrocuted for killing an officer during a prison escape. In the end March and Miss Hopkins are reunited in a beautifully handled finish.

March never was any better in any film. Miriam Hopkins reaches the top of the ladder of stardom in her portrayal in *All of Me*. The incidental music builds up the moods beautifully. *All of Me* is an ace film for all the first-rate houses from Coast to Coast.

Blackford.

"Two Alone"

(RKO)
 Previewed at the Westwood Village, Westwood, Calif.
 Time—80 minutes.

Taken from the play *Wild Birds*, RKO falls short of making a very worthy picture from splendid material. The entire picture is too dull and drab, and some of the scenes are terribly drawn out.

Jean Parker, Tom Brown and Zasu Pitts are co-starred in *Two Alone*. Jean Parker and Tom Brown deserve credit for their excellent performances. Miss Parker practically lives her part, and the portrayal given by Brown is very vivid and realistic.

As two youngsters, Parker and Brown are subjected to the sex-crazed actions of Arthur Byron and Beulah Bondi, his wife. Miss Parker is an orphan, and Brown is a refugee from a reformatory. Holding a threat of exposing his identity and returning him to prison if he does not do as he is bid, Byron forces Brown to work for him on his farm. Brown and Miss Parker fall in love. Together they plan to run away from the farm. Byron's secret passion for the girl explodes and he forces her to remain on the farm. To set the matter straight and leave a good taste in the minds of the customers RKO has written in a climaxed finish wherein the true father of the girl shows up in the end and manages a wedding for his daughter and Brown.

Before this one is released RKO will probably look it over closely and chop out about 1,000 feet of repetitions. Several scenes could also be changed that would add to the story value of the picture.

Elliott Nugent is responsible for the direction of *Two Alone*. Probably the only thing that recommends it is the marvelous sound effects of birds and insects chirping around Parker and Brown in woodland scenes. Blackford.

"Gallant Lady"

(20TH CENTURY)
 Previewed at the Boulevard, Los Angeles
 Time—88 minutes.

To 20th Century will go the credit for giving Clive Brook the best role he has ever had in motion pictures, and in this flicker Brook makes the best of it. *Gallant Lady* is a heart-throb story of a mother's love, and in the title role Ann Harding is excellent.

20th Century plans considerable publicity on this one in the trade and fan magazines, which should aid the box office considerably. While the film doesn't exactly reach the four-star rating, it will succeed in pleasing the average theatergoer.

In the opening shots Miss Harding is shown watching the takeoff by plane of her lover and future husband in his proposed attempt to make a one-stop flight from New York to Baghdad. The plane smashes up and her lover is killed. Wandering in the park in a semi-daze,

Miss Harding is picked up by Clive Brook, a physician just out of jail after doing a stretch for performing an unethical operation. A close friendship follows, and Miss Harding confides she is about to become a mother. Brook aids her and is influential in having the child adopted into a good family of which Otto Kruger is the head. Thereafter follows a series of incidents that at times becomes terribly tiresome because of several overdrawn scenes. Finally in Paris Miss Harding accidentally bumps into her son, now a boy of 8 years. She plans to marry the boy's foster father, after learning his wife has left him, and in the end succeeds despite the advice of her friends not to.

Miss Harding turns in her best performance since *Holiday*. Tullio Carminati as the overzealous lover is excellent, and Janet Beecher handles the role of Maria Madison in a way that engraves itself on one's memory. Gregory La Cava's direction is okeh. Blackford.

"Four Frightened People"

(PARAMOUNT)
 Previewed at the Wilshire, Beverly Hills
 Time—75 minutes.

Here's a film headed straight for banner grosses the country over. Paramount's *Four Frightened People* is top-notch entertainment, designed to smash box-office records wherever shown.

Four white people, Herbert Marshall, an English chemist; Mary Boland, a society dame, whose hobby is birth control; Claudette Colbert, a school teacher, and William Gargan, a newspaper reporter and radio artist, are lost in a Malayan jungle. For more than a month they struggle to reach civilization. Gargan, leader of the four, goes yellow, and Miss Colbert takes charge. In an encounter with the savages Miss Boland is held as hostage. The three remaining form a triangle. Before reaching civilization Miss Colbert has fallen in love with Marshall and she fears she will lose him to his wife in England.

When they finally reach civilization all return to their homes. Marshall returns, however, in search of Miss Colbert when his wife's nagging ways get the best of him. Meanwhile Miss Boland has been set free by aligning the natives' wives against them. Marshall marries Miss Colbert and Gargan returns to his paper.

To Cecil B. DeMille must go the honors for his direction. Into this picture he has injected comedy, pathos, suspense, tragedy and thrills without side-stepping the story in any sequence. Claudette Colbert is excellent in her part, and Marshall has not been so well cast before. Leo Carrillo, as the native chief, is perfect.

Most of this picture was made in the Hawaiian Islands, and the photography and scenes are interesting. Blackford.

"Once to Every Woman"

(COLUMBIA)
 Previewed at Warner's Beverly, Beverly Hills, Calif.
 Time—70 minutes.

Taken from the stage play *The Little Broken Nurse*, Columbia has a remarkable program picture in *Once to Every Woman*. Fay Wray, as supervisor of a hospital ward, presents the most realistic and remarkable performance of her varied screen career. Never before has she been cast in a role that suited her particular type as well as in this picture. Second honors go to Ralph Bellamy for a stellar performance as the junior doctor in a great hospital. Performances of Walter Byron and J. Farrell McDonald also deserve mention.

As the supervisor of a hospital ward, Miss Wray is a trusted and valuable employee of a large hospital presided over by Walter Byron. A patient suffering from a brain ailment requires an operation and Walter Byron is selected to perform the operation. Bellamy, as a young physician with a broader knowledge of present-day science and medicine, examines the patient and tells Byron that his diagnosis of the case is incorrect and pleads for the chance to perform the operation. Byron rejects him and while in the middle of the operation faints and Bellamy is forced to complete it—a victory and achievement for modern surgery.

A love triangle exists thruout the picture, with Bellamy and Walter Con-

nolly both seeking the love of Miss Wray.

Lambert Hillyer directed this opus and did a very good job. Blackford.

"Palooka"

Reliance Pictures for United Artists
 Release
 Previewed at the Alexander, Glendale
 Time—85 minutes.

Here's a film that will make your box-office receipts look like the national debt. From start to finish this flicker will please all types and will pack your theater like no other production you have had in recent months.

Jimmie Durante, Lupe Velez, Stuart Erwin, Marjorie Rambeau, Robert Armstrong, Mary Carlisle, William Cagney and Thelma Todd round out as good a cast as ever rambled thru 85 minutes of belly laughs. Durante is nothing short of a riot. Never before has he had a part that fits him as well. Close seconds to Durante are Armstrong as an ex-pug, and Marjorie Rambeau, as an ex-burly queen.

Durante, a fight manager, discovers a country lad whose mother has tried to keep him pure and away from the fight racket. Jimmy succeeds in making a champ out of him in a scrap with Cagney. Cagney, once a grand fighter, is off his feet because Lupe Velez, a nightclub lassie, has thrown him over. When the kid wins the fight Lupe transfers her attentions to the new champ. Cagney regains his senses and in a return bout trims the country boy, which pleases the mother of the lad greatly. The lad goes home and settles down with his rural sweetheart, Mary Carlisle. To top it off Durante marries Lupe Velez and that's that.

Ben Ryan and Murray Roth did a swell job in writing the lines for Durante, and Director Ben Stollow milks every scene for all the laughs in it. The film contains two knockout song numbers, *Love Me a Little Bit More* and Durante's own number, *Inky Dinky Do*. Both are slated for the hit list. Durante's delivery of them is in line with his ace acting thruout the film.

Book *Palooka*. The title doesn't mean much, but it'll fill your seats. Blackford.

"Hips, Hips, Hooray!"

(RKO)
 Previewed at the Criterion, Santa Monica, Calif.
 Time—70 minutes.

By far the most extravagant and lavish production ever offered by Radio featuring Wheeler and Woolsey makes *Hips, Hips, Hooray!* an outstanding number on the Radio production sheet. *Hips, Hips, Hooray!* was written by Harry Ruby, Bert Kalmar and Edward Kaufman, with the songs by Kalmar and Ruby. The theme song, *Keep on Doin' What You're Doin'*, is a genuine hit number and one that will send your patrons out humming the melody.

Supporting Wheeler and Woolsey are Ruth Etting, Thelma Todd, Dorothy Lee, Phyllis Barry, James Burtis, Matt Briggs and Spencer Charters. Miss Etting warbles *Keep Romance Afloat* in the best rendition she has ever given in pictures.

The story, while weak and disjointed in places, is still good material for the two comics. As street-corner salesmen they start out on a hilarious spree, ending up as winners in a cross-country auto race. As wealthy brokers they attempt to make a play for Thelma Todd, owner of a beauty shop, and her assistant, Dorothy Lee. In presenting their effrontery the boys steal a swanky office and, incidentally, get hold of a bagful of securities by mistake. Two detectives are on the look for the securities and they suspect Wheeler and Woolsey. In their escape the two grab an auto and end up as winners in the cross-country jaunt.

The song numbers are dandy, and the dance numbers are beautiful and very impressive. The comedy is pretty blue in places, but Director Mark Sandrich has followed up the blue spots, as in the days of burlesque, with gorgeous girl numbers that take the dirty taste away instantly.

The photography is excellent. RKO has a smash comedy hit in *Hips, Hips, Hooray!* Blackford.

Burlesque Conducted by M. H. SHAPIRO—Communications to
1564 Broadway, New York City.

Tabloid Conducted by CHARLES WIRTH—Communications to
25 Opera Place, Cincinnati, O.

Burly Managers Okeh NBAA With Rosenblatt as Mentor

Division administrator, at request of managers, starts
Herk organization off on new keel—Izzy gets confi-
dence vote—dues \$10 a week—\$400 yearly limit

NEW YORK, Jan. 13.—Burlesque managers throuth the country met Wednesday morning in the offices of the Eitinge Theater at the request of the NRA's Division Administrator Sol A. Rosenblatt for the purpose of proceeding with the code for the industry. Rosenblatt succeeded in his efforts to get the managers to work together and the result was that all of the managers present agreed to work as an organization and tendered a vote of confidence to I. H. Herk, president of the National Burlesque Association of America. Rosenblatt, aided by Deputy Administrator William P. Farnsworth, remained at the meeting for about an hour and a half. He dealt principally with the need for working on the code, stating that the managers must either organize or have the government impose its own code and insist on individual observance. After getting their okehs for an organization, Rosenblatt then proceeded to state that they must not squeeze the small fellow and that after revisions were looked into, the code would go to the President for his signature. After that a Code Authority would be selected.

The managers immediately set about lining up the officers of the NBAA. New setup comprises: Herk, president; Vic Travers, vice-president; Eddie Weinstock, secretary, and Charles Franklyn, treasurer. On the board of directors are Joseph Weinstock, chairman; Warren Irons, Max R. Wilner, Jack Barger, Abraham B. Minsky, Arthur Clamage, Issy Hirst, Hon. Nickle, William Pickens, George Jaffe, Al Somberg, T. B. Dalton, Charles Schwartz, George Young, Max Rudnick, Charles Fox, Mayer Lantz, and Paul Weintraub, general counsel.

The proposed code will probably undergo one or two changes. One of the changes being sought is relief from the requirements for chorus girls. Instead of a set figure of \$20 for girls in the stock companies, the managers will recommend that the small stock houses pay the girls \$15 a week. At the Wednesday meeting the constitution and by-laws of the organization were read. Dues were set at \$10 a week, but not to exceed \$400 a year. Theaters are not required to pay dues while dark.

Among those present at the meeting were Vic Travers, Charles Rothstein, Warren Irons, George Young, Nosh Schechter, Jack Barger, Abe Minsky, Joe Weinstock, Max Rudnick, Eddie Madan, Joe Quinzer, Al Somberg, Max Wilner, Jack Beck, Julius Arliss, George Jaffe, Charlie Schwartz, Antonio Romano, Harry Halpert, I. H. Herk, Charles Franklyn, Emmett Callahan, Phil Rosenberg, and Elias E. Sugarman, of *The Billboard*.

BOBBY MORRIS was out of the Eitinge, New York, last week because of illness.

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Tab Tattles

HONEY HANK HARRIS and his Honey Girls, who have been at Ned Rao's Main Street Theater, Houston, Tex., have moved to Galveston, Tex., Messrs. Rao and Harris having leased a house. A new organization is at the Houston theater. With the Harris company are Harris, producer and principal comedian; Cecil (Bozo) Pleson, second comic; Tim Moore, straight; Ken Parks, juvenile; Clara Franklin, general business; Lillian LaBerta, ingenue; Deloris Franklin, soubret and fan dancer; Sadie Smith, blues singer; chorus—Texas Hauer, Viola Lake, Mary Clossen, Rose Parks, Del Curtis, Clara Franklin and Pat Smith; Mercedes Mijares, musical director and pianist; Ned Rao, manager; William Rao, electrician; Mrs. William Rao, treasurer. Extra acts are used weekly. Viola Lake is scoring with her tap dancing. R. W. (Tommy) Stevens is arranging weekly programs for both houses.

MARION ANDREWS' Pep and Fun Revue, Seabee Hayworth, manager, did turnover business at the Arcade Theater, Salisbury, Md., the last half of week of January 1. Played a string of one-nighters last week. The Frank Wolf Office in Philadelphia will handle all bookings thru that State. Twenty-five people are with the show, which moves on a two-ton truck and six sedans. Recent additions are Ted Cessna, drums; Lyle and Virginia, harmony singing turn; Pape and Pape, acrobatic act (a recent feature with Downie Bros. Circus; DeCaro and Wolf, tap and adagio dancers; "Slats" Cessna, sax and clarinet, and Alice Brock and Melva Bailey, choristers. Hayworth received more than 500 replies to a recent ad and wants to thank those who wrote, he being unable to answer all by mail. . . . El Cota and Byrne have replaced Merrick and Allen in Boyle Woolfolk's company, *World's Fair Follies*, which is now playing Butterfield Time in Michigan. . . . Vaude acts at Star, Cincinnati, this week are Green and Harlow, comedy; Three Black Dots, song and dance, and Ray Willis, musical.

PAULINE FISHER, chorus girl with the *Campus Cutups* at the James, Newport News, Va., last week, suffered cuts about the head when a prop lamp fell on her during a night performance. Her injuries were said to have been slight. . . . The Alexander Troupe of tumblers have their own show on the road this season and played the James, Newport News, two days this week. . . . Dutch Hald, head production man at WWSW in Pittsburgh, is planning a musical comedy which will feature the station's best talent and will play small theaters in Western Pennsylvania. . . . Eudde (Jew) Woods recently spent a few days in and around Detroit and Toledo and states that things look good. He saw Ed Miner's Revue, which has plenty of flash. Mel Vernon, Lucy Miller, Vic Bartlett, Edith Wayne and Earl (Bud) Arlington are among those in company. There is a six-piece orchestra. Arlington's bass sousaphone solos are something new in the show. Six girls are in line. . . . Rusty and Dot Williams caught two matinees of the Clarke Revue at Rose Theater, Thomasville, Ga. They report that Art Gleason and his band are doing their share to put show over.

BILLY (SLATS) DAVIS, who has a small tab show, went thru Tulsa, Okla., on his way to the oil fields in Texas. States that the Akdar Theater there is doing excellent business with a 55-cent top. Has a 50-people show and is using big productions—*Good News*, *Plain Jane*, *Hit the Deck*, etc. Twenty girls are in line. Among those in cast are Lou Beverly, Lynn Arden, Mabel Mason, Billy Wade, Art Miner, Fred Ewing, Les Applegate and Harry Harvey. . . . Mr. and Mrs. George Bartlett, Jimmy Stein and Mr. and Mrs. Lew Green have joined the cast of Jim Boy's *Stepping Winners* at the Star in Cincinnati. Mr. and Mrs. Copeland, who were in the company, have gone to their home in Indianapolis. . . . Bob Osborne, "guitar king," who has been broadcasting over Station WLVA, Lynchburg, Va., for a year, will soon open a show, the *Old Home Frolicks*, at Paramount Theater, that city. He will be emcee and do specialties. Others in company will be Elvin Ashley; a six-

piece hillbilly string band; Charles Christian, b.-f. comedian; Clyde White and Jane Massie, dancers; Glen Jackson.

LEE PERRY'S Aristocrats are playing at the Rialto in Cincinnati on Saturdays and Sundays. Perry is emcee. Company includes Frickie Sisters, Ruby Murphy, Virginia Finkler, Marion Kugle, Betty O'Brien, Peggy Luthhold, Sugar Brown, Kess Waltz, Adrian Cox, Tommy Mahaney, Billy Louis, Bob Snyder, Leo O'Neill and Johnny Albers. . . . A 20-people tab show is holding forth at the Playhouse Theater, Salt Lake City, Utah. Rex Jewel is producing. Revue is playing to good mid-week business and turnaways on week-ends. Seems like old times, says Tom Parker. . . . At the Riley, Fort Wayne, Ind., last week were Bovard Sisters and Murray, Raymond and Company, Healey and Garnella, Irene Camp, Billy Cullen, chorus of six girls and a stage band. Bovard Sisters and Murray were given extra work at the Berghoff Gardens, local night club, as part of the floor show.

Burly Briefs

SAM FUDERAN and his pit boys are no longer at the Irving Place, New York. That was in the fire for a couple of weeks.

BABBETTE BYERS has gone out of the Eitinge, New York. Vilma Joszy was supposed to go in there but didn't for some reason or other.

AGNES AND GEORGE DEAN had quite a bus trip en route from Hartford, Conn. Seemed that there was some kind of an argument between them and Carol Gale and Don Carlo.

JERRI MCCAULEY hopped on the choo-choo to Chicago the other day. Her leaving was sudden, following a long-distance call she got from that town.

CENTURY, Brooklyn, didn't open with the Billy Sharp show as scheduled a week ago Saturday. Instead instituted a vaude policy, using six acts on the split-week booked by Harry Lorraine.

BILLY SHARP, by the way, has some deal on to put his shows into another spot in Brooklyn. It's understood that he'll open soon at the Majestic Theater in that borough.

ALLEN-ALLENE, freak, is added attraction these days. Played the Colonial, Springfield, O., last week, and is current at the Princess, Youngstown. Dr. R. A. Lowell presents the act.

EDDIE WEINSTOCK, at the Park, Boston, turned pug last week when a Bean City ex-mitt welder tried to crash the backstage. Eyewitnesses claim that Eddie "mutilated" the pug.

BILLY FIELDS opened Friday at the Eitinge, New York, and is slated to stay there until the operators open their Atlantic City spot. He'll move there when it happens.

MARY JOYCE went in for some exploitation before opening at the Central, New York. She worked last Tuesday afternoon in the box office at the city, with the proper billing at the old b. o.

"HONEY BEE" KELLER, "Mae West of Burlesque," and funster Eddie Kaplan head the current burly show at the Variety in Pittsburgh. These two performers, by the way, are soon becoming steady fixtures in that house.

CARRIE FINNELL is held over this week for the new show, *Dudes and Nudes*, at the Garrick, St. Louis. Norma Lee, Eastern favorite, is making her first St. Louis appearance with the same show.

LEW WHITE was the center of an actual blackout the other day down at the Irving Place, New York. The report is that he was seeking a check cashed there and after a fracas yelled his back was broken. He was able to walk all right after he got his check cashed.

JACKIE JAMES and her Weir'd Voodoo Dances are now holding forth for a
See BURLY BRIEFS on page 55

Smith Has Revue At Mayfair, Detroit

DETROIT, Jan. 13.—Bert Smith, for many years owner-manager of the Bert Smith Revue, has leased the Mayfair Theater. This house, formerly the home of the Bonstelle Stock Company, was remodeled at a cost of \$30,000. Smith started with two New Year's Eve performances at a dollar top and had sell-outs. Business has continued good. His 45-people revue is augmented each week with five singing, dancing and musical acts. Extra shows have been necessary on Saturday and Sunday. Opening show was *Naughty, Naughty*, and this week's is *In Streets of Paris*. Next week's offering will be *The Nudities of 1934*.

Smith is overseeing all operations; Lew Kane is house manager, and Forrest Freeland is handling publicity. Benny Davis is scenic artist, True Frislow musical director and Fred Flanagan carpenter. Roster: Tommy Hanlon, Rudy Wintnor, Danny Montgomery, Four Monitors, Holly Moret, Eugene Broussard, Hermie Hunt, Tom Murray, Chuck Hoback, Harry Earns, Vi Shaffer, Nellie Clark, Bobby and Mary, Cohan and Depinto, Betty Brooks, Ruth Trout, Bernie King, Millie Grosse, Raye Chambers, Vonciele Elliott, Patsy Rives, Natalie and Howard and 20 Bert Smith Sirens, under direction of Bobby Golden, who has handled the Smith chorines for the ninth consecutive season.

Placements

SCHUSTER BOOKING AGENCY, Chicago, Milt Schuster, manager.
Minneapolis (Gayety)—Stella Vanik, Calvin and Marguerite, Holly Leslie.
Buffalo (Palace)—Adri Ann, Dream Girl.

Cleveland (Roxy)—Sheikae Haywood.
Atlanta (Atlanta)—Hazel DeVine, Gloria DuVell.

Milwaukee (Gayety)—Harry Boob Meyers, Vilvan Carlos, Marilyn Murray; Henderson, Byler and Horan; Norma.

St. Louis (Garrick)—Ruth Hamilton, Bobby Vall.

Pittsburgh (Variety)—Carrie Finnell.
Cincinnati (Empress)—Billy Scratch Wallace.

Empress, Detroit, Closes

DETROIT, Jan. 13.—The Empress Theater, burlesque house, closed recently after a run of about eight months. Louis Chapoton, owner of the lease, took over the house following the disappearance of the former management about two months ago. Chapoton ran the house on a low-admission and low-cost policy in the effort to recover wages lost by the cast and staff when Jack Ballard, former manager, left town. Following accomplishment of this objective the house was kept open a few weeks, but poor business in the holiday season forced the closing. Chapoton is going to Hollywood.

GEORGE JAFFE, Variety boss in Pittsburgh, is continuing his plans in presenting personally conceived revues. Located only a few doors away from the Pitt, the city's vaude and tab stronghold, his house has been bucking some tough opposition of late since the opposition house has been presenting such units as *Bottoms Up*, George White's *Scandals and Shuffle Along*.

NAZARRO HALLO, the redhead, goes to the Variety, Pittsburgh, for George Jaffe, opening January 21.

Conducted by CHARLES WIRTH—Communications to 25 Opera Place, Cincinnati, O.

Hodgson Opens In Vancouver

VANCOUVER, B. C., Jan. 13.—Leyland Hodgson opened at the Vancouver Theater on December 30. The first show was *The Best People*. Company is known as the International Players. Cast includes Hugh Symington, Leyland Hodgson, Kitty Desmond, Harry B. Stafford, Blair Davies, Edward Musgrove, Barbara Brown and Marion Shockey. Rupert MacLeod is stage manager and W. M. Thomas house and publicity manager.

Business has been fairly good. The experiment of introducing first-class stock in an uptown house with only a 45-cent top is one that is being watched with great interest along the Coast.

Billroy Show Briefs

WINTER GARDEN, Fla., Jan. 13.—"Billroy's Comedians! The greatest show on earth for the money! Sixty-five people in the flesh and blood! Mostly girls! The prettiest, the fastest stepping and the best costumed chorus in America under canvas! So many girls you can't count 'em all!" Manager Billy Wehle can't fool all the people all the time, but he is contented with a sizable majority. Wonder if those critics who assert there isn't a perfect show on the globe ever heard "our Bill" make a bally? The impresario recently was thrown by a horse. The law of compensation would have been served better if he had been thrown by a bull. (At liberty for next season—one hooper in the flesh and blood... not much flesh but plenty of "hey nonny nonny and a hot cha cha, to say nothing of vo-do-de-o-do and boop-oop-e-do.") Words and music by Johnny Finch. Who said, "Aw, nerfs?")

The report that Rosie Marco will enter a convent next year is absolutely unfounded.

Kitty Watkins was seen on the street last week with French heels. Evidently the boys with this opry aren't good enough for her.

According to Rody Jordan, personality is that thing which will quickly get you a good break in show business provided you have a healthy bank roll.

Fan mail is increasing daily. Just received a very interesting letter from Blanche Henderson (nonprofessional), who is connected with the E. B. Kelly Company, Long Island City, N. Y. Miss Henderson is planning to spend her vacation in Florida the latter part of this month. While down here she intends to catch the show for her first time. She admits being an enthusiastic Billroy fan and states that she never fails to read the briefs. So here's a hearty welcome, Miss Henderson, to the big blue and gold waterproof top.

MAC JOHNSTON.

Picketing Continues At Bonstelle Civic

DETROIT, Jan. 13.—Picket lines at the Bonstelle Civic Theater continued steadily this week, with all unions involved joining in the picketing of the house for use of non-union labor. The dispute arose two weeks ago over wage scale demanded by the Stagehands' Local of the IATSE, and non-union men were employed in all capacities.

The picketing has been peaceful, with one minor skirmish when police were called to drive the pickets off the sidewalk in front of the theater entrance. The Bonstelle Civic is using the Detroit Institute of Arts Auditorium this season, and the pickets were forbidden to parade upon the Art Institute property, being removed to the general street sidewalk about 80 feet away.

Attendance at the theater has not apparently been hurt to any important extent by the picketing.

Additions to Cast Of Pittsburgh Civic

PITTSBURGH, Jan. 13.—The Pittsburgh Civic Playhouse increased its player lineup with several members last week. Heading the new list is Reginald Stanborough and Harry Schofield.

Other additions include T. Ellen Kriger, Hyman Bennett, Roberts Welch, Reginald Stanborough, Robert Jahn and Elaine Boughner. All of them were in the cast of *Up Pops the Devil*, which played a three-day engagement beginning January 10.

Rep Ripples

FRANK PRESCOTT is spending the winter in Minneapolis.

LESTER AYRES joined the Paramount Players in Iola, Kan.

BOB McLAIN is operating a circle stock in and around Ellsworth, Kan.

JACK LANCASTER closed 22 weeks of circle stock in Cairo, Ill., and returned to Decatur, Ill.

JIM FELTZ, who piloted road attractions for LeCompte & Flesher for many seasons, is spending the winter at his farm near Lake Orion, Mich.

RICHARD L. ABBOTT, who was seriously burned December 21 while portraying the role of Santa Claus at the Lamar Hotel in Salina, Kan., is recovering.

F. M. SHORTRIDGE is vacationing in Los Angeles, having severed his connections with the Blackstone show. This is the first visit that Mr. Shortridge has made to the West Coast in many years.

LAWRENCE J. NOLAN is rehearsing a seven-people rep company to play out of Boston, rotary, most of the stands in New Hampshire cities. Will present old-time dramas modernized.

OTIS L. OLIVER, for many years stock and rep manager, with offices in Chicago, is spending the winter in Florida. He is contemplating a new theatrical enterprise in the near future.

BENNIE KIRKLAND'S Paramount Players in Kansas are presenting Don Melrose's *Codfish Aristocracy* this week. Last week's offering, *Lone and Horse-radish*, also is a Melrose bill.

K. W. LEMMON, who is on his farm in Allen, Mich., advises that he is keeping the "Lemmon Squeezers" busy playing dances. He closed in November with the Frank Smith Players, having the orchestra, banners and concessions.

CHRIS MASSAKER, who has been in stock, rep, musical comedy and vaude, has been ill and is convalescing in Sarasota, Fla. He would be glad to hear from fellow performers. His address is 136 W. Seventh street.

CHARLES HUGO was a recent arrival in San Francisco from the Orient. He returned from a booking tour in the interest of the Marcus Show and will accompany the show when it sails for the Orient on February 8. Ned Alvord will handle the publicity.

BOB AND DOT RAEFIELD have been with the Worley Players, playing a circle out of Leon, Ia., and report fair business. Cast: Cliff (Pick) Pickering, leads; Dot Rae field, leads and general business; Howard Worley, leads and general biz; Bob Rae field, comedy. Company has a five-piece orchestra.

BETTY BARTON, after a visit in Cincinnati, including a call at *The Billboard*, returned to Union City, Ind., where she is pianist and entertainer at Dutch Tavern. She also is hostess and presents floor shows on Wednesdays and Saturdays. Business has been very good. Jimmie Shaver, known in tab circles, was a recent visitor.

TOM FOLEY writes that a party was given Christmas night by Mr. and Mrs. Chick Boyes following the performance of the Boyes Players. In attendance were Harold and Billy Gaudin, Ivy Bowman, Art Werner, Don Spencer, Mason Wilkes, Mr. and Mrs. Chick Boyes, Marion Raymond, Mr. and Mrs. Slim Andrews, Mr. and Mrs. Jerry Bruce, Beulah Fair, Bob Bayley, Mr. and Mrs. Bickford, Jimmy Ferguson, Don Nuckles, Jack Bell, Dot Dumas and P. Shaanon.

R. W. (BOB) MARKS, formerly in the rep business, is located at Christie Lake, near Perth, Ont., Can. He is enjoying the peaceful evening of his life, carrying the weight of his 80 years lightly, viewing the march of men and events with rare philosophy and still able to recount some of the highlights of a unique career with the quaint humor that made his name known in almost every home in Ontario a quarter of a century ago and more.

Roberts Players Present "Bing"

CLEVELAND, Jan. 13.—The Roberts Players presented *Bing*, a three-act comedy by Ina Roberts, on January 12 at the new Auditorium. Leading roles were played by Thelma Kistler and John Dehler. Others in the cast were Eugene De Long, Anthony Belle, Ina Roberts, Fred Church, Charles Schuck, Richard Schneider, Henrietta Vance, Sally Mosher, Charlotte Dick, Howard Courtad, John Mayer, Irene Simpson, Hazel Allison, Elsie Hoelzer, Horace Mosher and Clarence Schlund.

On January 5 the Roberts Players broadcast over WGAR a three-act mystery play, *At Nine Tonight*.

Their next stage production will be a comedy, *The Poor Relation*; the next radio play to be given will be *Fortune-Tellers*.

Monroe Hopkins Players

HOUSTON, Jan. 13.—The Monroe Hopkins Players had a packed house on New Year's Eve. An aftershow also was given to big attendance. Business continues good. On December 30 Jessie Goldie observed her 60th birthday anniversary and a surprise party was given in her honor by Mr. and Mrs. Jacobs Wiener. In attendance were Mr. and Mrs. Monroe Hopkins and "Spike," Mr. and Mrs. Marquis (Mack) Long, Mr. and Mrs. Jack McCleakey, Joey and Mae LaPalmer, Don and Myrtle Null, Bob and Dayne Totheroh, Red and Violet Ford, Mrs. Baker, Kelly Swim, Eddie Ward, Mr. and Mrs. LaGarde and daughter, Mitzel; Mr. and Mrs. Rube Egan and Jessie Gilde. JOEY LaPALMER.

Folmer Seriously Ill

ROCHESTER, N. Y., Jan. 13.—Walter Folmer, former partner in the Kondolf-Folmer Stock Company, which played the Auditorium Theater here, and former leading man in the Cukor-Kondolf Stock Company, which played the Lyceum, is seriously ill in General Hospital here from a broken appendix. Folmer, who has been playing legit, was taken suddenly ill this week and was rushed to the hospital, where for a time he lay near death. Altho improved, his condition this week still was regarded as serious.

Kansas City Jottings

KANSAS CITY, Mo., Jan. 13.—Mr. and Mrs. George Sweet, of the Sweet Players, were recent visitors here en route from their home in Iowa to Miami, Fla., where they will spend their annual winter vacation.

Mr. and Mrs. Herb Walters and Mr. and Mrs. Ross McKay, of the Herb Walters Comedians, are in the city for a brief vacation.

Frank Delmaine, former Kansas City representative of the Actors' Equity Association, is in the city visiting old acquaintances.

Monte Montrose closed last week with the Hill and Dale Players in Cedar Rapids, Ia.

Stock for Rochester, N. Y.

ROCHESTER, N. Y., Jan. 13.—Closed except for two and three-night stands for more than three years, the Lyceum, oldest legit playhouse in Rochester, will reopen in a few weeks with a stock company. Manager Hattie Lutt announced she was negotiating for a director in New York and expected to open a late winter season. Whether the company will continue thru the summer is expected to depend on success of the spring season.

Bybee Players Held Over

MADISON, Wis., Jan. 13.—The Mack (Skeeter) Bybee Players are meeting with such an excellent reception at the Eastwood Theater here that Bob Hutchings, manager of the house, has announced that the players will remain at least for another week. Company opened at the Eastwood December 31, originally scheduled to play one week. Photoplays are being shown in connection with the company's appearance three times daily.

JACK CHAMPION, who played leading roles with one-nighters and rep shows in years gone by, now operates a booking agency in Detroit.

Stock Notes

CHARLES J. LAMMERS went to Springfield, Ill., as guest star to do *The First Mrs. Frazier* with the Community Players on January 18.

CRIMINAL-AT-LARGE, in which Margaret Perry and Katherine Wick Kelly scored, was again given by the Playhouse Company in Cleveland last week, its fourth and final presentation.

THE 69TH STREET Playhouse, Upper Darby, Pa., presented *Outward Bound* last week. Eileen Coyne, Bert Griscom, Helen Travers, Nat Burns, Arthur Behrens, Douglas McLean, Phyllis Gilmore, Ross Mershon and Pierre Felletier were in the cast.

THE MYSTERY melodrama, *Criminal-at-Large*, was the bill at the Tremont Theater, Boston, last week. The leading role was acted by Pauline Frederick. The supporting cast included Frank Charlton, Dwight Frye, Helen Millard, John Spacey, Ella Ethridge, Sam Flint, J. Covill Dunn, Phillip Bourneuf, Edward Vail and Frank Thomas.

IT WAS STATED in last week's issue that the Majestic Players Stock Company, which closed in Utica, N. Y., on January 3, was managed by William Melville and Sadie Belgarie. Miss Belgarie informs that she was in no way connected with the management of the company, only being engaged as a member of the cast, and that Mr. Melville was the manager.

DRAMA LEAGUE Society of Washington, D. C., will present Elizabeth Armstrong's *As the Clock Strikes*, a melodramatic comedy, at Immaculate Conception Auditorium January 22-23. Company will play Gaithersburg, Md., on the 25th and Hancock, Md., the 26th. Production staged and directed by Arthur Bradley White. Cast: John Donnelly, Jesse Veitch, Harry S. Weatherby, Betty Dugan, Ramona Raley, Helen Stafford Smith, J. Herman Garrett, Joseph Swann. White is president and Donnelly, secretary, of the company; William J. Bond, in charge of publicity; technicians, R. M. Boteler and Joseph Callen; wardrobe, Catherine O'Connor.

Studebaker, Chi, Reopens With "Autumn Crocus"

CHICAGO, Jan. 13.—The Studebaker Theater, dark for the last few months, will be re-lit Monday night with the opening of *Autumn Crocus*, which comes in for one week. Company is headed by Madge Kennedy and Rollo Peters and has just completed a tour of the Arthur Oberfelder rotary stock circuit.

The Randall Productions, Inc., under management of Horace Sistare, is understood to have the Studebaker under a six months' lease and plans to follow *Autumn Crocus* with a local production of *Elizabeth Sleeps Out* (Murray Hill) on January 21. Several other plays may be produced on a dramatic stock basis with some well-known name heading the casts.

Polish Stock for Detroit

DETROIT, Jan. 13.—A return of Polish stock to this city is heralded by A. J. Norris, owner of the Art Theater, the newly remodeled house on the east side, formerly called the Ritz. Polish stock has been defunct in Detroit since last fall, and only one foreign language company is now playing, at Littman's People's Theater, where Yiddish stock is drawing well in its seventh season. Plans for the company at the Art are still indefinite, but may take shape within a few weeks.

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Magic and Magicians

By WILLIAM J. HILLIAR
(Communications to Cincinnati Office)

LOS ANGELES Society of Magicians has elected the following officers for 1934: President and lord high prestissimo, Frank Fewins; vice-president and grand exalted conjurokos, George W. Putnam; treasurer and grand wizard of finance, Alex T. Williams; secretary and chief high hocus-pocus, Arthur Valli. Next meeting will be held January 30 at the new quarters, 1008 West Adams. Preparations are under way for the big show, "A Night of Magic," in which 22 magicians are to take part. This is scheduled to be staged in March or April.

THAYER'S MAGIC STUDIO suffered much damage during the recent Los Angeles rain. According to word from Blackstone, \$15,000 worth of mail orders was carried away in a river of mud. But Thayer is already back on the job and looking after all business.

HEADQUARTERS DETACHMENT, 40th Division, California National Guard, staged its annual Christmas party at one of Oakland's leading Italian restaurants. Claude Burke, ventriloquist, and Alfred Lamb, the English conjurer, provided the entertainment. Lamb's production of a large American flag and flagstaff from a previous production of flags of all nations was a riot for Uncle Sam's men. Captain John W. Guerard acted as emcee.

KHAYM, mentalist and magician, recently returned from Australia, is contemplating another trip to the antipodes soon with a show called *A Night in the Orient*.

BOB NELSON, of Nelson Enterprises, is putting on a radio program over Station WOWO, Fort Wayne, Ind., working as The Voice of Destiny, and is going over big. Bob informs me he has the title copyrighted. He is also doing a daily column in *The Fort Wayne Journal Gazette*.

KEELY, with his magic show, was still playing thru Virginia at last reports. He has a new truck, housecar, and has added 100 reserved chairs to his tented outfit.

G. W. STOCK, Cincinnati wizard, played seven dates in seven days over the holidays. George says: "Is magic dead? I should say not."

BLACKSTONE has taken California by storm. In Los Angeles the newspaper critics, primarily picture-minded, were unanimous in declaring flesh over film in Blackstone's case.

Harry's tremendous success on the Coast is most gratifying, and from reports I get from all parts of the country it is evident that magic is becoming more popular each week. Howard Thurston is doing big, while Birch, playing auditoriums thru the South, is packing 'em in. Marquis is playing to SRO—in fact, all real magicians are once again starting to reap a harvest from their work.

FREDERICK EUGENE POWELL, Dean of American Magicians and one of the most beloved conjurers on earth, sends a year's subscription to *The Billboard*. He writes: "Like all people of the road I have had my rich and happy days and also my sad and poor ones, but remembering the old saying, Laugh and the world laughs with you, I draw the line on the sad part."

OAKLAND MAGIC CIRCLE'S first meeting of 1934 will have a program made up of "set-up" deck effects. Only those versed in this line will be allowed to participate.

MYSTIC 13, League of Magicians, Minneapolis, entertained 350 orphan children at a Christmas party at the

Church of the Redeemer, thru the Children's Protective Society. Collins Pentz, Captain Billy Breyette, Ernie A. Anderson, Charles W. Von Ende, Arthur C. Nelson and Alvin T. Simonson were on the committee. Mrs. Wever Dobson was general chairman of the party for the Children's Protective Society.

Among those on the program who entertained with two and half hours of magic were Donald White, Clarence A. Guimont, Ernie A. Anderson, Captain Billy Breyette, Harry Jordan, Charles W. Von Ende and Alvin T. Simonson. Von Ende clowned for the children thruout the afternoon, while Ernie A. Anderson, secretary and treasurer of Mystic 13, acted as emcee.

BE SURE to read The Forum page in *The Billboard* every week. You will always find something of interest.

TOM J. CRAWFORD writes from Nashville, Tenn.: "Your Houdini serial is creating plenty of interest. I saw Pink Lawrence yesterday and we were discussing the matter. He is not near so skeptical as he would have you believe. He recites plenty of incidents that he will not attempt to explain." Tom informs me the tide is turning. During November and December he did an average of three programs a week, and has had three in January so far.

MICKEY'S COLOR CHANGE ROUTINE, put on the market by Arthur P. Felsman, should prove a boon to magi all over the country who wish to show something new in their different localities. It's a dandy.

HUGH JOHNSON, his many friends will be glad to know, has recovered from the recent operation to his one eye and now is enjoying perfect sight.

D. L. FOIL is spending the winter at Miami, Fla., and says things are fine for magic down there.

MARQUIS played at Seymour, Ind., with the film *Sitting Pretty*. The electric sign in front of the theater glowed with optimism as it read "Marquis the Magician *Sitting Pretty*," and the 1,200-seat house had the SRO sign displayed in front.

HOWARD THURSTON, a little bird whispers to me, is going to make daughter Jane his successor when he decides to retire. How about it, Howard? By the way, the old master is making the folks in Texas sit up and take notice.

MYSTIC CLAYTON sends word from La Habra, Calif., that while the men were unloading Blackstone's Show at the Paramount Theater, Los Angeles, someone stole all of the magician's ducks. Clayton furnished him with 30 rabbits

Is Harry Houdini Trying To Communicate With Me?

(By W. J. H.—13th Installment)

As I related last week, my friend Carney took a snapshot of me walking down the office wagon steps, holding in my right hand an unmounted picture of Houdini, and in the adjoining column you will see how the print of the negative turned out.

It is true the sun was shining, but there was no glass on the Houdini photo to affect the camera's operation. Now how did this happen?

We have heard so much thru genuine believers in spiritualism regarding ectoplasm that I am seriously wondering if, at this particular moment the picture was snapped, the master mystic was not trying to reach me, with the resultant ectoplasmic aura.

The picture reproduced here was not a time exposure taken indoors, but right in the open with no possible chance or even thought of trickery.

And just while I am writing this installment Mrs. Houdini sends me a miniature pastel photo of herself and one of Harry—and from all the thousands of pictures he had made that one that Bessie sent is the same identical

to take their place, as he says they have no California tucks. Henri is all puffed up, and he should be. His daughter, Mrs. Carver, recently made him a grandpa.

RECREATION DEPARTMENT OF THE City Hall, Durham, N. C., was recently converted into a veritable Temple of Magic. A complete Chinese magic act, owned by Wallace, was demonstrated. Frank Pierson, secretary of the Durham Chamber of Commerce, showed two of his pet tricks. The meeting was sponsored by the North Carolina Association of Magicians.

NICOLA is back at his home town of Monmouth, Ill., making plans for a new show with which to make another world tour. The old Monmouth Pattee Opera House used to hang out the SRO sign for several nights in succession for Nicola's appearance, but the last time he wanted to perform locally he had to do it in Galesburg, and had difficulty in finding a suitable house there.

Taking in the American Legion benefit show recently Nicola was struck by the possibilities of the State building for use as a theater. His practical experience combined with his knowledge of local conditions enabled him to work out a plan which is being considered by the city fathers.

AND DON'T FORGET—members of SAM, IBM and IMC—let's merge for the greatest convention of all times at Cincinnati in 1935.

Saranac Lake

Lowell Thomas was a visitor to the NVA Lodge, where he spoke to the patients. He left here in a dog sled, pulled by 10 huskies, for Saranac Lake town to make his 15-minute broadcast. He has been at the Lake Placid Club for the past week. He was crowned as King at the Arena at the Ice Carnival.

Dan Astella is back in the Lodge from the General Hospital and is doing great after his operation.

Frisco Devere, ex-patient from NVA, who has been curing in town at the Northwood San, was operated on at the General Hospital for a tumor—doing nicely.

Jimmy Marshall is doing nicely with pneumothorax. This lamb now goes to slaughter by the pneumo needle each Wednesday.

Jeanne La Faun moved to the up-patient department. She is up for meals and doing nicely.

Salvatore Ragnone, who has been kind enough to deliver mail for the bed patients, had an able assistant during the Christmas rush in Leo Massimo.

Toni Temple is up for three meals. Doing very well.

Miss Thomason, nurse, leaves for New York shortly.

Over the holidays each and every bed patient had a trimmed tree in his room. The up patients had the big tree in the lounge.

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

Little Theaters

Communications to 1564 Broadway, New York.

The Civic Little Theater, of Allentown, Pa., is presenting *Cock Robin*, the mystery play by Elmer Rice and Phillip Barry, January 15 to 19, inclusive.

The Players, of Providence, R. I., will present Rose Franken's *Another Language* at their own theater, the Barker Playhouse, January 16 to 18. Mrs. Sarah Minchin Barker, assisted by Amey Steere, is directing the production.

The Dramatic League of Rhode Island College of Education, also in Providence, offered A. A. Milne's *The Perfect Alibi* in the college auditorium January 12, with Prof. Adelaide Patterson directing.

The Little Theater of Duluth, Minn., will present, beginning January 29, *Hobson's Choice*, by Harold Brighouse, as its third production of the season, under the direction of John Wray Young. The increase of the usual run to six nights, made necessary by more than capacity crowds at the first two productions, will be continued.

Plays and Players, of Los Angeles Junior College, presented Owen Davis' *The Ninth Guest* at matinee performances and one evening, from January 8 thru January 12. Their next production is *Romeo and Juliet*, starting January 15.

The Henry Street Settlement, New York City, presented the American premiere of Heijermans' *The Rising Sun* January 13 and 14.



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.

Fiction

Ladies in Waiting, by Rian James. A story about Hollywood by *The Brooklyn Eagle* columnist who went out there. King. \$2.

Little Theaters

Play Production for Amateurs and Schools, by M. V. C. Jeffreys and E. W. Stopford. A handbook for amateur actors and producers. Dutton. \$2.50.

Published Play

Is Life Worth Living?, by Lennox Robinson. The philosophical comedy by the well-known Irish dramatist which played briefly on Broadway this fall. Macmillan. \$1.25.

Theatrical Mutual Assn.

By DAVID L. DONALDSON
Grand Secretary-Treasurer

The regular meeting of New York Lodge No. 1 was held Sunday evening, January 7, followed by the social hour.

The following officers have been elected and installed for 1934: Joseph Gehlman, president; Paul Stahl, vice-president; Albert Ruland, past president; William Well, secretary; William T. Butler, financial secretary; Edward W. Otto, treasurer; Robert S. Brown, sergeant at arms; James Dwyer, marshal; Paul Schmidtko, chaplain, and James Gallagher, Charles O'Leary and Jack Watt, trustees. The house committee was appointed as follows: Jack Dwyer, James Gallagher, Bill Hetzel, Pat Rogers, Milton Meyers, Marcus Rattiner, Charles O'Leary, David Rapp and William F. Ash. Whenever in the vicinity of Laurelton (See TMA on page 55)



pose that disappeared in vapor in the accompanying picture!
(To be continued next week)



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OUR mind is still fresh with impressions made from a perusal the other day of replies sent to *The Billboard* by secretaries of musicians' union locals in a canvass conducted on the beer situation. Repeal has joined the New Era family since, but the conditions revealed have not changed. They have become magnified.

It would take an entire issue of *The Billboard* to present in detail and analyze the interesting answers sent in. For the purposes of the present screed we can do well by the secretaries who have co-operated so closely by presenting a very general resume of their problem intermingled with our own comment.

Beer, followed by Repeal in its present early stage, has not brought about the increase in employment among musicians that was expected. This is true particularly of union musicians but applies as well to all classes of persons playing instruments for a livelihood. The opening of music, dining and drinking spots has created work for many thousands of instrumentalists but due to the conditions of employment is not in any sense helping to solve the real problem.

The great mass of cheap, shoddy spots that have been thrown open throughout the country represents a minus quantity insofar as it concerns legitimate employment. Many thousands of the alleged beneficiaries of the ensemble opening of night spots are not members of recognized unions or have no union affiliation whatever. A large number of them are employed on an exclusive tipping basis or for similarly unimportant money. This is not employment; it is an unfortunate misapplication of the term.

The public of many smaller towns has been forced to accept poor substitutes for music. True, many of these towns are not ordinarily expected to support good music. But as far as it concerns the musicians' industry no music would be better than what is in many instances now being served. This new problem brought about by Repeal is one that can be solved by a process of education that will reach club and hotel owners and, more important, the application of the best efforts of the American Federation of Musicians' headquarters. There are, perhaps, many reasons for the failure of managers of night spots to use class musicians and talent. The economic consideration is the most important. It is unlikely that a man will buy a spurious product when for a slight or reasonable difference in price he can obtain the real thing. Knowing his problems and the characteristically deft manner in which he usually tackles them, as well as the many difficult situations that confront him, we would be the last to throw brickbats at President Joe Weber of the musicians' union. But he should be made to see the crying need for a vigorous campaign to put class musicians to work. In this lies the salvation of the union and its members.

Resort owners can be educated to use class musicians. It can be shown by intelligent approach to the problem that it is good business to pay real salaries to real musicians. The local angles can be tackled to advantage, too. More money circulated in a town means better breaks for merchants and others vitally interested in middle-class employment problems. This can be done by the AFM. Resort and night-spot men will probably be antagonistic towards the campaign in the beginning, but by continued effort there is no doubt about their finally being brought around to the realization that they, too, can benefit from the movement.

This applies to talent as well. Poor talent killed the chances of vaudeville's survival during the depression. Cheap,

riff-raff, alleged talent is doing likewise for many night spots and will continue to cause havoc amongst spot promoters—until they wake up. Good talent, real music and other consistent fixings attract class trade. This is the only type of trade that pays. The rest is a flash in the pan—a mirage to short-sighted resort owners.

The AFM headquarters can help in another way. President Weber and his staff can, despite all his local autonomy, put higher-priced men, their own men, to work by influencing locals to lift unreasonable restrictions. We realize that the strength of a local depends to a great extent on its enforcement of high standards of employment. But there is such a thing as over stressing of technicalities, imposing restrictions that hinder rather than further progress. Unusual methods must be applied in unusual times. Better to have union men working under slightly lower standards than to have the employment index down practically to zero in order that obsolete principles should be prescribed to be impractical labor leaders.

This is an AFM problem, principally, but one which can be solved more readily by the co-operation of all who come in contact with it in any way. *The Billboard*, for one, pledges its aid with the object of helping the union musician, a highly important factor in the show business.

FROM the week's mail waiting to be filled we have rescued from steel-cabinet oblivion a morsel of correspondence that cries for inclusion here. Its cry shall be heard. Unfortunately the name of the correspondent, who recently recovered from serious injuries, has to be withheld—and that goes, too, for his name references.

We ask only, dear reader, that you compare this real life story to the situation in the town where you are reading this. We quote . . .

Glad to say I am almost human again. Altho I grossly disappointed several doctors, friends and relatives, I simply cannot disappoint my public and my agent of his 10 per cent. This being decided will tell you that I've grabbed my set of pictures and the other shirt and am looking for Saturday and Sunday.

What marvelous changes have been wrought during my absence on the Hospital Circuit. Here in C— we have the R— with a combo program of five acts and burlesque; five shows a day and no pictures. Salaries for teams \$40, less 10 per cent. The usual midnight show makes it 36 shows for \$35. Write your own ticket.

The same policy is also in force at the E— and the P—, with the exception that the salary for doubles is \$45. If the NRA applies here it must mean Not Responsible for Anything. Vaudeville here is dearer than Napoleon's grandmother; not one neighborhood house playing even one day a week. One or two run discovery nights in which may be found a couple of real acts. Beer gardens and a few night clubs use a little talent—but girls. If there's such a thing as reincarnation may I return with a fan in each hand?

WE HAD the doubtful privilege of sitting in on a special code meeting of burlesque managers with Division Administrator Rosenblatt last week. Very doubtful, we now find, because we are bound by our word not to use anything in print. But this promise does not prohibit us from commenting on the fine spirit shown by the burlesquers. It really looks like the NRA might prove to be the guiding angel leading burlesque back to a place in the sun.

Rosenblatt gave it to the burly managers hot and heavy. He spoke with an unbiased, eloquent tongue. The burly-cue boys spoke, too. But it remains to be seen whether they are serious about their intentions or were only kidding in order to make a good impression on Uncle Sam's ambassador to the show business.

The formulation and enforcement of the burlesque code will give this branch an opportunity to become respectable; to win back the patronage of a substantial public. Talent raising, obscenity, suicidal price cutting and other forms of unfair competition—all of these should be eliminated in time by the code. With business conditions helping the process along and with Izzy Herk coming forward to do a job that no burly czar has ever done before in this generation we may yet live to see the day when burlesque will be a respectable and thriving branch of the show business.



Minstrelsy
By BOB EMMET
(Cincinnati Office)

JIMMY MILNE, formerly with John B. Van Arnam's Minstrels, is now chief announcer at Station WICC, Bridgeport, Conn. He also does considerable entertaining, being one of the mainstays with the Mountain Melodiers and, altho not Polish, he does vocalizing in that tongue with Ed Krolakowski's Polish Orchestra.

GEORGE E. MITCHELL, of the Mitchell Twins, clog dancers, writes in from the Eiks' Home, Bedford, Va., to tell of an interesting minstrel show he staged for the kiddies at Christmas time. George was dressed as Santa, but the rest all were in black. There are two oldtimers at the home who, George says, are cutting up like two-year-olds—Clayton Frye and George (Jigs) Milton.

DOC SAMPSON was pleasantly surprised recently at Circleville, O., when he was visited by old friends, Les Haberkorn and Carl Denton. Doc, since closing with a minstrel show, has been working floor show dates in Columbus. New Year's Eve he was one of 10 acts to play the Virginia Hotel. Received quite a mention in the *Ohio State Journal*.

News From Syracuse

By Frank Gilmore

Charles Reilly, for many years with Van Arnam's Minstrels and now night clerk at the Roosevelt Hotel, and Art Rego, trick and fancy rider, recently caught the Van Arnam show at Oswego. They report a complete sellout and apparently increased interest in Minstrelsy. The performance was fast and snappy and especial credit goes to Billy Henderson, black-face comic, for producing this season's edition. Roy Roberts, formerly of the dance team of Driscoll and Roberts, is handling the front. Arnold and Leamy are back on the show. Phil Wright is reported to be playing a mean blues trombone. Rudy Hoff and his band come in for their share of attention!

Col. Bill Bates, in advance for Van Arnam for many years, is now assistant manager of the Seymour Hotel.

John R. Van Arnam is in Atlanta arranging Southern bookings for the show.

Charles Wright, tenor, formerly of the Nell O'Brien and Van Arnam shows, and Charles Page, basso with Al G. Field and Van Arnam, are said to have full date books and look for a prosperous winter.

Harry La Toy, juggler and formerly associated with a Boston booking office, stopped off to say hello. Reported in a minor auto accident recently. Was sorry to have missed seeing B. K. Brown, pop black-face comedian.

Joe Withershen, remembered as manager of the Hi Henry Minstrels several years ago, after cruising around the world as purser on several boats has finally settled down as chef at the exclusive Elm Lodge Club.

Reilly and Rego are considering leasing the John R. Van Arnam "Dog and Pony Circus" title, on the shelf for years, and making small towns with the show this summer.

January 20 will see the premiere of Brown & Hemen's Minstrels Revue De Luxe, an 11-piece aggregation including Frank Gilmore, Marsely, Heller, Mott Brown, Draper, Bolton and a four-piece band.

Cleveland Minstrel Notes

Onward, Merry Minstrels, is the battle cry since the close of the holiday season. Today all local units are getting into action. Bob McLaughlin and his Moose Minstrels are set for a show at local headquarters of that organization. Reed's Minstrels are scheduled for two shows in the Heights territory, "Ebony Kings," colored minstrel unit under Reed management, are also slated for a show, while Leland McNamee and his boys are ready to dop the cork for another big showing.

Neil Curry, of Cincinnati, was a recent caller on the local colony, enjoying a visit with Bob Reed, Jimmy Thomson and Viola Hauseman during the stop-over while en route to Pittsburgh, where the Queen City boy hopes to land a few acts for his coming musical comedy production.

Mike Dowd, song-writing minstrel warrior of yesteryear, is making real hit

with his latest Roosevelt song which bids to become a truly pop number, even outdoing *Tattle Tale Man*, which made such a hit during the past minstrel season. Bob McLaughlin is still attempting to learn just what happened on Ninth street during the Moose minstrel party boat ride last summer. Jimmy Thomson has become a fixture at the Silk Hat Club and the westiders are strong for this vet of the Field show, whose tuneful melodies have made him the outstanding single in this burg.

Viola Hauseman and her girl minstrel band are scoring heavily with old-time minstrel march numbers. The girls are right on the job with those sliding trombone specialties which register well with every real minstrel fan. Likewise there are snappy snare drummers. The line-up sports bright red unies and berets jauntily tilted to complete the best dressed girl minstrel band seen in these parts in many a day.

NMP&FA Notes

By Robert Reed, Secretary

Franklin Delano Roosevelt, President of the United States, has aroused members of Congress to the absolute necessity for prompt action and most serious thought, if the future security of the country and our people are to be properly safeguarded and the national wheels of progress speeded to the point of happy and effective normalcy.

Like our President, we are today calling upon our members to respond to our call for their active interest and moral support in the upbuilding of the minstrel association. Begin today to do your part in this 1934 program of constructive activity set down by our beloved national leader, Harry O. Shunk. Keep in closer contact with your headquarters and your officers. Continue to read the weekly news notes appearing in *The Billboard*. Plan to do your bit toward the building up of your minstrel association. Get that new member today. Interest your friends in your minstrel organization and tell them of our annual convention meetings and that we are "United for Minstrelsy."

There is much that each one may do in the interest of our association, much help that we can give to our officers. Try your hand today. We know that once you really enjoy your effort and readily keep your minstrel association wheels of progress moving forward with lasting results. Resolve now to do your part and by the time for our fourth annual convention meeting our progress and your satisfaction for having played your part will be measured in terms of greater membership, a truly strengthened organization and an organization meriting the congratulations and pride of each one of us.

NMP&FA membership is extended from California to the Atlantic Seaboard and from the rugged shores of Maine to the Gulf of Mexico, with a representative membership thruout Canada and Europe. Certainly this must be proof of Minstrelsy interest, offsetting all arguments to the contrary, and proving most assuredly that our minstrel association was born to live, creating a monument to Minstrelsy and all minstrel people, thus assuring its perpetuation for the good of future generations.

We are indeed happy to learn that former Vice-President Mrs. George Primrose has regained her former good health and is once again ready to carry (See MINSTRELSY on page 55)

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by MARTIN C. BRENNAN.
158 City Taverns Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

The Broadway Beat

By GEORGE SPELVIN

A BROADWAY managerial outfit is offering Max Steuer as a radio possibility, the famed attorney to be used in dramatic reproductions of some of his more famous cases. . . . In case you're worried, Steuer doesn't need the dough. . . . Shipwreck Kelly will soon be offered a job as a radio antenna sitter by a new station with the tallest tower in the country. . . . Stunt is being considered for the grand opening. . . . It would be Kelly's last seat if anybody turned on the juice. . . . And if the State police stop the stunt the publicity will still be welcome. . . . During an Eddie Cantor rehearsal at the Paramount, Brooklyn, recently, some nasties pilfered dough from the gals' dressing rooms. . . . Cantor went Santa Claus by repaying every penny of it. . . . There was no heat on the stage, the theory evidently being that the girls radiate their own. . . . There was a guy roller skating up Broadway during the after-theater rush Tuesday night. . . . He calmly rolled along with a book under his arm, seeming very intent on getting somewhere. . . . Since the biz for *The Prizefighter and the Lady* hasn't been up to what was expected, and since they figure that the title lacks sex appeal, the name of the pix for future showings is *The Conquering Ser.* . . . They'd probably manage to get sex into the title of a screen version of *Lavender and Old Lace*.

General Pisano's wine and liquor store located near the NVA seems to be doing a bustling business, but the General claims that all who come in aren't customers. Half are liquor salesmen. Further, he has put into effect a 10 per cent cut in prices—having been associated with not a few cuts during his years in show business. The main reason, says the fancy sharpshooter of vaude, for the price cut is the competition on all sides of him. Dalles have given the General several breaks with pictures and stories.

Paul Dempsey is on the Stem again. . . . Just for a couple of weeks and then back to the Coast to continue to look after Ted Healy. . . . Edith Cole has returned to the Coast. . . . She's been doing vaude and night clubs and used to be known as Renee Borden, of horse operas. . . . Mr. Spelvin failed to recognize Bob Sylvester the other day because he wasn't sporting his cane. . . . *The Evening Post* is said to be thinking of adding a Broadway column, with the job reported to pay \$300 a week. . . . Andrea Marsh's mother is the talk of the town because of her peach pancakes. . . . The Loop boys got their share of them, but now ma is making them for the Broadway gang. . . . Lou Lockett, formerly of Lockett and Page, is running a dance school in Brooklyn. . . . The Sixth avenue sandwich men are advertising a full bartending course for \$15. . . . With a fancy haircomb and everything. . . . The first meeting of the new council of the ABA last week started at 8 p.m. and didn't end until 3 a.m. . . . When actors put in such hours for an organization, that's something. . . . Incidentally, attention ABA: In the film, *Havana Widows*, a burly manager lays off a chorine because she refuses to play a benet. . . . The Hearst Metrotone Theater has gone dark. . . . Too much rent and not enough customers. . . . Boris Morros is tanning himself down in Florida.

Nostalgic note: The passing of the Palace Cafeteria on West 46th street fills more than one trouper with sadness. It was the day-long mecca for hundreds, from actors to acrobats. It catered almost exclusively to the show fraternity. Now that it's gone and the tribe must still gulp and talk while having chow, the new hangout is the Gerard, right around the corner on Broadway. The Palace, like its theater namesake, will have its memories—but show-folk are quick to discover successors.

One of the small New Jersey radio stations that recently moved its studios to New York has all of its time sold out. . . . It must have an audience somewhere that makes good for the sponsors. . . . A lotta people didn't go for that Eddie Cantor blurb on Ziegfeld, what with Eddie having a book on the late maestro that is just off the press. . . . Ernie Anderson is back in town after ringmastering the annual holiday circus at Fay's, Providence. . . . Rex D. (Luna Park) Billings' son is deciding between a newspaper and a stage career. . . . Fog Horn Clancy made a couple of openings at the 70th and Broadway side-show building just to keep in trim. . . . Namy Salth came in all the way from Newark to attend the circus at the Hipp, but discovered that it had closed New Year's Day. . . . The new Chevrolet electric sign is one of the brightest that the street has known. . . . A *Stage Magazine* caption this month says that the picture above it is of Constance Collier and her dog. . . . But it's just Constance Collier and a fur wrap.

The intellectual radicals have another bone to chew on in their parlor discussions: How come Harpo Marx (no relation to Karl) drew 20 minutes of applause for his six-minute debut in Soviet Russia last month? Isn't vaudeville supposed to be a form of bourgeois degeneracy? And can the boys and gals of Russia go nerts over a harp act? Harpo may become a political question to the American brethren.



40th YEAR

The Billboard

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CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the completion 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

RICHARD HIMBER ORCHESTRA, with Frances Langford and the Three Scamps—Altho Miss Langford has appeared on her own in vaude, this combination, as heard Sundays from 3:30 to 4 p.m. on NBC, ought to be able to hold down a lengthy spot at practically any house. The Three Scamps are a hot male trio. Humber has a soft type of music, up to the minute and appealing.

JOHN B. KENNEDY—NBC commentator and former associate editor of *Collier's Weekly*. Has a good voice and style and knows what he is talking about. Should prove just as interesting to theater audiences as Edwin C. Hill, who was well liked, altho Hill had a longer ether buildup in back of him. Chooses timely topics and stages them right.

For FILMS

SHIRLEY BOOTH—charming blonde, now appearing in *After Such Pleasures* at the Barbizon Plaza concert hall. Last seen on Broadway proper in *The Mask and the Face* for the Theater Guild. Ought to film well, and has a fine speaking voice. Excellent at light comedy, and can do dramatic parts with ease and ability as well.

LINDA HILL—stock actress, now modeling for commercials. Born of a British theatrical family, she showed definite talent in stock. Photographs unusually well, and has a regal blond beauty that should go over nicely with the customers.

For LEGIT

Musical

EARL, JACK AND BETTY—personable young roller-skating trio, currently featured in Paradise Restaurant's floor show, New York, and doubling in vaude. Present a routine packed with sophisticated appeal as well as spectacular punch. Adaptable to production ideas and effects.

Chicago Chat

By NAT GREEN

G EORGE DEGNON arrived in town the other day ahead of the *Greenwich Village Folies*, which will grace the Palace stage a week or so hence. . . . Things are looking up, according to George, and we agree with him. . . . Dave Rose, chief arranger for NBC, may be hying himself eastward soon to write a show for Broadway consumption. . . . Sam Goldwyn, accompanied by Mrs. Goldwyn, stopped in Chi long enough to say hello to a few friends. . . . He's on his way to Russia with a print of *Nana*. . . . Little Raye Robin doing publicity for Joe Lewis, funmaker at the Club Royale. . . . Joe is going to do some shorts on the West Coast soon. . . . And he's been dickering with what musical comedy? . . . Doug Fairbanks Jr., passed thru town eastward bound with London as his destination. . . . Dorothy Gorman off to Florida to pave the way for Larry Richman's engagement. . . . Bill Targ, the book merchant, and his wife, the former Anne Jesselson, publicity woman, are shopping for Bessie, Charlie Ross off to Miami Beach, Fla., for a safe engagement. . . . Gus (ork leader) Edwards and bride honeymooning in Texas.

Autograph hunters stormed the stage door of the Chicago Theater in droves while Mary Pickford was playing the B. & K. house, giving the veteran doorman the workout of his life. . . . They offered every possible excuse to gain entrance, and some of them were so persistent it required more than just ordinary persuasion to dispose of them. . . . No doubt that doorman is one person who hopes "America's Sweetheart" won't come back soon! . . . There are rumors that Ted Florito, who got his start around these parts, is coming back to the Loop soon and will anchor at the Palmer House spot, where Richard Cole's grand orchestra is now holding forth. . . . Echoes of that "First Christmas Market and Charity Bazaar" have not yet subsided. . . . The promoters are alleged to have made plenty of misrepresentations and the thing is being threshed out in the courts. . . . Two Violets, Barnes and Henning, will be in the box office of the Studebaker when *The Sunday Husband* opens January 17. . . . *Gallant Lady*, previewed at United Artists a few days ago, is a swell picture. . . . Jan Garber and Wayne King will trade places for a week, starting January 20, Jan going to the Aragon ballroom and the Waltz King to the Trionon on the South Side.

Clyde Beatty, who thrills the ladies with his work in the arena with a flock of "cats," is in Peru, Ind., the Circus City, where shots for a forthcoming picture are being made. Clyde, by the way, probably will open at the Coliseum in Chi with the Hagenbeck-Wallace Circus in the spring, instead of at the Garden in New York with the big one.

George Bradley, director of the Minnesota Tourist Bureau and former St. Paul newspaper man, was in town for several days and signed up with the World's Fair for a Minnesota exhibit. . . . We hear that Frankie Masters will open at the College Inn late this month, replacing Noble Sissle and his dusky tottlers. . . . The co-starring engagement there of Paul Ash and Sissle was not exactly the pleasantest in the world, due to a misunderstanding over working conditions. . . . Virginia Gardner, radio editor of *The Milwaukee News*, looked the Loop over a few days ago. . . . Wayne King selected by the Chi Federation of Labor to play for the President Roosevelt ball at the Aragon January 30. . . . Frank Libuse, the nut comedian, who is playing Chi neighborhood houses, has rented four cows and houses them in a garage near his hotel in order to assure a milk supply for his family while the milk strike is on. . . . Art Frask, who has been ork leader at the Harding Theater, is now at the Marbro and Dave Smason has succeeded him at the Harding.

Those who attended the Saturday night party of the Showmen's League the other night were treated to some swell entertainment by radio folks of note. Eddie and Fannie Cavanaugh, who were troupers long before they became popular radio personalities, were there, and Eddie did a swell job of emceeing. . . . Lillian Gordoni, who teaches novices the radio art, is a clever entertainer herself and obliged with a couple of very pleasing vocal numbers. The "show-stoppers" were the three Morin Sisters, sweet singers heard on the Sealed Power and other well-known commercials. They were called back repeatedly and finally had to beg off. Bill (Grandpa Burton) Basar, Hall (p. a.) Burton, Albert and Chickie Powell of circus fame, and a number of other folks in the public eye were among the guests. With a little of the right kind of "push" these get-together parties can be made a great power for advancement of the League. The League wants it known that any member of the profession is welcome. There is no admission charge. Entertainment and dancing are gratis and refreshments are reasonably priced, so get acquainted, folks, with a club that is doing a lot for show people!

Jack Sullivan, who was with Miss America at the World's Fair early in the season, is handling an act featuring Dr. Paul Knapp and the Zoro nudist colony. . . . Said to be quite a novelty, this act should have an appeal to the curious in view of the wide publicity which nudism has received.

Fairs and the Carnivals

Editor The Billboard:

I have noted with interest on several occasions articles written on what is wrong with the carnival. Being a showman and a close observer, I think I can explain.

First, there is too much competition, especially among the larger ones. And the territory is limited as far as the larger fairs are concerned. Every carnival owner wants those dates, and what is the consequence? He outbids the others to get them. Then how does the carnival manager expect to come out? There is only one way. He must chisel or cut the independent showman. What is the result? The independent showman cannot put on a good show and make it pay. He also cuts his show, the result being that he has no show—a big flash outside, a high-powered talker who exaggerates and nothing on the inside.

Can that be remedied? Yes, by organization. If the carnival managers will get together and stipulate a percentage that they will pay the fair and all stick to it, then you will see a new era in the carnival. Showmen will build better shows. They know that they can do so and be recompensed. Showmen look to the future the same as any business men do. But where he sees no future he does the next best thing to operate and live. Hence, the small and fake shows. But how long can this exist? When patrons quit patronizing shows, and they are gradually doing so, who is to blame and who loses? The showmen, fair associations and carnival managers. And why? Because the fair associations figure all carnivals are alike (and most are) and the one that gives them the largest percentage gets the contract. A carnival to them is just another carnival.

This past season most of the fairs made money. But did the carnivals that played those same fairs come out? Hardly. And because the fairs got it all; that is the profits. Now that is what is wrong with the carnival. It is just a chiseling game that starts at the top. The fair associations chisel the carnival manager. He, likewise, chisels the showman, and the showman chisels the public. And until it is remedied it will remain as it is. But if the fairs will give the carnival managers a letlive contract and the carnival managers will do the same with the independent showmen, there will again be shows of merit on carnivals. Every showman wants a good show, and if he makes money each year he will improve on it. That is a showman's dream and pride.

Mr. Hirsch claims that it can be done. Every independent showman hopes he is right, and he will be watched with interest. However, being a fair secretary himself, he stands more chance than anyone else in showing the fair associations their errors. For as long as showmen are not able to build shows or make enough to build shows with, things will be as they are. And, after all is said, the showmen and their shows are the backbone of the carnival.

THADDEUS HICKMAN GERIG.

Kansas City.

"New Stage Life on Way"

Editor The Billboard:

I believe the legitimate and vaudeville theaters will revive before 1934 has passed. Intelligent people are becoming tired of the monotonous drone of the radio. Instead of screen shadows they will demand living personalities on the stage. About 90 per cent of our "screen stars" have about 10 per cent talent, just good-looking bluffers. A new stage life is on the way.

New York. MRS. BOB JACKSON.

Small's Story on Colonel Cody

Editor The Billboard:

I surely enjoyed the Holiday Greetings number of The Billboard, especially the article by Frank A. Small on the life of Col. William F. Cody, Buffalo Bill. There is no person living today who knows the history of the Wild West show as well as my good friend Col. Frank Small, and a series of articles on this subject would not only be educational to the younger showmen of today, but would be an unparalleled enjoyment to those oldtimers who knew and loved Buffalo Bill both as a showman and a friend.

I recall well the first time I met Frank Small at old Gilmore's Garden in New York at what I consider the greatest Wild West show ever produced. Frank was press agent; Nate Salisbury, proprietor and manager, and Buffalo Bill Cody was the star of Buffalo Bill's Wild West.

And what an aggregation of stars that



THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their personal views concerning amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer. Must not exceed 300 words, and should be written on one side of the paper. Send communications to The Forum, The Billboard, Box 873, Cincinnati, O.

show was, presenting, besides Colonel Cody in several acts, Annie Oakley, Johnny Baker; Buck Taylor, king of the cowboys; Jim Mitchell (afterwards sheriff of Houston, Tex.) and many other cowboys too numerous to mention. Jule Keen did the comedy in the chuck wagon scene and in a number called cowboy sports. Plenty of Indians, headed by Red Shirt, who, I think, was a Sicux, worked in most of the numbers and helped in the "Prairie on Fire," the "Tornado" and some other features unknown to the Wild West shows of today but thrillers with that show. The announcing was done by the greatest announcer that ever lived, Frank Richmond.

In those days megaphones and loudspeakers were unknown, but his words could be heard distinctly in any part of the house; some feat, I tell you, for bear in mind Gilmore's Garden was afterwards known as the original Madison Square Garden. In those days a press agent with Buffalo Bill stood on the same par as "Tody" Hamilton, of the Barnum & Bailey Circus, and his acquaintance amongst the big men of the newspaper world made him an outstanding figure in amusement fields, and Frank Small numbered as his personal friends such editors as Charles A. Dana, of The New York Sun; James Gordon Bennett, of The Herald; Larry Godkin, of The Post, and Elliott F. Sheppard, of The Mail and Express; Murat Helsted, of Chicago, and Col. Henry Watterston, of Louisville.

You can imagine the front-page stories Buffalo Bill got with a press agent having such an acquaintance to start out with, and what a fund of anecdotes Frank Small is able to relate if the opportunity only presents itself! So let The Billboard see that we get such a series of articles which I, for one, will promise you will be read by many an oldtimer with deep appreciation and delight. JAMES EDWARDS KIRWIN.

Late Press Agent Sparks Circus. New Orleans.

Recalls Some Boss Butchers

Editor The Billboard:

In reply to my dear friend, W. H. (Bill) Rice, about candy butchers, I will mention a few of the old-time boss butchers and butchers, having been one myself when a kid (which, by the way, Bill, was a long time ago) with the John Robinson Circus in 1879, a wagon show.

Ed Cullen was the boss butcher and those who knew him know he was a grand fellow. Bob Long and Charley Prentiss were in the connection and reserved seats and concert tickets. Pete Long had an outside stand, Seneca Warwick, Frank Hutch, Tommy Burton and your humble servant working the seats and the come-in.

Here are a few of the boss butchers: Andrew Cullen, with the Adam Forepaugh Show; working on there one season were Ike Gall, first assistant to Cullen; Pete Williams, Harry Bailey, Bob Woodford, Sheeny Mackey, Mike Mc Nerney and Lew D. Nichols. George Arlington was boss butcher with the W. C. Coop Show in the early '80s. W. D. Hager and E. D. Colvin had the privileges, side show, candy stands and concert. Rudolph Guessey was boss butcher with the Robinson Show a number of years. Eddie Flanigan was boss butcher with the Batchelder & Dorris Circus. Dan Dale also was a boss butcher with the Robinson Show.

Other butchers I remember well were

Canada Jack, John Lennon, John (Kid) Barton, Kid Waddell, Stiff Neck Barnum, Al Martin, Kid Pearson, Eddie Howe, Tommy Ambrose, Fatty Sells, Eddie Mines, Sheeny Bush, Eddie Albee and Jim Rutherford. There are a few others that do not come to mind just now. These were all good fellows and real showmen. Some became circus owners and others went into theatrical business.

Any of the old-time butchers would help put it up and take it down or drive a cage over the road. And, of course, in those days we were very particular to give back the correct change. Chicago. LEW D. NICHOLS.

Getting After Unpaid Magi

Editor The Billboard:

Regards to Harry Opel for his letter in The Forum in reference to unpaid performances by amateurs, and he sure hit the nail on the head. That's one thing we are going to put a stop to in this town. We are going to have a minimum scale, and any magi we catch (and we will catch them) doing a free entertainment or one below the minimum scale will be blackballed and put out of the organization for a certain period.

We are doing everything we can, with the aid of every member, to uphold the standard of magic in this town, and we hope soon to have magic back on a paying basis. No cheap entertaining will be considered in this locality, and we hope that other towns will soon join us in this great fight.

We have been informed that some cities are using the name "Mystic 13" and have not any connection with our organization. We have originated the name and have it copyrighted, and we do not think it fair of brother magicians to capitalize on our publicity, and will go so far as to prosecute any club or organization that uses the name without becoming associated with the parent assembly. ERNIE A. ANDERSON, Secretary Mystic League of Magicians 13. Minneapolis.

Showboat Shipyard Intact

Editor The Billboard:

The story of Eugene Robinson's showboat by Milt Crandall in a recent issue was read with interest. Mr. Crandall states the showboat was built here in 1888 at the Howard Shipyards, and the season opened here in June of that year. It may interest Mr. Crandall to know that the same shipyard is still in existence. Some of the largest and finest steamers than ran on the Ohio and Mississippi rivers were built here when the river trade was in its glory.

Speaking of the river, the writer had the pleasure of looking over some old newspaper files lately, and Old John Robinson's 10 Entire New Shows were here on May 7, 1887 (used a half-page, one-column ad). Mile. Zerate, ceiling walker, and the Nine English Female Bicycle Riders were mentioned. An item states 260 people were connected with the show and that it was transported on three barges, towed by a steamer.

S. H. Barrett's New United Monster Show came six days later. It must have been the largest, as they used a much larger advertising space, and the heading over its ad read: "After the minnow comes the whale." Shows of merit and magnitude still travel by rail; little shows go by the river or wagons. The great Adam Forepaugh show also was here in August, 1887. C. E. DUBLE, Jeffersonville, Ind.

Advices Circus Housecleaning

Editor The Billboard:

I believe I can give a few reasons why the circus business has dropped below what it should be. A few years back managers wanted and had performers to put on a show. The performers tried their best to sell their acts to the public for all they were worth. They did not come out for acts with tight's half on or made up like a clown. I have known many women who wore padded tight's so that their figures would be pleasing to the eye. Now some come out in bow-legged, wrinkled tight's or what have you. Style? They have none.

Many of the men performers these days work in their street clothes and still wonder why their acts don't go over. Whose fault in this, the performers' or the managers'? I say it is the managers' fault. If they would spend a little time looking their shows over they would have better shows. The better show pleases the public, and that is where the money comes from.

Some say the public demands more for its money now than in the good old days. I do not believe this. But I do say that the public wants as much. In the good old days every show featured certain performers and the public paid to see them. And the performers made the public like them. Now on some shows that is a thing of the past. Managers now put an ad in the local paper for girls to learn show business; they employ a bunch and have them put on swinging ladders. And all the girls can do is wrestle around a while and then get down, smile and walk out. Then they wonder why the crowds kid the showfolks.

The only time some managers go into the big top is to see if the reserved seats are full and to look the concert crowd over. After I had visited his show a manager asked me how I liked it, and I then asked him if he wanted the truth as to just how I saw it? "Sure," he replied, "what the hell do I care? I know it is rotten, but as long as I get the money I should worry!"

Just as long as managers think that way about their business, just that long will their business go down. The show business is just what we make it. If managers want big crowds, then give the public something for its money. Start in at the padroom and come out at the front door and clean house. Give the public something besides hot air. Then watch the receipts grow. Here's hoping. Poplar Bluff, Mo. JACK RIDDLE.

Big Tented City of Future

Editor The Billboard:

After reading the letter of Doc Waddell in The Forum of January 6 I wonder how many present-day showmen relaxed in their chairs and went over the past, year by year, to review the changes that have come and of which none of them ever dreamed. The world changes continually and the people with it. And as the people change so must their amusements change with them.

There are no more rubes and no more hick towns and the suckers have all retired to give way to an enlightened and intelligent people who are taught in this day and age to look for bigger and better things, even in amusements. So as the changes come the circus must be ever ready to meet them.

There will be a day when Doc Waddell's prophecy will come true. There will be a bigger circus, a world's traveling cyclorama, a tented city to be gazed upon by hundreds of thousands of amusement-seeking people. The back-breaking blues will give way to comfortable seats for general admission and box seats will be in vogue. There is always room for one more show, regardless of its size; if it has what the people want they will patronize it. In circus business quantity and quality must always go together, as has been proved by one of the largest shows on tour last season.

I believe the coming season will see street parades as an every-day feature with most of the shows. Altho it is generally known that many people connected with the circus are against it, they cannot forget that the parade is essential to uphold their institution and preserve their livelihood. There are hundreds of thousands of children thru-out the country today that do not know what a street parade looks like, and I know that after witnessing one many mothers and fathers would literally be dragged to circus grounds by their children. Think it over.

WILLIAM (BILL) MACY.

Lynn, Mass.

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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.

Melvin Hildreth Cites Code Problems in CFA Speech

Well-known Washington attorney says owner, artist and public must be co-ordinated and salaries protected—Harper Joy, national CFA head, is honor guest at luncheon

NEW YORK, Jan. 13.—Harper Joy, national president of the Circus Fans' Association, was guest of honor at a luncheon on Wednesday of the local Seth B. Howes Tent at the New Yorker Hotel, with Melvin D. Hildreth, Washington lawyer and chairman of the CFA legislative committee, the "keynote" speaker. Mr. Hildreth offered pungent remarks at the hearing in Washington next Friday on a code for the circus industry. Speaking for the CFA, he said: "We have a grave duty before us." The hearing, he declared, in reality involves three groups—owners, performers and public, which are the principal links in circusedom that call for co-ordination.

Citing the fact that the incomes of circus people must be spread over 52 weeks, he specifically named two distressing cases of troupes which have been reduced to impoverished circumstances.

Among Mr. Hildreth's most important remarks in brief form were:

"There is nothing of an immoral or improper character in a circus performance. Twelve million national customers will attest to that. Therefore no censorship is needed.

"Trivialities are taken care of under the proposed code. How about protection of performers? Holdbacks should be in the form of a trust fund. Regarding salary, why not protection of at least two weeks? I am looking forward with apprehension to the meeting on the 19th.

"Dishonest practices are found with but few circuses. The one great example of success is the Ringling Show, which maintains the finest ideals of business integrity. The Ringling policy should be given the force of law in the code.

"Russia has 150 circuses while we have but two-score or so. In Russia it is a cultural institution and there are no unemployed performers.

"Our problem is to make the circus profitable to the owner, profitable to the performer and welcome to the public.

"The fair trade practice agreement drawn up by motorized interests three years ago should be read into the code.

"We must build up public good will. We must get a fair deal for the circus. We must fight unfair taxes and licenses. The circus is the only amusement which absorbs the federal tax. We must ask the government to eliminate it."

Mr. Joy, interviewed by Jacob F. Weintz, secretary of the local tent, reviewed the highlights of last year's national CFA convention at Baraboo, Wis., with the clarity and enthusiasm characteristic of him.

Felix Adler, a producing clown of the Ringling Show, said the performer wants to work and asks nothing more than a guarantee of salary. He suggested that the CFA stage indoor shows thruout the country, with the profits to be sunk into a loan fund for trouper. Mr. Weintz lauded the work of the Circus Fans and the Circus Saints and Sinners.

Present at the luncheon were Andrew H. Dykes, Pompeo Copplini, Leslie G. Anderson, Dr. Hugh Grant Rowell, Joe Minchin, Clyde June, Bernard McKenna and Ed Kelly who made several pictures of the group.

Mr. Hildreth departed for Washington after the luncheon to prepare final drafts of details in connection with the code hearing. Felix Adler will leave in a few days for Cleveland on the first of a series of Shrine Circus engagements under the Orrin Davenport banner. President Joy came in from Chicago and left for Norwich, Conn., yesterday, thence to Boston, Philadelphia, Baltimore, Washington, Chicago and then back home to Spokane, Wash.

Eastern States Has Fair Biz at Enid, Okla.

ENID, Okla., Jan. 13.—Eastern States Circus, under the management of Irv J. Polack, closed a seven-day engagement here, under auspices Elks, last Saturday. Had fair business. Inclement weather hampered attendance considerably.

Several performers who were away on visits during Christmas week were back on the show for the Enid engagement. Show opened in Wichita Falls, Tex., Monday for this week's engagement.

A Point of View And an Ambition

NEW YORK, Jan. 13.—Said Harper Joy, national president CFA, at luncheon on Wednesday of local Seth B. Howes Tent: "In my youth I drifted from Spokane and followed the sawdust trail. My good mother wrote to me begging me to get back to an honorable business. Twelve years ago I went into the banking business, and recently my good mother told me to get back into an honorable business—show business."

Said Felix Adler: "One of my greatest ambitions is to catch the fourth section of the Ringling train when it leaves town. That's where my bed is."

Say Buchanan Will Manage New Show

JERSEY CITY, N. J., Jan. 13.—Dame Rumor has Fred Buchanan hooked up with Tom Gorman and Pat Casey in the operation of a new circus in the field the coming season. Buchanan would be the manager, Gorman involved in an executive capacity and Casey the man behind the scenes, a function the latter has been fulfilling for a number of years with Gorman as his man Friday, especially, of recent seasons, in connection with the Walter L. Main Circus, which during the 1933 tour had a title change to World Bros. and later was taken over by Jimmy Heron on his own for dates in the South.

Buchanan and a crew are framing an outfit in Jersey City, occupying the site of an abandoned Ford sales plant. Gorman has for years been a picture-vaude exec, once with RKO films, and managed the Hippodrome in New York. Casey is a power in vaude and treasurer of the Variety Managers' Association.

Title at present is Gorman Bros.' Circus.

NEW YORK, Jan. 13.—Jimmy Heron in all likelihood will take out the World Bros.' Circus on his own next season, according to a report reaching here. Heron has established quarters in Alendale, S. C., after a successful Southern tour.

Gumpertz Answers Story About Reported Ousting of Prudence

SARASOTA, Fla., Jan. 13.—Samuel W. Gumpertz, general manager of the Ringling-Barnum Circus interests, said yesterday that he was at a loss to understand the story in the last issue of *The Billboard* that he and Mrs. Charles Ringling were en route to New York to confer, according to report, with John Ringling and Mrs. Eugene Gardonyr, widow of Richard Ringling, in connection with a concerted move to oust the Prudence Company from ownership in the shows. Mr. Gumpertz told *The Billboard* correspondent here that he had no intention of going to New York, because there was no reason for a trip at this time. Mrs. Charles Ringling was not quoted on the subject, but she remains in town.



SAM B. DILL, prominent motorized circus owner, who has formed a combined performance and outfits partnership with Tom Mix, titled Sam B. Dill's 3-Ring Circus and Tom Mix Roundup, for the coming season.

Lewis Bros.' Show To Be Augmented

JACKSON, Mich., Jan. 13.—Paul M. Lewis, of Lewis Bros. Circus, states that the indoor show will play several more engagements in large cities this winter and then interest will center in preparing a much larger outdoor organization for the coming season. So far the indoor unit has played the following engagements: For the Grotto at Port Wayne, Ind.; Grotto at Toledo; Moose at Whiting, Ind.; Legion at Joliet, Ill.; Elks at Monroe, Mich.; Legion at Ypsilanti, Mich., and Elks at Michigan City, Ind.

Mr. Lewis further states that the circus will be out in the spring with three rings, and with at least five more trucks and trailers than last year, the trailers designed and constructed by Fred Seymour, formerly superintendent with 101 Ranch, Wild West, and who will be lot superintendent. The plan for the outdoor season this year is to not play all dates under auspices, instead about 50 per cent under local sponsorship. The big top is to be a 100-foot round top with three 50-foot middle pieces; managerie, an 80 with one 40; side show, a 70 with a 40. Show is to move on about 40 motorized conveyances, roster to comprise about 150 people; also 35 head of horses and ponies; music by a 10-piece band and callopo.

Yacopis Dates Extended

LONDON, Jan. 2.—The Great Yacopis, teeterboard acrobats, whose act has been proving a hit at the London Palladium in the "fifth crazy month," have had their engagement prolonged for two weeks, which will be eight weeks for the act at the Palladium.

PHILADELPHIA, Jan. 13.—The recent Wirth-Taylor Circus and Rodeo here had good business the last several days of its run, but this late spurt in receipts did not cover expenses. The performers worked on a "commonwealth" basis after the first week.

Dutton-Monge Combo Splits

CINCINNATI, Jan. 13.—A letter to *The Billboard* from W. McK. Bausman, from Maracaibo, Venezuela, and dated December 29, reveals that the former Dutton-Monge Bros.' Circus is now two separate and distinct organizations. Mr. Bausman's letter contained the following information:

Despite numerous disappointments in the matter of securing a tent from New York and the subsequent delay in the vicinity of Maracaibo, the Dutton Circus (formerly Dutton-Monge Bros.) is still entertaining in local and near-by theaters. Upon the arrival of the recently purchased tent and its release from local customs an engagement in the near-by oil town of Lagunillas will be played. This town, billed twice for the circus, has never seen an elephant. It is the base for some of the largest oil activities in this section. Recent reorganization of the circus performers here has made a change in the title of the show, which is now known as the Dutton Circus and is under the direction of Nellie Dutton.

The Monge Family, which was formerly at the helm, has departed, under the title of Monge Family Circus, featuring their family acrobatic act and carrying no animals. It is their intention to play small theaters in Venezuela and the islands. The Dutton show will proceed under canvas into Colombia with the following acts: Dutton Equestrian Revue; Nellie Jordan, wire act; Petite Evelynne, contortion; Vivian De Vere, aerial loop; Topsy, the big elephant; Dutton Comedy Riders; Sandino, trained camel; Arena Trio, novelty acrobats, and the Evottos, hand balancing and perch. Dan Mitchell and Joe Arena furnish the pantomimic clowning, and Pepe Suarez the Spanish talking numbers. The personnel includes Nellie Dutton, Evelynne Stephens, Irene Arena, Elizabeth Rounds, W. McK. Bausman, Otto Hoffman, Joe Arena, Dan Mitchell, Billie Osborne, Clarence Taylor and Pepe Suarez, and agent, Juan Fernandez.

The new tent will be a 90-foot round top with a 40-foot middle and will seat (Spanish style) about 1,100 people. A top price of four bolivars (about \$1) will be charged, with a low of one dollar. After playing the already dated Lagunillas the show will move south thru Southern Venezuela into Colombia, with the intention of making Bogota by Carnival Week (February 14). Movements will be made by the means available in the territory played—either truck, train or boat. A band of seven musicians will furnish music.

Acts for Shrine Show At Grand Rapids, Mich.

CHICAGO, Jan. 13.—An array of talent has been signed up thru W. S. Canham for the annual indoor Shrine Circus, Saladin Temple, Grand Rapids, Mich., week of January 22.

So far the following acts have been engaged: Butler's Dogs, Andrews' Bears, the Fearless Flyers, Five Hagenbeck-Wallace Elephants, Eugene Troupe, Sells-Floto liberty act of 10 horses, Madame Bedini and Sir Victor, Don Francisco, Nelson Family, Otto Griebling and 14 clowns, Aerial Whites, Kenneth Weite's Walkarounds; Albert Hodgkin and Company, with Harriet; Laurette Tucker, and Everett Johnson's Band. Fred Ledgett will be equestrian director.

Pete Cornalla III

CINCINNATI, Jan. 13.—*The Billboard* is informed from Gary, Ind., that Pete Cornalla, veteran and widely known performer, is ill at Mercy Hospital, that city, and would appreciate receiving cheer, and would appreciate receiving cheer in the circus world—probably addressed care of Viloetta Cornalla, 346 South Lake street, Gary, Ind., would be okeh.

R. M. Harvey Re-Engaged

CINCINNATI, Jan. 13.—Arrangements have been made between C. W. Webb, owner Russell Bros.' Circus, and R. M. Harvey, whereby Harvey will again pilot that fast growing organization for season of 1934. Harvey will represent the show at the circus code hearing in Washington, which starts January 19.



With the
Circus Fans
By THE RINGMASTER

CFA.
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 Volve N. (Army) Armstrong, Wichita Falls, Tex., recently took part in two presentations of the 1933 American Legion-Spanish-American War Vets' Minstrel Show given in that city in benefit of a fund for the purchase of shoes and warm luncheons for school children. Mr. Armstrong did some quick crayon sketching for a period of 15 minutes on the stage. His act was ingenious and caught the undivided attention of the audience. Besides being a newspaperman he is an artist, having studied sketching years ago in Cincinnati. He has sent us clippings from the local press in regard to the entertainments, also an advertisement and an article concerning the Eastern States Indoor Circus which appeared in his city under auspices of Maskat Temple, Shrine.

We were pleased at receiving from Mrs. Lillian Dow Davidson, widow of James Davidson, CFA and noted Rotarian, of Vancouver, B. C., a pamphlet containing a splendid tribute to Jim, as he was lovingly called by his friends. This tribute is from the pen of Paul Harris, founder of Rotary.

Harry Baugh, of the Cumberland Hotel, New York City, has just received a collection of 23 circus pictures from Charles Bernard, of Savannah, Ga. Among recent visitors at the Cumberland were Warren H. Woods, of Englewood, N. J., and Harry's son and wife, of Newport, R. I. Thru President Harper Joy the Circus Room at the Cumberland has been officially indorsed by the CFA.

Edward Brick, who for 17 years was chief of police at St. Cloud, Minn., known to most circus executives and who resigned that office three years ago to become connected with the State Bureau of Criminal Apprehension, is back again as head of the police force of that city, according to Frank Kindler, CFA, of St. Cloud. Frank says this will be good news to the circus world, as Chief Brick was its true friend.

On January 6 a luncheon was given in honor of President Harper Joy by the John L. Davenport Tent, Chicago. This affair took place in the Hotel Sherman and the following were present: President Harper Joy, Past President Clint E. Beery, Tent Chairman William (Bill) Sneed, Tent Secretary Edward Shanks; Frank H. Hartless, vice-president of Central States; Jack Nelson and Nat Green, of *The Billboard*; I. K. Pond and Harry Atwell; Mr. and Mrs. Albert Powell, of the Big On's; Dr. Tom Torney, of Madison, Wis., and the conductor of this column. Messages of regret were re-

ceived from Karl Knecht, Evansville, and W. H. Hohnadel, Rochelle, Ill. Arrangements for a big dinner in honor of President Joy upon his return from a trip east were tentatively made at this luncheon.

CFA William Kasiska, Baraboo, Wis., is again in charge of the Wisconsin State Senate Post Office during the legislative session in Madison.

Editor Karl Knecht, of *The White Tops*, received a fine letter from A. E. Sheard, of Oxford, England, who told some interesting things concerning the Bertram Mills Circus. Sheard states that the British public does not seem to take to three-ring circuses since the Barnum & Bailey Shows visited that country years ago.

Crystal Palace Circus, in London, Has Good Program

LONDON, Jan. 2.—The present Crystal Palace Circus, London, which is in for a five weeks' season, is the strongest to date at this rendezvous.

The acts include: Agube Gudzw, Cossack rider; Belle Family, Italian riders; Algerian Cavalry Parade; Ruth Owen and "Diana"; the Rogeros, trapeze novelty; 14 Thunderbolts, tumblers and pyramid builders; Algeivou Troupe, aerialists; Six Victorias, trick cyclists; Bebe and Renee, artistic dance novelty; "The Chinese Puzzle," contortionist; St. Valais Skaters, adagio on skates; Maurice Chester's Dogs; Annie and Betty, performing elephants; Noni and Partner, clown act; Rebla, comedy juggler; Four Okeys, Continental clowns. Bookings were made by Ted Volta.

West Coast Jottings

VENICE, Calif., Jan. 12.—Show people working thru Charles Cook for the Rogers Production Company at Paramount studio on picture titled *Baby in Ice Box* are Currie Phillips, Irene McAfee, Georgia Bransen, Junior Cook, Ina Davis, Mr. and Mrs. Don Beeler, Kenneth Cook and wife, Lela Plank, Dorothy Marcus, John Backman, Bobby Glover, Mr. and Mrs. Whitey Guyer, Fritz Hawk, Mr. and Mrs. Roy Imler, Flo Bastine, Helen Moore, Ada May Moore (and her snakes), Mel Vaught, Emma Clifford, Hugh McGlathery and wife and Tom Plank; also S. Engel, with his weighing machine, from Venice Pier.

Spud Redrick, bandmaster Al G. Barnes Circus, and wife have returned from San Francisco, where they motored to spend the holidays.

Bob Shuttlerworth, for many seasons associated with Harry Wooding's Toyland Circus on the Venice Pier, died at General Hospital, Los Angeles, January 5. He was blown from the third floor of the Antlers Hotel, thru a window, by a gas explosion.

Ray Wolcott, clown, spent the holidays with his folks at Redondo and has returned to Venice, where he is employed at "Steve's Mad House" restaurant.

Alva and Ruth Evans, dwarfs, advise that they have closed at the Mike Golden's Museum, San Francisco, and will play a week's date in Sacramento, then return to Los Angeles to work pictures remainder of the winter.

Visitors to the St. Mark's Hotel over last week-end were Lee McDonald, Benny Tahar and family, Charles Post and wife, Kinko Sunbury and wife, Roy Barrett, Bones Hartzell and wife, Mel Vaught, Charles Cook and family, Jack McAfee and wife, William Denny, and Bobby Glover. TOM PLANK.

Marlow's Mighty

HOMERSVILLE, Mo., Jan. 12.—Work is under way at winter quarters of Marlow's Mighty Shows here. This includes overhauling and rebuilding equipment, and if plans of the management materialize the show will be somewhat enlarged for the coming season, also an augmented street parade, which has been a daily feature. Mr. and Mrs. Beardsley, who have a fine pop-corn machine, are here in winter quarters and will be with the show; also Band Director Barnhart, who with his family has just returned from home, called there thru the death of Mr. Barnhart's mother, who was killed in an auto accident at New Paris, Ind. Doc Potter was a recent visitor to quarters. He expressed surprise at the growth of this show and stated that Doc Dean made a hurried trip to Florida, but would be back to his old haunts soon. There are two old-time P. T. Barnum showmen residents of Homersville. One is Major Ray, midgett (also known as Buster Brown). The other is the mayor, Captain Shields,

Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, Jan. 13.—The meeting Tuesday evening was attended by a large and enthusiastic body, and a pleasant evening was enjoyed. President Toby Wells, Vice-President Louise Rollo, Treasurer Harry Sykes and Secretary Bert Clinton were in their chairs.

A recent visitor was Ab Johnson, well-known circus performer.

The gym is a busy spot. A quick survey included the following acts going thru their routines: Six Avalons, Geddis Trio, McCabe's Leapers, Toyama Japanese Troupe, Mann Brothers, Bonta Brothers and the Billetti Troupe.

Phil King, clown, and Amzal Mohamad dropped in to pay the club a visit.

Emil and Leona Schmidt left town on some vaudeville dates, and Macdon Brothers are out on the West Coast.

The Oslo Troupe has returned to the States from the Hawaiian Islands and is playing engagements on the West Coast. The act of Hans and Rosta Claire also stayed out West and is busy on the Coast.

Members who have not been in Chicago for some time are requested to write the secretary for application blanks for membership, as a membership drive will soon be on.

Robettas is leaving this week to open in Cleveland, with Akron and Youngstown following, on his way to New York. Four Clovers have left town and write that they are being kept real busy.

Waiter Powell is out of the hospital and his feet are itching to get up on that wire of his, but the doctor said he must wait a few weeks at least before attempting to rehearse.

Here and There

ROSSLYN, Va., Jan. 13. — Lewis Morphy, formerly with King Bros. and other Wild West outfits, also did a sharpshooting act in vaude with Shorty Sutton, was here on business with the writer.

Art Eldridge, well-known circus owner and manager, at one time with the 101 Ranch Show, is spending a few weeks in Washington and is a daily visitor to the classrooms of the James E. Cooper Top, CFA. With the writer, Art spent a pleasant afternoon with William Blackburne, superintendent National Zoological Park, and who is a real old-time trouser and was with Jumbo when he was killed—told interesting stories of his long experience with bulls. Art has had a few, too.

Mrs. Edith Cooke, mother of Welby Cooke, featured rider with Five Riding Hunts, herself a member of the famous Wirth Family and at one time one of the world's greatest riders, is spending the winter with friends in Atlantic City.

Frank Portillo, CFA clown, was a feature at the Salvation Army Christmas program in Washington. Frank presented his vent act and cartooning and drew loud applause.

Jimmy Carver and wife, formerly with Wheeler & Almond and other circuses, visited Tom Dees at Bessemer City, N. C., Christmas while on their way from their home at China Grove, N. C., to visit relatives at Shelby, N. C.

Frank Loughney, who had charge of the big snakes with Cliff Wilson's show at A Century of Progress, is spending the winter in Chicago, where he is recovering from a throat ailment contracted during last summer.

JOHN LANDES, bass player, last season with All's Wild West and the Wheeler & Almond Circus, is spending the winter in Savannah, Ga.

REX M. INGHAM.

Tom Atkinson's

NORTH LITTLE ROCK, Ark., Jan. 12.—The arrival of the new year found Tom Atkinson's Show in established winter quarters in Argenta (North Little Rock). With a number of organizations of various show nature wintering or working in this vicinity there has been much visiting. There has been some cold weather in this section, also plenty of rain.

LEE TELLER.

giant. They are both well along in years. Altho they retired from circus business a long time ago they are still troupers at heart and are frequent visitors to winter quarters.

SQUARE END BARGAIN!

30x70 PUSH POLE TENT, 12-oz. Army Khaki Treated Top, roped third, Extension Eave, specially trimmed; 9-ft. fancy woven stripes Web, specially made. Good condition. Complete, all Poles and Stakes. Price at Grand Island, Neb. \$300.00

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SPANGLES

ALBERTS CO., 440 West 42d St., New York City.

California Supreme Court Dismisses Suit Against S-F

SAN FRANCISCO, Jan. 13.—The State Supreme Court this week dismissed a \$25,000 damage suit filed against Sells-Floto Circus in 1925 by Robert Troy.

According to M. E. Michael, attorney for the circus, Troy had been granted 24 extensions of time since the original filing of the suit, which has been in the Superior and State courts since 1925 and which was at one time dismissed in the Superior Court. Troy alleged that Sells-Floto had placed circus posters in a local hotel presumably without authorization, it was said, and based his claim for \$25,000 damages on the allegation.

CINCINNATI, Jan. 13.—W. E. DeBarrie, side-show manager with Sam B. Dill's Circus last year, informs *The Billboard* that he will again have that attraction—his third season with Mr. Dill.

The
CIRCUS ROOM
of the Hotel
CUMBERLAND
Is Indorsed
By
CIRCUS FANS OF AMERICA
And
Circus Saints and Sinners Club
"Meet an Old Buddy Under the Big Top"
The
Cumberland
BROADWAY at 54th STREET, NEW YORK



Under the Marquee

By CIRCUS SOLLY

THE CIRCUS CODE hearing at Washington starts Friday of this week!

JOE (CLOWN COP) and Ethel Lewis have again signed with Hagenbeck-Wallace, their fourth season.

THE TIERNEY TROUPE has been working dates in the South and its several offerings were booked for the Shrine Circus at New Orleans this week.

TED LA VELDA, acrobatic contortionist, since last season's closing of Cotroy Bros.' Circus has been playing independent theater dates in the vicinity of Chicago.

BERTRAM MILLS' Olympia Circus, London, concludes its run on January 25. The London classic received extensive type and art display in the December issue of *The World's Fair*.

H. A. BURDGER, who last season had lunch stand with Sells-Sterling, was last week preparing to leave Cincinnati, where he has lately been residing, on a merchandise-selling trip.

R. O. SCATTERDAY, who will be with the Gentry Circus next summer, recently left his Northern hibernation for Tampa, Fla., to do some special work for Royal American Shows.

BOB DAVIS is in Oklahoma City, Okla., this winter with a local newspaper, working on promotions. Expects to be on the road again after about March 1.

JANUARY 20 is slated at London for the inauguration of Circus Fans' Association of Great Britain, which is patterned after the Circus Fans' Association, Inc., in this country.

BARNEY KERN, formerly car manager with 101 Ranch Wild West and on the advance of Russell Bros.' Circus, has for some time been profitably engaged in photography business at Vincennes, Ind.

N. EDWARD BECK, formerly a writer on *The Milwaukee Journal* and also in press departments of the circus world, is now the resident manager of the Hollywood Theater, Fort Worth, Tex.

CANTON, O.—Ray Huling and seal, featured in recent years with various tent shows, is doing several weeks of Loew vaudeville time, dividing the current week between Canton and Akron houses.

JOE KELLEY, known as "Transcontinental Troupier" and who has formerly been sleeping car superintendent with circuses, among them Yankee Robinson, is reported as taking life easy at his home in Bridgeport, Conn.

BRUSSELS, Jan. 1.—Christmas week found Brussels well supplied with circus fare. Cirque Royal running circus bill featuring menagerie acts, Palais d'Été and Palais des Sports offering vaudeville bills with distinct circus flavor.

MR. AND MRS. WILLIAM CARRESS, formerly with Sells-Floto and now restaurant owners at Decatur, Ind., recently painted their place of business in red and white color, giving it a circus atmosphere. Carress will be remembered as a clown.

CLARENCE AUSKINS, after closing recently with Rand Canine Revue, spent the holidays at his home in Mount Vernon, O., and then took up his duties as business manager Cly C. Newton's Novelities of 1934, playing spots in Oklahoma, Texas and Louisiana.

PARIS, Dec. 26.—Harvard, Mortimer and Kendricks, with basket ball on bicycles, is the novelty number on the Cirque Medrano Christmas program. Straesburger's menagerie and animal acts sharing honors with the Fratellinis at the Cirque d'Hiver.

MR. AND MRS. MERLE EVANS, Charles and Fred Hutchinson, Doc Miller, Curley Stewart, C. Sweeney, Harry Daly and Ned C. Bates were among the contingent of showfolks that recently motored from Sarasota to Palmetto, Fla., to visit Barnett Bros.' Circus.

C. C. MACDONALD, former trapeze

performer, is now head man at the Motor Square Garden, sports pavilion, in Pittsburgh. An accident to his hands caused his retirement from the big top. He has since been also operating amusement parks up and down the country.

EARL WRIGHT, after concluding a four weeks' pre-holidays engagement of his dogs act at a large department store at Fort Wayne, Ind., left that city for his headquarters to prepare his combination of offerings for the coming season. Earl uses two motor trucks and a bus for transportation.

AMONG THE performers in a Holidays Circus at a department store in Newark, N. J., were Blutch Landolph, Phil E. Keeler, Lou Kish and Bill Roy, all joes; Buster Castle as ringmaster and announcer. There were also seven cages of animals, one ring used and a 15-minute show given every hour.

AL GOLDSBERRY, performer, formerly with Al G. Barnes, Sells-Floto, Christy Bros. and other circuses and last season with Tom Atkinson's Circus, informs that he is ill and under a doctor's care at Circleville, O. (124 East Main street). Has been ailing since last July. Would appreciate letters from showfolk acquaintances.

ALFRED L. WEBB, Ringling-Barnum commissary executive, and his wife and daughter (Mary) left Orange, N. J., January 11 on a motor trip to Florida. A business trip for Mr. and pleasure for Mrs. and Miss Webb. They will take in Jacksonville, St. Augustine, Indian River (to call on Chick Bell), Miami, Sarasota, Tampa and Orlando.

AMONG PERFORMERS and others engaged for the Davenport-Stinson in-

Miami. All are to reassemble in the North in February.

DESTINATIONS of Wheeler & Almond advance members after recent closing in South: J. L. Almond, general agent, Albemarle, N. C.; Dixie Green, car manager advance trucks, Brooklyn; Al Marino, boss billposter, Brooklyn; Rocco Longo, boss lithographer, Hartford, Conn.; Eddie Strauss, lithographer, Toronto; Maurics Rind, lithographer, Boston; Edward Green, billposter, Binghamton, N. Y.

A RUMOR afloat in various sections of the country during late months that the Forepaugh-Sells Bros.' title would again be emblazoned to the public this year recently broke sufficiently at Columbus, O., to receive mention (as a rumor) in a local daily newspaper. Naturally Columbus citizens were interested. The old Forepaugh-Sells Bros.' Circus had its winter quarters at that city many years.

LOS ANGELES billposter pickups—John J. Brassil, manager No. 1 Al G. Barnes car, in town and lining up his crew for coming season. . . . Lou Ritt, former manager Lima Advertising Company, now in charge of the Baker Estate, gave a Christmas dinner to boys who were with him at the Lima plant, among the attendance Frank Bagan, Tom Godfrey, Bob Robertson, John Brassil, Jack Gibson, George Lowe and Joe Kennedy. . . . Earl DeGlopper, Barnes advance, is this winter ahead of a "Believe It or Not" unit in the East. . . . Joe Kennedy and Harry Callen, of Amusement Advertising Company, have taken over building next to their plant and remodeling it to take care of their sign business. . . . Jack Winn has accepted a position as agent for Chinese Theater and United Artists Theater and has

Performers and the Code

Altho circus performers were not specified as to number of working hours and wages in the code submitted to the NRA recently, that portion of the matter is to have its introduction at the general hearing on the code in Washington, which starts Friday of this week—January 19—as was announced in last issue.

Circus performers desiring to present their individual or associated ideas relative to their section of the code should attend the hearing in person or offer their views thru representatives or in telegraphic or written communications. However, a section of the hearing requirements states (as published in last issue): "A written or telegraphic request for an opportunity to be heard must be filed before noon on Thursday, January 18, 1934, with the Administrator, Room 4217, Department of Commerce Building, Washington, D. C."

Since performers of the circus world have no executive organization to present their views at the hearing, it behooves them, individually or collectively, to get busy immediately on the matter (but don't forget the requirement quoted in the above paragraph).

door circuses at Cleveland and Detroit, and in Peru, Ind., last week ready to leave with the train early next week, were: Edwards Sisters, Clyde Beatty, Cheerful Gardner, Rudy Rudynduff, Gordon Orton, Emmett Kelley, Joe Lewis, Ethel Lewis, Dorothy Carter, Otto Griebling, Anna Butler and Roland Hebler.

AFTER CLOSING last season with Russell Bros., Bert Deairo and Lee Smith took a week's layoff at Alexandria, La., and after buying a car put in five weeks with another show in Louisiana. Lately they have been playing theaters around New Orleans, and booked for the Shrine Circus in that city this week. Deairo his aerial contortion and wire acts; Smith his clown cop. They plan leaving for Texas with a circus unit following the Crescent City engagement.

ST. LOUIS. — Immediately after the holidays several clowns who were here working at department stores left for various cities. Mr. and Mrs. Earl Shipley left for Cleveland, where they will play the Grotto Circus. Kinko left for Los Angeles to visit relatives there. Paul Jerome, who stopped off here over the holidays after working a department store in Oklahoma City, Okla., departed for New York to fill some engagements.

AFTER CONCLUDING indoor show engagements at Harrisburg, Pa., and Washington, Harold and Vera Newton and Joe and Jeanette Treacy, of fraternal circus promotions, left Washington by boat for Miami on a vacation, advised W. A. (Bill) Wilson, also of the staff and who will remain in Washington. Destinations of others of the company on vacation: Harry Finney visiting relatives in Brooklyn; Jack Stour and wife spending a few weeks in Canton, O.; Clarence Hooper motoring to

four men busy. . . . Bob Robertson and Kenneth Cooke are at Paramount Studio, but expect to be back with Barnes Circus. . . . Jack Austin is expected back daily. He and Jim Farley have a small show almost ready to hit the road. . . . Mr. and Mrs. Leo Haggerty arrived here and will remain till spring. Haggerty, connected with MGM publicity, formerly held similar position with Ringling Brothers.

Adkins To Attend Harper Joy Dinner

CHICAGO, Jan. 13.—Harper Joy, national president of the Circus Fans' Association, at present visiting in the East, will be tendered a dinner on his return trip when he stops off in Chicago January 19. The affair will be given by the John Davenport Top of the CFA, and among the honored guests will be Jess Adkins, manager of the Hagenbeck-Wallace Circus.

It is expected that Karl E. Knecht, editor of *The White Tops*, also will be present, and a large attendance of Fans and their friends is expected.

GRAND RAPIDS, Mich., Jan. 13.—Among the acts so far booked, a majority of them from Hagenbeck-Wallace, for the annual Shrine Circus at Civic Auditorium, January 22-27, are the following: Alfred Hodgkin Company, riders; Eugene Troupe, aerial bars; Five Fearless Flyers; Don Francisco, wire; Nelson Family (six), acrobats; Parker's dogs and ponies; Andrew's four black bears; Usarda and Indian riders; Liberty horse act; elephants (five), worked by Loretta Tucker, who also will do a slide for life. Clowns signed number 20, with Kenneth Waite bringing a group of six, and Billy Lorette, clown cop, also featured.

Old-Time Showmen

By CHARLES BERNARD

The 1896 tour of the Walter L. Main Circus, which included New Brunswick and the extreme east of the Canadian provinces, was followed by its first trip to the Pacific Coast States in 1897. In June and July the itinerary included Utah, Idaho, Oregon and Washington. On July 11, 1897, the show crossed the Canadian border en route from New Whatcom, Wash., to Victoria, B. C., where exhibitions were given on Monday and Tuesday; Nanaimo, B. C., Wednesday; Vancouver two days, Thursday and Friday; then New Westminster, B. C., on Saturday, completing the full week en route July 17; then back into the United States for the remainder of the 1897 season. In the week of June 15, 1896, the Main Circus had exhibited in Halifax, N. S., and in the week of July 12, 1897, cities on the extreme West Coast of Canada.

Season of 1898 the itinerary of Manager Main included a lengthy tour of the Canadian provinces. After its early-season visit to the cities of Pennsylvania, New York and New England States the show crossed the border line the night of July 5, 1898, from Houlton, Me., to Woodstock, N. B. Back into Maine for July 7; at Calles, St. John, N. B., the 8th; Moncton, the 9th, and a Sunday run of 189 miles to Halifax, N. S., for July 11. The route was then west, with Fredericton, N. B., on Saturday. City of Quebec was given two performances on Saturday, July 23. A Sunday run of 172 miles for two-day stand in Montreal to excellent business. Ottawa, Ont., for July 27, followed by Perth, Tweed and Peterboro to complete the week. Toronto on August 1 gave gross receipts for the performances for in excess of Halifax, Quebec or Montreal, and almost double that of Ottawa.

The show remained in Ontario until September 3; played Windsor, Owen Sound, London, Hamilton and all the leading cities of Ontario, with Brockville as the final stand on the Canadian side, and on September 5 was back in the United States at Ogdensburg, N. Y.

Memorable happenings of the exhibitions in Canada included a late arrival in St. John, N. B., where the lot was very small and several feet below the level of the street; impossible to drive pole or baggage wagons on the lot; all equipment had to be unloaded at street level and carried to its location; cages were formed in circle, and menagerie exhibited in sidewalk inclosure; ticket wagon was on sidewalk at edge of lot and patrons went down below street level to enter big top; performers and musicians did double duty in unloading and loading the show. At Quebec a ricksha was purchased by Manager Main to be exhibited on return to the United States as one of the unique pleasure vehicles used by the wealthy French people in the famous old city. On August 11 the show experienced a terrific storm at Petrolia, Ont. The menagerie top went down in a torn and tangled wreckage over the cages, elephants, camels and candy butchers. It was during the afternoon performance. Quarter poles, aerial rigging and ropes were dancing with the swaying big top as the audience rushed from the seats seeking safety. There were no casualties, but from the ticket-wagon window it was a sight for a brief period that looked like total destruction of the show and loss of life to both show employees and visitors.

Early in the season Admiral Dewey had scored his victory in Manila Bay and the name "Dewey" was a popular one. A very small baby elephant was being featured in the Walter L. Main menagerie. It was given the name "Admiral Dewey." Old Liz, the faithful wagon-pushing elephant and largest of the Main herd, took a motherly interest in the baby elephant and gave it constant attention. The menagerie help, candy butchers, performers and the show as a whole loved and petted "Dewey," and when the Petrolia storm leveled the menagerie tent with such destruction the first thought of canvasmen and other employees was to discover the fate of the baby elephant. When poles and torn canvas were lifted from over the elephant section Old Liz, the big work elephant, was found standing directly over baby "Dewey," her big body and legs protecting him in snug safety.

W. H. (BILL) BULLEN, who was with the advance brigade of Ringling-Barnum, is spending the winter in Los Angeles.



The Corral

By Rowdy Waddy

NO DEFINITE announcement of any big exclusively Wild West to be on tour this year has yet been made.

PRAIRIE LILLIE ALLEN is still in New York City. She left California two years ago for the East.

DAN DIX, as usual between show seasons, is spending the winter in Hollywood, working in pictures. He will again be with Al G. Barnes Circus.

EARL THODE and wife spent the holidays at Casa Grande, Ariz., where Earl has a string of horses. They planned going to the Denver, Tucson and Dallas shows.

FRANK MURPHY, old-time cowboy, who has worked in pictures in Hollywood for years, was early last week reported ill with pneumonia. He rode the Chisholm Trail six times in the early days.

THE BIG RODEO in connection with the National Western Stock Show at Denver is on this week. Many top-notch contestants on hand, Elliott & McCarty furnishing the buckers, Abe Lefton announcing and Buck Lucas, Jack Elliott and Carl Arnold the judges.

TEX SHERMAN has been providing Ranch Romances with interesting stories and comment under the heading "Out of the Chutes." In the first February number Tex gave some details of the Col. W. T. Johnson Rodeo at Tulsa, Okla., last fall.

DOROTHY MORRELL ROBBINS, who suffered severed vertebrae in a car accident November 29, when her husband (Skeeter Bill Robbins) was killed, has been moved from the Burbank Hospital to the home of her sister, Mrs. Spike Spackman, 928 South Angelo, Burbank, Calif. She will be in a cast for several weeks. Cards and letters will be gladly received.

FOR SEVERAL months there was "talk" about Tom Mix tying up with this or that circus, in partnership to "launch a Wild West" with this or that individual or individuals, etc. All other rumors were spiked recently (story on page 3, January 6 issue), when it was officially announced that Tom and Sam B. Dill formed a partnership whereby Mix combines his Western offerings with the Dill Circus for 1934.

THE SHOW, Ann Mix and her Cow-boys, has been playing theaters in cities of New York State this winter. The roster includes: Texas Eddie, whips and pistol shooting; Little George Wurd, songs and guitar; Popeye Staple, harmonica and comedian; Broncho Bill, accordion, whistling and singing; Tex Benosky, violin; Chris Watkins, guitar and songs; Ann Mix, fancy and trick roping; Ray Salzer, in advance.

YEARS AGO a dozen or more towns in Texas, Oklahoma and New Mexico had annual "Roundups," etc., during winters, and good ones — attracting top-notch contestants and oodles of tourists. The list of such community-interest shows has sadly dwindled, and as a result rodeo workers almost scramble for dates and winter tourists keep on traveling to spots where "there is something doing." Of course, there is the big event at Fort Worth in the spring. There also are a few smaller rodeos staged at a few places during the actual winter months, a majority of which are only locally advertised. There needs to be more such winter entertainment where climate is favorable — even at intervals. There's a world of outdoor amusements in all parts of the nation during summers.

LONG BEACH, Calif.—The local post of American Legion staged a successful two-day rodeo recently to raise money for baskets for the needy on the lot at Ocean and Magnolia avenues. Al Ray was arena director; Abe Lefton, announcer; George Kellum, George Evtitt and Bill Jones, judges. The Legion band played. Trick riders were Vera McGinnis, Maxie McClaskey, Mary Cardinal, Dickie Jones, Allah Buehly. Winners were: Team Roping—Bud Owen

and Lew Phillips. Calf Roping—Lloyd Saunders, Hugh Strickland. Bronk Riding—Saturday, Eidon Yoot; Sunday, Jim Pound. Augie Gomez did knife throwing. Trick ropers were Buff Jones and Augie Gomez. Jess Kell clowning. Ray Beach gave an exhibition ride on "Apache."

LEWIS MORPHY, in advance of Buzz Barton stage show, informed that after playing theaters in and around New York for about three months the troupe had moved to Baltimore for a week's showing and would next head to Public houses in the Carolinas. Roster includes Rex Cole, stunt rider, owner; Altia May, cowgirl; Chief White Horse, bow and arrow expert; Princess Channie Yellow Robe, Little Pawn, and Cowboy Eddie and Tom —, songs and instrumental music.

"PICKUPS" from Red Horse Ranch, Kent, Conn.—Activity in the workshops on the ranch predominates these winter days. New, four-horse chariots are being constructed and beautiful harness is in the making. Doug Smith is busy with the construction of a new "bucking Ford." Lew Wier is daily working with some high-jumping mules and steers. Chuck O'Connor is putting the finishing touches on a "steer buggy" that will fall in pieces. Under the direction of young Russell Chase, men are making two complete sets of portable chutes and crowding and unsaddling pens. Poly Ducette and Caesar Brieu are getting the saddle, roping, trick riding and dogging horses in shape. A shipment of North Dakota and Montana bucking horses is due within the week and later will come Brahmas from Texas. Col. A. R. Chase, master of the ranch, is giving the work his personal supervision.

HOLLYWOOD. — A combined rodeo, horse show and other offerings were recently staged in benefit of a well-known cowgirl who has met reverses by the Riding Actors' Association of Hollywood. Noted rodeo folk gave their services and it was one of the most brilliant gatherings of the profession ever held here. William S. Hart bought 100 tickets for the show. Abe Lefton acted as emcee. Officials were Orie O. Robertson, secretary-treasurer; Buck Bucko and Major George Smalley, track marshals; Buff Jones, Roy Bucko, Whitey Sovern, parade; Spike Spackman, Vester Pegg, directorial staff. Buck Jones and his wife, Dell, and daughter, Maxine, rode in the grand entry. Sheriff Biscailuz and his deputies of Los Angeles County (30) rode. The Buck Jones Band of 50 pieces, of Glendale, played. Trick riding was done by Hank Potts, Sam Garrett, Drew Standfield, Kermit Maynard, Mabel Strickland, Vera McGinnis, Bonnie Grey, Mabel Baker, Dolores Steelman, Hazel McCart,

Frank Gusky, Jack Williams, Nick Nichols, Augie Gomez. Trick ropers were Sam Garrett, Monte Montana, Augie Gomez, Kermit Maynard, Frank Gusky. Knife throwing by Steve Clemente, Jitney Wright, Augie Gomez. Russian Cossacks to perform were Jack Stetletsky and Serge Protzenko. Clowns were Ed Wright, Jess Kell and Ike Lewin. Ardorth Schneider gave her pony act. Lloyd Saunders won calf roping, 17 seconds; other ropers, Hugh Strickland, Frank Cordell, Bert Dillard, Muller, Slim Hightower. Bronk riders were Smokey Snyder, Tim Erwin, Ervie Collins, Cecil Henely, Kenneth Cooper, Dewey Trobe, Blonzy Bunzell. Directors of different events, pacing race, trick roping, etc., were Bud DuBrook George Sowards, Buck Bucko, Buff Jones, Scoop Martin, Gus Shindle. Silver Harr, Hank Potts, Willowbird, Walt Robbins, Pete Morrison, Hugh Strickland, Pee Wee Strange, Bert Trobe, Dick Bottler, Charlie Brinley and Silver Tip Baker. Monte Reger presented his high-school steer Bobbie. Stuart Hamlin was winner in a foot race for all cowboys wearing boots. Hank Potts won the Roman standing race; Ruth Benson, second. Willowbird presented Indians of the screen in tribal dances. Art Hudkins looked after the flat races. There were many other features. Noah Henry furnished the calves; Downey Brothers, tents and seats; Curley Eagles, Fat Jones, Charles and Joe Flores, bucking horses. The entire proceeds were turned over to the needy cowgirl. There was a large audience.

WILL ROGERS has a quaint manner of saying things, sometimes has a purpose all his own. Anyway, the following appeared in *The New York Sun* on January 9.

"To the What Do You Think Editor—Sir: Where does Will Rogers head in to tell us via radio that the 'dogie,' 'doagy' or 'doagle' made famous by that wonderful song *The Last Roundup*, butchered by the broadcasters, is a tame coyote?"

"Will must have been told that by some of the drug-store cowboys up at Hammerstein's old Victoria and believed it. A tame coyote, he says, going along on the roundup and petted by the cowboys who liked the weird howling cry of the beast. That's easily settled. There ain't no such animal as a tame coyote. Nobody ever tamed one.

"To set Mr. Rogers right—a 'doagy' —not 'doggie' or dog as most everybody gets it—is an orphan calf, no more, no less. And so the line in the murdered song, 'Get along, little doagy, get along,' is the cowboy encouraging the mournful and bewildered little critter—not creature —to keep a-going. Tame coyote—rats! "A REAL COWBOY."



Circus Saints and Sinners Club

For the Troupers—and a Home

JERSEY CITY, Jan. 13. — Sam S. Solinsky as in previous years is the first one in with his dues for the new year. Will soon be giving Sam one of our big medals for promptness. Happy to learn that he is rapidly convalescing from his recent auto accident. He is one of the liveliest, alert, wideawake secretary-managers in the South.

CSSCA expresses regret of Frank Bland's illness.

Pete Baugh, Rennie Arnold and Judge Wilson, all of Petersburg, Va., are still talking about the Christmas party of the W. W. Workman Tent. C. T. Riddick, CSSCA, can't forget it because his thumb was infected in making some of the preparations.

Frank (Bring-'Em-Back-Alive) Buck, CSSCA, is back in New York after a thrilling trip to the Malay Peninsula. He returned on the Italian liner Rex and is anxious to get back to the Dexter Fellows Tent luncheons. "Even while I battled with a 24-foot python at Kuala Pilah. I couldn't help thinking how the gang at the Hotel Gotham would enjoy my reptile fight because, strangely it happened on the last Wednesday of the month." We welcome Frank back with a glad hand. With two glad hands, in fact.

When a CSSCA Tent plays it plays. We were amused at reading an advance herald of the W. W. Workman Tent Christmas Party printed in green, red and black. In outlining the program it proclaimed the following, which pokes fun at the names of ardent CSSCA members: "O'Grady's trained bears—All Ben-do Watson, who uses the Crystal-

stages. A few well-known and familiar circus cuts are used and there are plenty of bona fide advertisements sandwiched between the reading matter. Fred Heckel, Ed Hanley, Jack Bovaird and others who had a hand in this unique piece of literature are to be congratulated. Preceding this program a huge herald was issued, printed on green paper with circus cuts.

A very important executive committee meeting of Dexter Fellows Tent was held at the Hotel Gotham on January 6. Among those attending were Messrs. Olyphant, Pitzer, Pryor, Benham, Sarg, Parkes, Baldwin, Hub, Adamson and Pond. Walter Trumbull, famous columnist, was elected to the executive committee. Inasmuch as Mayor La Guardia could not be gotten for the next luncheon, Babe Ruth was suggested. The one big action taken was that hereafter besides the regular annual dues, an initiation fee of \$5 would be charged all new members coming into the club. It was also decided that all members one month in arrears with their dues would be dropped from the club's roster at the discretion of the executive committee.

The Dexter Fellows Tent wants to thank Jim Stronbridge, CSSCA, for his kindness and liberality in presenting to the tent 70 one-sheets of the old Barnum & Bailey Circus, dating about 50 years back. These are pasted on muslin and placed in a well-bound book. The sheets portray many personages well known to those who follow the circus. The national secretary was asked to either sell this book for a stipulated price, raffie it off or hold a drawing for it, the proceeds to go to the Old Troupers' Home Fund. Will entertain any offers for it. It is a fine piece of Circusions.

F. P. FITZER, National Secretary, 41 Woodlawn Avenue, Jersey City, N. J.

A Trouper's Observances

By STANLEY P. DAWSON

LOS ANGELES, Jan. 12.—The writer attended the memorial services at Showmen's Rest in Evergreen Cemetery and heard Almee Semple McPherson deliver an excellent oration (details of the memorial appear in the Carnival section of this issue—EDITOR). Radiating personality and graceful charm, she glorified the showman past and living in a musical voice pitched to reach the hearing of all present.

Briefly but forcefully she spoke of the good deeds of the profession from the beginning of history to the present time, and remarked that she had often been referred to as a "showman." She emphasized this assertion in the following language: "I am glad and proud of the accusation and will say that if by exercising showmanship I can go forth and preach God's message, put love into the heart of the sinner, clothe the naked, feed the hungry and administer to the sick, comfort the suffering and release the light to the dying I am sure it is a wonderful privilege to be a showwoman."

I attended the bi-weekly meeting of the Agents' Club and met Lee Parvin, Bill Molliter, Bill Spaeth, Charles Salisbury, George Harrison, Dick Mitchell, Arthur Lotto, Jack Ritchie, Frank Gibbons, Myles Murphy, Ed Nagle—Sam Meyers was sick in bed; Bill and George Roddy too busy in Hollywood; Si Maters, Chief Dodge, Bill Murry, Chester Rice and Mike Coyne were absent for various reasons, also Lew Wiswell.

Charley Wuerz is now managing the Fullerton Theater at Fullerton, Calif.

Lew Parvin arrived ahead of *Sailor, Beware!*

Ben Piazza is general casting director at MGM.

Mayor Zehrung of Lincoln, Neb., and wife, Jessie, known to many show people, are seen quite often in Hollywood. Last heard of Jack Peitret he was bound for the Pacific Coast.

Donald Gordon and Larry Du Bal are seen quite often around the Cecil Hotel, also Charles Muggivan and Silent Joe McCullom.

Mabel Clemmons is living at Artesia, Calif., and Thelma Hunt is visiting at Douglas, Ariz.

Mabel Stark is living at El Monte, Calif. Heard that Yellow Burnett has just arrived from Washington Court House, O. Ben Austin and his contractor, Mr. Maxwell, arrived last week. Doug Morgan told me he saw Skinny Dawson at Sweetwater, Tex., with the whale exhibit.

Bobby Norton looks good, as does Tom Plank. You can meet many showmen at Neil Lawsten's poolroom next to MGM Studio.

Col. Richard Eddy is a busy man these days, but he will always pause (*TROUPERS' OBSERVANCES page 55*)

O. O. BEACH SEES CHANGES

Duffy Acquires Whiteway Zone

Maine amusement holdings to be joined with Ocean Pier center

OLD ORCHARD BEACH, Me., Jan. 13.—Acquisition by John W. Duffy, principal owner in Old Orchard Ocean Pier Company, of the Whiteway Amusement Company real estate and amusement holdings here is reported by Howard A. Duffy.

The property taken over adjoins the real estate and amusement holdings of John W. Duffy and comprises a Dodgem ride, Jack and Jill slide, Hilarity Hall, Hcuse-That-Jack-Bullit, Crystal Maze, shooting gallery and various concessions. Located on the water front, it is considered an ideal site for an amusement and pleasure center.

Mr. Duffy plans to join it to his adjoining real estate, which has the entrance to Ocean Pier and a Merry-Go-Round, Noah's Ark, Coal Mine, Skooter, Walking Charlie ball game, Ocean Pier Ballroom and a number of concession booths.

It is said that acquisition of this property by Mr. Duffy makes him the largest individual real estate and amusement owner at Old Orchard Beach.

Altman Takes Over Second N. Y. Spot

GARDENVILLE, N. Y., Jan. 13.—Island Park here, one of the largest parks in Western New York, embracing 17 acres, will open next season under personal management of Harry Altman, well-known Buffalo amusement promoter.

Arrangements are being made for remodeling the spot and installing new attractions, rides and concessions. Manager Altman also operates Glen Park, Williamsville, N. Y., where extensive alterations are under way for the coming season.

Many outings, it is reported, are already booked for both parks, and Manager Altman says he is looking for a banner season in '34. He has engaged Irving Fox to manage the ballrooms and handle publicity for both parks.

Clare, Pawtucket, Succeeds H. D. Gilmore at Crescent

PROVIDENCE, Jan. 13.—Stockholders of Crescent Park Amusement Company at their annual meeting last week appointed John T. Clare, Pawtucket, as park manager for the 1934 season.

Mr. Clare succeeds Harold D. Gilmore, who has served in that capacity for the last six years and who recently resigned.

"The World's Playground Mustn't Die From Inertia"

"I came to Coney Island in 1903, when there was practically nothing but sand dunes west of Ravenhall, except south of Surf avenue. I have seen it grow from a population of a few hundred to 70,000 all-year-round inhabitants. I have undying faith in its comeback as the world's playground, but feel we need a radical change in the amusement field.

"New ideas must be injected, new shows with plenty of action, men with the inventive genius and circus abilities of Thompson and Dundy.

"Amusement parks have given to Coney Island an international reputation. They must not die from inertia."—DR. PHILIP I. NASH, President Coney Island (N. Y.) Chamber of Commerce and American Museum of Public Recreation,



DR. PHILIP I. NASH, for many years president of Coney Island, N. Y., Chamber of Commerce, whose election during the NAAP convention in Chicago as head of the American Museum of Public Recreation, Coney, is expected to fortify that honored institution during the national recovery period, his influence being wide and his attainments distinguished. Dr. Nash's civic and amusement affiliations include directorships in Coney Island Carnival Company, producer of the Mardi Gras; Coney Island Hotel Corporation and Brooklyn Chamber of Commerce. In the medical field he is professor of clinical medicine, Long Island College of Medicine; director, Division of Medicine, Coney Island and Harbor Hospitals, and consulting physician, Madison Park Hospital.

Sutro To Spend Million on Baths

San Franciscan plans big recreation center — will feature athletic meets

SAN FRANCISCO, Jan. 13.—A \$1,000,000 recreation center, featuring baths and swimming pools, is to be established here by Adolph G. Sutro.

Dr. Emma L. Merritt has sold to Mr. Sutro the noted Sutro Baths, on which the new owner is to expend nearly a million in improvements. He plans to make the baths the "Coney Island of the West." All buildings are to be remodeled and swimming tanks modernized.

Plans for big boxing and wrestling matches are also being considered, and to that end a building with a seating capacity of 30,000 may be erected. Swimming meets will be among the many other athletic features held at the new center.

Conneaut Lake Park To Be Sold or Leased

CONNEAUT LAKE PARK, Pa., Jan. 13.—No announcement has been made officially by the People's Pittsburgh Trust Company, of Pittsburgh, as to their intention relative to Conneaut Lake Park, which resort they acquired by receiver-ship sale on November 10 last.

It is expected the bank will either sell or lease the property, which has been in operation as a resort for the last 35 years. Hotel Conneaut, which is a 400-room hotel, is a part of the property.

FORT WORTH, Tex.—Recent additions to the Forest Park Zoo here include two six months' old mountain lions and a mangabey monkey.

The Amusement Park as a Public Service Institution

WHAT place has an AMUSEMENT PARK as a PUBLIC SERVICE INSTITUTION? A great one, I would say, altho it is doubtful if many have so considered it, simply because the average person is not often given to analysis, contenting himself with the obvious conclusion that such a park or resort is just a pleasant place at which to while away a few idle hours or to escape the heat of the city. And no one will gainsay this. The average man or woman is quite correct, but these are only the surface reasons. Certainly he never connected the words "PUBLIC SERVICE" with the subject. "PUBLIC SERVICE" seems to him to connect up in some dim manner with light and power companies, traction systems, etc.

But there is a deeper meaning beneath these words, a meaning that implies the rendering of a service that is an absolute necessity to one's personal welfare. Electric power, gas, telephone, steam and electric railway systems all fittingly belong to this classification and provide vital comfort thru their service. Doesn't the well-conducted summer amusement park catering to the public do just as much—and more? It administers to its patrons' comfort and well being; affords an opportunity because of its necessitated location away from the busy precincts of the city to inhale fresh, pure ozone frequently amid Mother Nature's most beautiful settings; it provides recreation, which may be either active or passive, as the preference of the patron elects or the facilities of the park permit, and with it relaxations from the cares that beset jaded, jangled nerves.

To the parent it affords the opportunity of such relaxation, heightened by the knowledge that the small child can while away happy hours in perfect security within its confines. It is a poor man's playground and has equal attraction for all other classes and temperaments.

But in all this the park manager has a most important function. He must keep faith with his public. Thru his untiring efforts in the past summer amusement parks have taken their place as public institutions. The disagreeable, often disreputable, features that characterized such resorts a decade or so ago have now been practically eliminated. Thanks to the code of principles advocated by the National Association of Amusement Parks, the questionable show has been banished. The thieving "short-change" artist has vanished along with the "con man." Thrills there are to be found aplenty, but the dangerous, rickety devices that once menaced health or life in order to pander to the desire for the novel and alluring have all been supplanted with others in which "safety" is ever present as the watchword.

And to see that these conditions are maintained, even bettered if possible, is the function of the park manager who would stay in the game and be, in a measure, a public servant in the sense that he is representing and presenting a "PUBLIC SERVICE INSTITUTION."

The other class of manager won't have to resign; he is being forced out rapidly and his ilk will soon be as obsolete as the roc or dodo bird. The successful manager must be an omnipresent, omniscient sort of being, ever watchful, ever on the alert to maintain the character of his park in particular, and all parks in general, to the same high plane in the amusement world that it has now reached. He must be continuously "on the job," bearing in mind that it is on the public good will that he depends and seeing that every employee is imbued with the same spirit. I'd be very much inclined to recommend that he study the book of rules that Statler, famous hotel man, issues to his employees and make some application of them to his own enterprise—his park—his "PUBLIC SERVICE INSTITUTION." His employees must reflect his spirit, for it is they, not often he, that come directly in contact with the public. They must be taught to be courteous under the most trying circumstances and they must be thoroly grounded in the fact that the satisfaction of the public is to be their ever-present thought.

Inspections of rides and similar devices must be constant and unflinching; a single catastrophe may well mean the ruin of the most prosperous park and the consequent loss of an investment of many thousands of dollars.

Certainly an amusement park is a PUBLIC SERVICE INSTITUTION. Children of all classes have their playgrounds, older children have their gymnasiums and occasionally there are (when proper appropriations are made by the authorities or campaigns instituted for funds) community centers and recreation grounds. The amusement park therefore covers every member of the family.

It necessarily follows that the successful manager of a park—this "PUBLIC SERVICE INSTITUTION"—will never allow himself to lose sight of the fact that the word "SERVICE" implies nothing else than "TO SERVE" and that he will strive to maintain his "PUBLIC SERVICE INSTITUTION"—his park—as such.

EDITOR'S NOTE: The above is a special article in *The Billboard* of December 15, 1923, written by Leonard B. Schloss, Glen Echo Park, Washington, D. C. The reader can judge by its republication as to how it fits the situation of the present day.

Historic Coney Coaster To Go Under the Hammer

NEW YORK, Jan. 13.—The L. A. Thompson Scenic Railway on Surf avenue and West Eighth street, Coney Island, one of the genuine landmarks of the resort, will be sold at auction next month.

Dime Savings Bank of Brooklyn gained a judgment to foreclose a 73-grand mortgage for default in interest and taxes.

Property occupied by the Coaster is included.

Start New Pool in Indiana

GARRETT, Ind., Jan. 13.—Option on six acres has been obtained here for a new swimming pool and skating rink. Project has been approved by the CWA and will provide work for 100 men. Excavation started on January 12.

NAPLES.—Plans have been drawn for construction of an indoor swimming pool in Naples which will be one of the largest and most modernly equipped in Italy.

Hackney Given A. C. Press Award in City Fame Spread

ATLANTIC CITY, Jan. 13.—Harry Hackney, well-known restaurant and beer garden owner and operator of this city and Miami, Fla., was this week given the annual achievement award of Atlantic City Press Club, presented to the citizen who has done most to spread the fame of the resort during the year. Announcement was made at meeting in the Penn-Atlantic Hotel.

A city publicity director and publicity office was advocated by the press men. Mayor Harry Bacharach, who was present, commented favorably on spending \$12,000 for this purpose. Nothing definite was done on it, however.

Perkins Manager at Cave

BOWLING GREEN, Ky., Jan. 13.—W. L. Perkins is manager of the Lost River Cave project near here, construction work upon which is under way. After completion of a night club setting in the cave, it is expected that an amusement park area will be laid out.

OHIOANS OPTIMISTIC

New Spirit and Harmony Mark Lively Convention in Columbus

Peace is made with State director on conduct of board elections—Holderman begins sixth term as president—horsemen losers in two resolutions out of five

COLUMBUS, O., Jan. 13.—The new note in American fairdom resounded loud and long, with reverberations of optimism and faith, all during sessions of the annual convention of Ohio Fair Managers' Association in the Deshler-Wallick Hotel here on Tuesday, Wednesday and Thursday, and the conclave ended with a banquet which for numbers and merriment set a record. It was by far the biggest convention held in the last five years and was marked by an entire absence of that quality closely bordering on gloom which has hung over conclaves of the Buckeye fair men for several years. When scores of members declared they would return to their homes with more hope and enthusiasm for the coming year, it was easy to believe statements of their leaders that 1934 will be one of the biggest fair years in history.

The meeting was a veritable love feast, so far as verbal clashes were concerned, and it made apparent the fact that the best relations now prevail between the fair secretaries and Director of Agriculture Earl H. Hanefeld, who "holds the pencil" on their claims for State and county aid.

Will Try Dash Racing

Defeat of two resolutions proposed by a special committee and pronounced desirable to promote harness racing was, however, a distinct disappointment to many horsemen. Officers of the association were re-elected as follows: President, Judge I. L. Holderman, Dayton; Walter F. Gahn, Portsmouth; John B. Rapp, Batavia; Charles J. Gray, Painesville, vice-presidents; W. B. Richmond, Elyria, treasurer; Don A. Detrick, Bellefontaine, executive secretary.

Judge Holderman begins his sixth term in the office, and Mr. Detrick has been secretary and active in the association for many years more than that. Serious illness of Mr. Detrick was reported, and President Holderman asked Win Kinnan, Degraff, to "pinch hit" for the secretary, which Mr. Kinnan did in a capable manner.

The harness horse matter had its inception at the speed conference Tuesday night when a committee of three horsemen, three horse owners and six fair men was appointed to submit resolutions in an effort to encourage harness horse owners to stay on Ohio tracks and not leave because of low purses as they have done in some other States.

Five resolutions were submitted to the association on Wednesday; three were adopted and two were rejected. One adopted provides that the association recommends that "each of the county fairs experiment in 1934 with dash or handicap racing and place one or more such events on their programs and that speed committees be requested to give such type of racing a fair trial in an effort to determine whether it will be popular."

Standing Pat on Purses

Another carries a recommendation to county fairs that "provision be made by the county fairs for both two and three-year-old colts." The third resolution is that "it is the opinion of the Ohio Fair Managers' Association that after 1934 only one parent racing association be recognized by the county fairs of Ohio."

The first resolution to be defeated provided that the association believed it to be "necessary for the future of the fairs and harness-racing industry that the present standard of purses be raised and that the association recommend that hereafter the minimum purse for county fairs be fixed at \$300 and each member present pledge himself to use his influence to secure action along this line with his own county board." A majority of members said they could not make this pledge with their fair finances as they are at present.

On motion of Honorary President Myers J. Cooper, Cincinnati, the following resolution was tabled: "Be it resolved, that the Ohio Fair Managers' Association (See OHIOANS OPTIMISTIC on page 36)

Dayton Clears Debts And Has Big Balance

DAYTON, O., Jan. 13. — Montgomery County Fair board established an unprecedented record last year, closing books on January 1 with every premium and bill paid, a debt of \$7,000, incurred several years ago as expenses for track lighting, wiped out and \$3,290 in the treasury.

Ralph C. Haines, secretary, reported at the annual meeting that 36,523 paid admissions were registered at the 1933 fair, 17,000 more than in the two preceding years. This year's fair will be four days and nights beginning on Labor Day. Admissions for gate, automobiles and grand stand will remain at 25 cents.

Three applications for race meets during the summer were received, one from Ben Hagedorn and Edward McClure, Cincinnati, who offered \$250 a day rental for two meets, each of about 20 days. Judge Roland W. Baggott and Horace W. Baggott, of this city, desire dates of 15 to 16 days around May 15, while Miami Valley Trotting Club wants a harness meet on June 28-July 12. A committee will consider all offers.

Brown Heads Tampa Display

TAMPA, Jan. 13. — Earl W. Brown, mayor of De Land and director general of Florida's A Century of Progress exhibit in Chicago, will serve in a similar capacity at Florida Fair and Gasparilla Carnival, January 30-February 10, here when he will supervise a citrus exposition, co-operating with the Citrus Exchange.

A building, now being constructed, will be turned over to Mr. Brown on January 15. It is the first time in history of the fair that an entire building has been devoted exclusively to citrus.

MADISON, Wis.—The State Senate has passed a bill permitting sale of beer on grounds of State-aided fairs.

Largest Statewide School Music Festival Started for Iowa Show

DES MOINES, Jan. 13.—Iowa's public schools this week launched plans for the largest statewide school music festival ever held in the United States, expected to bring between 10,000 and 15,000 high-school and grade-school musicians to Iowa State Fair here next summer.

The project, as revealed following conferences of officials of Iowa Department of Public Instruction and Iowa State Fair Board, will embody these major events:

An all-Iowa rural school choir chorus numbering upwards of 10,000 children's voices, in a massed-voice concert.

A statewide high-school band, in which will be massed one or more bands from every county, under direction of a nationally famous conductor.

A marching band demonstration by leading high-school bands.

A high-school glee club chorus, em-



LEO C. DAILEY, elected president of the Fair Managers' Association of Iowa at the recent annual convention in Des Moines. He is secretary of Clay County Fair, Spencer, and has long been active in councils of the association and for betterment of fairs in the Hawkeye State.

Damages to Barred Owner

CHARLES TOWN, W. Va., Jan. 13.—Arthur Krock, owner of an alleged painted race horse, has been awarded \$575 damages from management of the Charles Town track, where he and the mount recently were barred in a probe launched by Racing Commissioner A. E. McLaughlin. Judgment was granted for loss of time and personal loss suffered by Mr. Krock during the time his horse was in custody. Mr. McLaughlin is aiding the track in an appeal.

Race Betting at Aberdeen

ABERDEEN, S. D., Jan. 13.—Following passage of a pari-mutuel bill and appointment of a racing commission of three by the governor, President William Owsley, Tri-State Fair, announced that the association will conduct a race meet, with pari-mutuels, on June 25-29. There will also be pari-mutuel racing at the annual fair on September 3-6. The 1933 fair paid out 100 per cent, he said, besides paying off some old obligations. President Owsley; Sam Galmenson and J. E. Kelly, vice-presidents; Frank Sutt's, treasurer, and Had J. Tallman, secretary, have been re-elected.

York Puts It Over

YORK, Pa., Jan. 13.—York Fair in 1933, annual report shows, made a profit over all expenses of \$16,073.30. Weather during the dates, October 3-7, was good with exception of a hard rain on Thursday until noon. Herbert D. Smyser, manager of amusements, estimates that this cost the fair 20,000 admissions and a loss of \$5,000 in grand-stand receipts. Dates for 1934 are October 2-6. A night fair will be run on Tuesday, Wednesday, Thursday and Friday instead of only three nights as heretofore. On the closing Saturday there will be all running races, including a steeplechase, plus the stellar program of vaude and circus acts.

Allentown Will Be Pennsy Host

Big bill of biz and fun is mapped for convention—Central Circuit to meet

ALLENTOWN, Pa., Jan. 13.—The 22d annual convention of Pennsylvania State Association of County Fairs, a pioneer organization in the fair world, will be held on January 24-25 in the Americus Hotel here, with Great Allentown Fair as host. Allentown when selected last January in Harrisburg to be the 1934 convention city assured something new in entertainment, and Edward H. Scholl, president of Great Allentown Fair, and his colleagues have done well in preparing a program.

Goodman on Games

The association, of which Blair C. Seeds, Ebensburg, is president; Abner S. Deysher, Reading; Samuel B. Russell, Lewistown; George G. Cochran, Dawson, and William Buechley Jr., Pottsville, vice-presidents, and Charles W. Swoyer, Reading, secretary-treasurer, will convene on January 24 at 10 a.m. Address of President Seeds and remarks by Mr. Scholl and M. H. Beary, secretary Great Allentown Fair, with talks on advancement and legislation needed for county fairs, will furnish program of the morning session.

Fred E. Lewis, mayor of Allentown, will welcome visitors at the afternoon meeting at 1:30. Report of Secretary Swoyer will be followed by auditing, resolution and nomination committees' reports. Remarks by William H. Gocher, Hartford, Conn., secretary National Trotting Association, on harness-racing rules, and Joseph M. McGraw, Washington, Pa., on handicap racing; Max Goodman, New York City, on Clean Midway Games (See ALLENTOWN WILL on page 37)

Ogden Stock Show Success

SALT LAKE CITY, Jan. 13.—The 15th annual Ogden Live-Stock Show was held in Ogden Coliseum January 5-11. "The Ogden show this year," said President P. H. Mulcahy, "was one of the best balanced shows in the United States. It kept up premiums and paid as high or higher awards as the bigger shows of the nation. Education has been the paramount feature and with this thought in mind we had a better show than in any previous year."

Breese Acts Go to Belmont

BREESE, Ill., Jan. 13.—Clinton County Fair board on January 7 awarded a contract for free attractions for the fair on September 12-16 to Sidney Belmont, Belmont Fair Booking Offices, St. Louis. He will be in charge of the grand-stand show and, besides other acts, will present Earl Strout's Hussar Band and Easter's Educated Horses.

Wood Quits at Watertown

SYRACUSE, Jan. 13. — Alton Wood, Woodville, has resigned as race secretary of Jefferson County Agricultural Society, it is announced in Watertown by Frank J. Walton, secretary. In 1931 Mr. Wood succeeded David H. Laird, 71, who was killed in an automobile accident. Mr. Wood resigned because of other business.

Kansans Stand Pat on Present State Laws Controlling Fairs

Association convention authorizes committee to oppose any changes in legislation—Kuska says public service will assure future of shows—Redmond is president

TOPEKA, Kan., Jan. 13.—The 11th annual meeting of the State Association of Kansas Fairs was called to order Tuesday afternoon by President William P. Royer, Coffeyville, in the Jayhawk Hotel Convention Room. Address of welcome was by Omar B. Ketchum, mayor of Topeka, who emphasized the good of fairs to the State. A response was made by E. A. Briles, in absence of Vice-President E. Lister, Ottawa. Legislative committee's report by Maurice W. Jencks, secretary of Kansas Free Fair, Topeka, told of success in keeping down agitation to change the fair laws of Kansas and that in the Senate the committee encountered some trouble with senators who insisted that fairs be abandoned for two years, but the committee was successful in defeating this measure. Mr. Jencks suggested that members investigate representatives of their communities to see where they stand on fairs and have them declare themselves before election.

In discussion on *Can Fair Associations Qualify for CWA Aid in Making Improvements on Fairgrounds?* several delegates voiced their experiences and were of the opinion that all fairs can obtain CWA aid. On *How Can the Fair Best Help 4-H Club Work?* it was disclosed that Kansas has 19,352 4-H club members and that of the 105 counties in Kansas, 100 have 4-H Clubs. Delegates, with few exceptions, agreed that 4-H Club departments are essential to fairs. In a number of counties 4-H Club departments are featured.

Revue for Dinner Show

The Tuesday afternoon session adjourned to the Roof Garden of the Jayhawk Hotel, where the traditional annual dinner was served and entertainment presented. Mr. Jencks was toastmaster. Entertainment was furnished by Miss Amy Cox, manager of RKO Western Vaudeville Exchange, Kansas City, Mo. It consisted of Joan Manner's *Sun-Tan Revue*, directed by Miss Manners, ran 35 minutes and was heartily applauded.

On Wednesday there was an interesting discussion on operation of Coffey County Fair, Burlington, by Julius Eppinger, who stressed advantages of co-operating with merchants in territory covered by a fair. A tax committee, appointed on Tuesday, reported that a corporation tax now being paid by several fair associations is unlawful and that in future fairs can avoid such a tax.

J. B. Kuska, Colby, on *Looking Into the Future*, said, in part: "In spite of the fact that at this time expenditure of all public money is rigidly scrutinized, I believe that so long as fairs continue to perform the public service for which they were created they will survive and continue in good graces of taxpayers."

"To maintain this good will, however, certain principles must be paramount in management of our fairs. They must be not only for the public, but also by the public. The greater the percentage of people in the territory served by the fair who are made to feel themselves as a part of the fair, the greater will be the success of the fair and the brighter will be its future."

For Balanced Programs

"There are several ways in which this feeling may be brought about. One very effective way is thru a well-balanced up-to-date premium list which holds something of interest for the whole family, from grandpa and grandma down to baby, and which reflects the spirit and the life of the community individually and as a whole. It should be carefully worked out to weed out the undesirable and the mediocre while at the same time encouraging the showing of quality products and providing incentives for their constant improvement."

"The aim should be to have exhibits insofar as possible with an idea back of them and the exhibits so displayed that the fair visitors will get the idea intended to be conveyed. Recognition for whatever community betterment movements may be under way in a community, such as 4-H Clubs, women's community clubs, country beautiful movements, etc., helps to stimulate interest. Prizes need not be big, but one of the surest ways to darken the future of a fair is to fail to pay prizes awarded. Competent judges are also essential."

"The character and adequacy of entertainment, particularly as reflected in the attitude toward it of the people

whom the fair is intended to serve, is a very important factor in the future of a fair. Local numbers on the program may be used effectively. Care must be exercised in use of local numbers, however, to see that they are of genuine merit and of such a character as to appeal to fair crowds.

"Wholesome entertainment, attractive and appealing, which the people in general like to see, which they are willing to pay their money and from which they go away—men, women and children—feeling that they had an enjoyable afternoon or evening, is what it takes to keep them coming and taking an interest in the fair. Since the entertainment must pay its way, care must be taken that it does that and still satisfies. A general feeling among fair visitors that they got 'stung' is even worse than a deficit, if that is possible. Both if continued eventually spell the doom of the fair."

Harman Is Re-Elected

Election of directors resulted: First district, Linn Livers, Barnes; second, Fred Smith, Iola; third, G. B. Woodell, Winfield; fourth, Julius Eppinger, Burlington, and C. Haughawout, Onaga, to fill vacancy caused by resignation of C. A. Sayre, Cottonwood Falls; fifth, no election; sixth, J. B. Kuska, Colby, and seventh, S. A. Renner, Rush Center.

John Redmond, secretary of Coffey County Fair, Burlington, was elected president to succeed Mr. Royer. J. B. Kuska, secretary of Thomas County Free Fair, Colby, was elected vice-president, and George Harman, secretary of Jefferson County Fair, Valley Falls, was elected secretary-treasurer for his ninth term.

In resolutions the association urged all fair boards attending who have not previously been members to affiliate their associations with the State association to enable it to render better service and authorized the legislative committee to oppose any changes in present fair legislation. It was asked that all member fairs, in justice to the fraternity, refrain from litigation without previously calling for assistance of the State reconciliation committee to aid in settling disputes. Another resolution urged all member fairs in preparation of premium lists and printing of letterheads to show their membership and affiliation in the State association and also that they encourage for economical and marketing advantages of their exhibitors a regulation requiring that all seeds entered for premium awards be either certified for germination and purity by the State or offer as an extra inducement special premiums for so doing.

Why Kansas Should Have a Grand Racing Circuit was the subject assigned to Dr. F. S. Beattie, Iola, who was unable to attend. The topic was brought up for discussion and a committee was named by the president to proceed further into racing-circuit conditions and to arrange a circuit. On the committee are J. E. Rockhold, Parsons, chairman; W. F. Miller, Clay Center, and G. L. Hettick, Ottawa.

Attendance Slightly Off

Convention attendance was 10 per cent less than last year. Dates of the 1935 meeting are January 8 and 9 in the Jayhawk Hotel, Topeka. Registration showed 59 delegates present.

Attraction and show representatives were slightly fewer than in previous years. Those registered were Frank Dixon, Holton; J. L. Landes, J. L. Landes Shows; Jack Polk, Barnes-Carruthers; Ray W. Anderson, Thearle-Duffield Fireworks Company; Frank Sharp, Frank Van Bracklin, Regalia Manufacturing Company; C. G. Buton, J. L. Landes Shows; G. P. Kline, Puritan Fireworks

Fair Meetings

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 22 and 23, 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.

Association of Tennessee Fairs, February 6, Hermitage Hotel, Nashville. W. F. Barry, secretary, Jackson.

Wisconsin Association of Fairs, February 7-9, 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. Healy, 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.

Company; Art Brainerd, L. V. Riley, Riley and Brainerd Kiddie Rides; Ben Brodbeck, Charles Brodbeck, F. W. Campbell, Brodbeck Bros. Shows; James Patterson, Paola; Mr. and Mrs. H. G. Buchanan, T. J. Tidwell Shows; B. C. Truex, Truex's Fireworks & Regalia Manufacturing Company; Jack O. Wizarde, Wizarde Novelty Circus; Jack Dillon, Alamo Shows; John Wortham, John T. Wortham Shows; Louis Elsemann, Hennes Bros. Shows, and Gregg Wellinghoff, *The Billboard*.

Dover Officers Re-Elected

DOVER, O., Jan. 13.—Earl D. Fisher has been re-elected president of the Tuscarawas County Agricultural Society, making his third year as head of the organization; Harold E. Boltz, re-elected vice-president; G. E. Hsrich, treasurer for four years, was re-elected, and J. D. Craig, one of Ohio's best known fair managers, was chosen secretary and grounds superintendent for another three-year term. Craig became secretary of the fair society in 1923. A total of 16,320 paid admissions were recorded for the 1933 fair—double the number of the 1932 exposition. Grade school children will be admitted free to all days of the fair hereafter, instead of one day. A special committee will determine if the racing purse will be reduced and how much. County flower clubs have been invited to stage their exhibits at the fair instead of separately in their own cities. Revival of community sales at the fair also was proposed.

Special Days At Tampa Fair

TAMPA, Fla., Jan. 13.—Announcement of special days for the Florida Fair, January 30-February 10, indicate a full and interesting program, in keeping with the greatly improved grounds and buildings. Tuesday, January 30, opening day, will be President Roosevelt day, honoring the President's birthday anniversary; Wednesday, specialty day, with a morning program for Negro children; Thursday, Hillsborough County day; Friday, Florida children's day, with county schools closed and perhaps those of adjacent counties; Saturday, American Legion day, with a large military parade; Monday, February 5, Gasparilla day; Tuesday, Governor's day, with Governor Sholtz as a special guest and speaker; Wednesday, State press and citrus day; Thursday, Shrine day, with a Shrine parade; Friday, Tampa and tour.

(See SPECIAL DAYS on page 55)

Introduces Bill To Permit Pari-Mutuel Betting in N. Y.

ALBANY, N. Y., Jan. 13. — Senator George Blumberg, Brooklyn, introduced a bill on Wednesday to amend the State constitution to permit pari-mutuel betting at race tracks thruout New York.

This was the second move at the present session to legalize wagering on races. Assemblyman William Breitenbach and Senator James J. Crawford, both of Brooklyn, had previously offered bills in both houses to remove the teeth from the stringent anti-betting law.

It was indicated by Governor Lehman that he would give close study to any betting bill sent him by the Legislature.



Fair Grounds

UPPER SANDUSKY, O.—The Wyandot County Fair will be held September 11-14, it has been announced by Ira T. Mateson, secretary. D. A. Bloom recently was elected president of the Wyandot County Agricultural Society; R. E. Williams, vice-president, and Charles F. Artz, treasurer.

SPRINGFIELD, Ill.—Some notes of the convention of the Illinois Association of Agricultural Fairs crowded out of last issue: O. R. Strohmeyer was again on hand representing E. G. Staats & Company. "Stroh" made arrangements to book his corn game at several fairs. Walter C. (Chic) Armbruster, R. H. Armbruster Manufacturing Company, made a splendid host to many groups and individuals. Quincy, for many years home of Adams County Fair, which has not been held for the last three years, will have a fair this year, according to Secretary C. C. Mast.

BUCYRUS, O.—The Crawford County Fair board has again decided to attempt a county fair here next October 2 to 5. County fairs were abandoned here two years ago after inclement weather and continued lack of interest caused an annual deficit which was made up each year by the county commissioners.

ST. JOHN, N. B.—Extreme cold and heavy snow and blizzards have made indoor fairs and bazaars more appealing than in any winter in a dozen years. All snowfall records have been broken. Chief difficulty has been in getting quarters large enough to hold the fair crowds.

SHERBROOKE, QUEBEC, MAMMOTHE FESTA AND EXHIBITION. Auspices of TIGRE ROUGE Snowshoe Club, leading Social Organization of the city, 100 Gate, 54th Army, 4 Days, February 7-10. Concessions, Bingo, Wheels all kinds, Grand Store, Scales, Shooting Gallery, Small Acts, girls preferred. State lowest, FRED MATTHEWS, Manager, Albion Hotel, Sherbrooke, P. Q., Canada. NOTE—Only one of these Celebrations by any auspice annually.

WATCH FOR THE "RECOVERY CATALOG" WITH THE NEW DEAL ACTS

Mr. Fair Secretary George A. Hamid Inc. 1560 BROADWAY, N. Y. C.

No Detroit Control In Michigan Board

DETROIT, Jan. 13.—Reorganization of the board of managers of Michigan Farm and Industrial Fair has been made by Governor Comstock. The State is taking back the fair, which was abandoned by the State last year and saved only when a group of Detroit business men underwrote and managed the 10-day event. When the fair, organized in a few weeks for 1933, turned in a profit to the State, the policy of abandoning State aid was recognized as a political blunder, it is said.

Governor Comstock retained only three members of the old board, Adolph Finsterwald and Harry A. MacDonald, Detroit, and Isabella Kinch, Port Austin. With the cleanest sweep the board has seen in many years, the following were appointed in addition: James B. Jones, Detroit; Emmett J. Windle, Brooklyn; Thomas B. McDonagh, Saginaw; Charles P. Hanke, Royal Oak; Edward R. Marshall, Grand Rapids; Harry T. Crandell, Cass City; Henry Dattner, Detroit; Harry B. Kelley, Hillsdale; Duncan Morrison, Travers City; Hiram Starmer, Petoskey; John A. Parker, Otisville; Bert C. E. Silver, Greenville; Henry Miltner, Cadillac; Timothy Carmody, Owosso; Austin C. Hayes, Muir; George N. Jones, Adrian; Frank Holdred, Three Oaks.

Most of the appointments have been given to villages and rural sections, taking control away from Detroit, in contrast to the industrial trend of last year's fair.

Appointments by the governor to the board of Upper Peninsula Fair are E. J. Toussaint, Ontonagon; Michael J. Foley, Mohawk; Thomas W. Barry, Baraga; E. A. Culver, Limestone; Lorne Hillcock, Pickford; Nesto Erickson, Bessemer; Isaac N. Haas, Houghton; Frank Vanderboom, Marquette; Vital Payant, Iron Mountain; Charles J. Salewski, Menominee; August Casagrande, Iron River; J. H. Boyle, Bark River; Verne Lipsett, Pickford; J. H. Rahilly, Newberry; G. R. Matthews, Manistee.

Organization meeting of Michigan State Fair Board of Managers will be held next Thursday in Lansing, a week before Michigan Fair Association meeting in Detroit.

Walter Leek at Helm For Eighth Term

VANCOUVER, B. C., Jan. 13.—The Vancouver Exhibition Association honored Walter Leek by re-electing him president for the eighth term. F. D. Gross, E. Lipsett and William Dalton were re-elected first and second vice-presidents and honorary treasurer, respectively. C. M. Rolston is again chairman of attractions. John K. Matheson is general manager, and G. S. Hockley, assistant manager; R. M. Cuthbertson, superintendent of grounds, buildings and operations.

Preliminary reports of operations for 1933 show that the organization is in a flourishing condition and that the prospects for 1934 are very good. Considerable development work is planned in the near future, in addition to the building of the Exhibition and Winter Fair.

Manager Jock Matheson is sitting pretty, the entire operations of the association having netted \$28,000 surplus on the operations for 1933. Both Mr. Leek and Mr. Matheson express themselves as being very pleased with the operation of the midway, the concession having been awarded to Max Goodman, and under the personal supervision of Ed Hock. In the immediate future extensions will be made to various buildings, particularly the new live-stock building. There will be no grand-stand attractions this year, the principal attraction being the seven days' races.

Belleville Gets Fast Track

BELLEVILLE, Kan., Jan. 13.—North Central Kansas Free Fair here, third largest in Kansas, came thru 1933 with a profit after all expenses and premiums were paid. Officials are rebuilding the race track, giving it one foot more bank on the straightway and two feet on the curves. Both outside and inside fences are being rebuilt, stage being enlarged and other improvements made. The track record for single lap, qualification trials, was broken last year by Vic Felt, Denver race driver, who was timed with automatic clock at 25.46 seconds on the half-mile dirt track. Track is nearly oval, the straightways being only 200 feet long.

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. 65—TIM O'CONNELL

Mr. O'Connell was born in Huntsville, Tex., on November 9, 1873, making him 60 years of age. His home is in Palestine, Tex., where he is secretary-manager of Texas Fruit Palace (Anderson County Fair). He has been in various branches of amusement business 25 years, including motion picture theaters, vaude theaters and a road-show house. In 1922-'26 and 1928-'31 he engaged in other lines. He has been with the Fruit Palace since 1926. He is a member of the Knights of Columbus and of Palestine Chamber of Commerce. His hobbies include baseball and horse racing. His wife, Elizabeth O'Connell, is not active in fair work. They have four married children.

Fair Again for Waterville

WATERVILLE, Me., Jan. 13.—Officials of the Waterville Fair Association have voted to return the annual summer exposition. Due to business conditions the affair was omitted last year. The tentative date has been set for week of August 27.

OHIOANS OPTIMISTIC—

(Continued from page 34)
society recommends that at all county fairs the entrance money required for harness racing be added to the purses offered for each event.

While horsemen showed deep disappointment at defeat of the two measures, it was too early, leaders among them said, to determine how the action would be taken by the track men, who so far have loyally stood by fairs during the depression. A later attempt to have action on the two resolutions rescinded also met defeat.

"Public Comes Back Home"

How President Holderman and Secretary Detrick kept tab on legislation adverse to fairs and aided in passage of a pari-mutuel bill much more satisfactory than one originally introduced was told by the president in his annual address. He said that with the sliding scale of percentages in the new law the State has received about \$104,000 for its share from pari-mutuels.

"Last year I said," President Holderman reminded the members, "we are going thru a crucial test. Will we pass this test? The test of any human effort is not did we win, but did we put up a good fight?" From my observations and the report of your fairs, the answer is that you not only put up a good fight, but you won.

"Not in several seasons has the general trend of the fair business been so generally upward. Reports from fairs are in almost every case a record of increased gate attendance and quickened interest in the exhibits and amusement features offered. Many county fairs have recouped their losses of the previous failures and show sizable balances after paying all bills.

"An analysis of outstanding examples of increased attendance in which figures mounted to a 50 per cent or better increase over last year would indicate that the fairs which enjoyed these increases were the ones which made drastic reductions in gate and grand-stand charges. Perhaps another reason for increased attendance is the fact that the public, which formerly sought its amusement in higher priced entertainments, such as theaters and night clubs, and in many instances away from home, is now content to come back to earth and enjoy itself at home.

Defaulting Fairs Losers

"And still another explanation, one which is more creditable to fair managers themselves, is the fact that they are meeting the demand for high-class attractions better than they have ever done in the past.

"The best way to insure greater success of fairs is to try to keep alive an interest of the community the year round instead of for only two or three months. You can do this by interesting

the various organizations in your county, such as public schools, granges, horticultural societies, garden clubs, driving or riding clubs, patriotic organizations, vocational and 4-H Clubs and the like."

Max M. Phillips, Huron, and W. W. Barkhurst, McConnellsville, told the members that no ill effects need come to fairs which revise premium list downward. Ben O. Harman, Anna, said that if premiums and purses were not paid in full a fair lost confidence of the public, without which it could not successfully operate. This brought from Frank T. Kirkpatrick, Franklin, a declaration that a law should be passed to close fairs which do not pay off. E. C. Beall, Woodsfield, said that in public comfort and safety every fair board knew things that it should do but had been handicapped for funds. Walter J. Buss, Wooster, and Ira T. Matteson, Upper Sandusky, told of increased attendance due to cut in prices and expressed the hope that revenue lost will be made up in due time.

Good Words for Mutuels

Discussing operation of pari-mutuels and sale of beer, N. E. Stuckey, Van Wert, said his fair operated races with betting satisfactorily although profit was not great, due to the public's lack of funds. He said the board decided not to sell beer on the grounds, although more than \$400 could have been had from the concession. R. C. Haines, Dayton, said mutuels were a success there, with Guy Reeder and Earl Coburn in charge, that the fair's end was \$697.59 and that the policy would continue in Montgomery County. He said his board had been advised that the beer privilege must be sold only to a charitable institution, and, as none made an offer, there was no beer sale. T. A. Billingsly, Greenville, said his fair was the first in Ohio to ask a betting permit, that not much was made but that patrons had been pleased and pari-mutuels would be continued there. He declared machines to be the only method which satisfies the public.

David Bishop, Lebanon, and Orlo Whittecar, Wauson, told of benefits derived from the association's conference on November 28 with Director Hanefeld in getting new instructions as to by-laws and conduct of elections of board members. Charles L. Gray and H. Williams, Lebanon, made suggestions as to how support for fairs might be gained from commissioners, schools, granges, farm bureaus and other interests, declaring many fairs are now without just support from county commissioners.

Sun's Big Floor Show

Toastmaster Holderman at the banquet, attended by more than 500 Wednesday night, introduced Governor George White, Attorney - General John W. Bricker, Director Hanefeld, Dean John F. Cunningham (College of Agriculture), Honorary President Cooper and Supreme Court Judge Stevenson. Past President A. P. Sandles, on the program, wired from Louisville that he could not be present. Governor White said the fairs had carried on thru a crisis and that liberal attendance in 1933 showed confidence of the people in them. He saw a better 1934 and praised operation of pari-mutuel betting as a legal policy.

Director Hanefeld declared complete co-operation now exists between his department and the county fairs and that 1933 marked greater attendance, fewer unpaid premiums and greatly reduced indebtedness. Mr. Cooper said the end of county fairs, predicted 25 years ago, will never come, that 33 per cent of Ohio's population attends fairs regularly and that to ask how long fairs will last is the ultimate in foolish questions.

The finest floor show ever gracing a banquet of the association was put on by the Gus Sun Exchange, Springfield, presenting the Franklin-Montrose Silver Slipper Revue, with orchestras and many novelty and standard vaudeville features, a line of dancing and singing pretties and all supervised by Pete Sun and Bob Shaw.

With a frequent change of emcees, the bill embraced several appearances of the line girls; mechanical doll dance; Casey and Casey; "Duke and Duchess of Rhythm"; Pearl Osborn, vocal numbers; "A Trip to Hollywood"; "Little" Jackie Herbert; Six Original Franklins, ladders; and "The Tintypes." The Sun Exchange and Gordon Fireworks Company, Chicago, which furnished novel favors, were included in resolution of thanks.

Piece de resistance at the banquet was roast young pig, serving of which was preceded by a parade of a score of waiters, each bearing a lighted tray, carrying a nicely browned porker and marching to the music of *Who's Afraid?*

Detrick and Wife Ill

The association sent a wire of regret to Executive Secretary Detrick, who is ill, and flowers to the secretary and his wife, the latter suffering from results of a recent fall.

Ed S. Wilson, Canton, was named recording secretary for the meeting by President Holderman.

It was announced at the banquet that a message from Somerville, Ky., told that Walter F. Gahn, first vice-president of the association and secretary of Scioto County Fair, Portsmouth, who was absent, had been made president of the new Crop Producers' Credit Corporation, serving farmers in Ohio, Kentucky, Tennessee and Indiana.

Biggest draft horse show in America now is that shown at Ohio State Fair, said Prof. D. J. Kays, Ohio State University.

Honorary President Cooper presented the resolutions committee's report, "not because it was necessary, but customary," he said.

H. B. Kelley, secretary of Hillsdale (Mich.) Fair, and member of Michigan State Fair board, who is visiting around, made a short talk. He was at the Indiana meeting last week.

Resolutions were adopted upon the death the past year of these members: C. J. Ellis, Monroe; Charles Sheldon, E. G. Snyder, Wellington; W. H. Currie, Richwood; Glen Darling, Coshocton; J. J. Jaegers, Morrow; John A. Finney, Belmont; Clark Daumund, Fulton; Roy Stumph, Newark, and William S. Ford, Geauga.

Max Phillips, Huron, remarked that so far as the meeting was concerned NRA meant "no raw anecdotes."

The CWA was a real break for fair secretaries, judging by the amount of work reported on grounds all over the State.

A poll showed an overwhelming number of fairs charging admissions for autos, with 25 cents the average fee. Officers of the State Board of Agriculture whose terms expired were re-elected at the annual session on Thursday.

Beer Favors Fixed Aid

Director Hanefeld presided at a joint session Thursday forenoon of the State Board of Agriculture and the fair managers' association. He congratulated the fair boards for the better reports sent in for the past year and again pledged co-operation of his department in helping them get State and county aid due them.

Charles M. Beer, assistant director and manager of Ohio State Fair, spoke on racing and attractions, declaring that enthusiasm of workers in all departments is putting the State fair to the first rank of such events in the nation. He advocated public appropriations for county fairs as educational institutions in the same category as schools. He suggested some arrangement of county fairs and the State fair in presenting attractions.

Other speakers were Prof. D. J. Kays, State University; L. E. Palmer, member of the State fair board; Superintendent Tom Phillips, State fair cattle exhibit; Superintendent George B. Gordon, State fair poultry exhibit; B. F. Sandles, manager Ohio Junior State Fair; State Grange Master Walter Kirk, and Prof. Lloyd W. Reese, State supervisor of high schools.

Many Firms on the Job

Among concerns represented and amusement people attending were Raun's Circus Unit, C. L. (Jack) Raun; Gus Sun, Betting Exchange; Gus Sun, Pete Sun, Pete Sun, Jr., Bob Shaw, W. G. Senior, California; Frank Hailey; American Fireworks Company; Regalia Manufacturing Company; George B. Rice; Jack Duffield; Easter's Educated Horses; Charles Easter; United Fireworks Company; Charles Chirozki, W. L. Beachler; Jack Champion Ensemble; Jack Champion, Gordon Fireworks Company, J. Saunders Gordon; Selden's Free Acts; Hudson Fireworks Company; A. D. Michele, Harry Lessinger; E. L. Powers, badges; United Booking Association; Thearle-Duffield Fireworks Company; Charles H. Duffield; Henry H. Lueders United Booking Association, Henry H. Lueders, Corinne Castle; Ohio Fireworks Manufacturing Display Company, W. L. Jones; Fair Publishing House; Harry Taylor's Revue Rodeo Hoppodrome; Barnes-Carruthers, Ed F. Carruthers; The Harrison Company; *The Billboard*; Claude R. Ellis; J. C. Wear Shows; J. C. Wear, Co Milliken, "The Buckeye Rube"; Floyd Gooding, A. W. Gooding, rides; J. Galligan, Montana Meechey, Fred Terry, E. L. Huffman.



By CLAUDE R. ELLIS
(Cincinnati Office)

VICTOR ROCCO, formerly of the Whirling Hamiltons, now has a new act billed as "Rocco and Sloan, Two Good Skaters." The act has been playing night club and fraternal dates in Western New York. Team is current at the Forest House, Rochester.

A 21-DAY ROLLER RACE will be run at the Dreamland Park Skating Rink, Newark, N. J., from February 7 to 28. It is planned to start 20 teams in the race, each team to be made up of three skaters. The race will be run on the style of a six-day bicycle race, under practically the same rules and regulations, with sprints and jams and all contestants sleeping at the track. Victor A. Brown, Harry Mendel and Jack Mitnick are running the event.

BEACON SKATING RINK, near McFarland, Calif., owned by Fred McDonald, damaged by fire on Christmas, has been reopened.

CHARLES FRIEDEL was granted a permit to open a roller rink in Turlock, Calif., and in, of all places, Pentecostal Hall! And he promises dire things to anyone who springs that gag about naming his rink "The Holy Rollers."

JACK GILLESPIE skated from crack of the gun to beat Murray Gorman by a close margin in a three-mile match race in Royal Roller Rink, Grafton street and Pitkin avenue, Brooklyn, N. Y., on night of January 3. Time was clocked at 9 minutes 39 2-5 seconds. The new floor measures 20 laps to the mile.

HACKENSACK (N. J.) Roller Skating Rink, First and Atlantic streets, had its grand opening night on January 4, with Governor Harry A. Moore delivering a brief address. John Davidson, vet fancy skater, put on a skating exhibition on stunts and did a number of other stunts on the rollers. A number of rink owners and managers and pro skaters attended, and there was a capacity crowd. Seasons are from 7 until 11 p.m., with Sunday and holiday matinees from 2 until 5.

ALFRED B. DEXTER'S rink in Niagara Falls, N. Y., opened on September 30 to the largest crowd at any opening during his 24 years in the biz. Is having wonderful attendance, he reports. Skating surface is 70 by 160 feet. He is also operating a rink in St. Catharines, Ont., and in summer has a rink at Crystal Beach, Ont. His roller-hockey team has won 11 straight games and is out for contests with any team in the country, having, he says, defeated Buffalo, which holds wins over Cleveland, Detroit, and having beaten Rochester, Batavia, St. Catharines and Bradford, Pa.

TWO RINKS operated by John Selchitano in the American Legion Building, Shamokin, Pa., and in Dee Ben's Ballroom, Trevorton, Pa., are going over well, he reports. Billy Carpenter opened the Shamokin rink, with exhibitions on January 8 and 10. Floor there

is 75 by 100 feet and nightly attendances are from 300 to 400 skaters and as many spectators. This is the first season of skating in this hall. Carpenter appeared in the Trevorton rink on January 9 and 11. The rink in Knobel's Grove, Elysburg, Pa., was successfully operated by Selchitano from May 30 until October 1. A 209-hour skating marathon there, with 10 couples starting, went over big.

BILL HENNING, Maryland NSA Governor and manager of the Charles and Mt. Royal Rink, Baltimore, reports an interesting roller hockey game January 4. The Holbrook Juniors defeated the Aquith All-Stars 3-2. January 7 saw a five-mile relay race, on Henning's Rink, between boys from Baltimore and a team from Carlisle, Pa. Boots De Baupre and Calvin Shields, of the home rink, won. Two hockey games were scheduled for January 9 and 11. Beginning January 19 there will be a three weeks' series of races to determine the 1934 local amateur championship. Entries now include Boots De Baupre, Calvin Shields, E. Berger, B. Snyder, Fred Button, etc.

EDDIE O'ROURKE, second ranking roller-skate star, Brooklyn, won the Class A roller-skating race at the Royal Skating Rink January 3. Time was 3:01. George Lutz took second honors. Walter Delan, West End Democratic Club, third. Event supported the Gillespie-Gorman match race.

SOUTH JERSEY high schools are going in for roller hockey. Several high teams are scheduled for appearances in Philadelphia in the near future. A league series is on the books for February and March. The following are already team candidates: Ervin Chew, John Strandwitz, Brown, Arthur Ruby, Joseph Farquhar, Alfred Benson, Charles Herman, Stanley Mildensburg, Ed Shockey and Roland Eastwick.

THE RACING SEASON at Carman Rink, Philly, will start in February. Skaters already indicating their intention to enter the keen competition include Jack Delaney, Ervin Sketchley, Joe Kyle, Jimmy Hanson, Tom Rutledge, Jimmy Boyle, Al Black, George Messawise, Bill Holland, Malcolm Carey and Mick Peters. Alex Lewis is trainer for the entire group.

HOCKEY in Madison Square Garden, New York, has made hero-worshippers out of the neighborhood kids. Every afternoon after school the youngsters may be seen emulating the stellar puck-chasing idols in a revival of street hockey on rollers on West 49th street. The district cops are just winking their eyes, too, happily remembering their participation in the art years back.

Code Co-Operation

—By E. M. MOOAR—

According to a statement by Bert Randall, secretary of the NSA, in a recent issue it appears that I have been dilatory in giving my support toward a NRA code for roller rinks.

Notwithstanding Mr. Randall's statement, I believe I was one of the first to suggest the idea thru these columns and further I had the honor of receiving two letters from the office of Sol A. Rosenblatt in Washington. The first letter, if my memory serves me correctly, requested me to give, if possible, an idea as to the number of rinks in operation, number of employees and some other data pertaining to the business.

I gave Mr. Rosenblatt considerable data and concluded by advising that I was not an owner but an employee and that he must draw his conclusions from that standpoint. Some time later I received another letter requesting further information, which I gave him, also giving him the names of Jesse Carey, Philadelphia; George Smith, Columbus, O.; Mr. McCormick, Chicago; Al Fiath, Brooklyn, and several other prominent rink owners as men who had been in the game for many years and who were owners of large rinks, also calling his attention to the fact that there were two roller-skating associations, which, while they had nothing to do directly with the operations of rinks, did have control and made the rules covering speed and figure skating, and suggesting that he get in touch with Mr. Randall and Mr. Fiath, of the NSA and NSA.

In addition I gave him the address of Julian T. Fitzgerald and Fred Nail. I stated in my letter that these gentlemen, in my opinion, were the logical men to get together and form a code inasmuch as they had been identified with the

sport for many years and had considerable money invested.

When Mr. Randall, as secretary of the NSA, made his request in the issue of September 30 I was not in a position to make any further suggestions and supposed that he was directly in touch with the NRA officers and that they would advise him of the information received from me.

Being a paid employee, I believed that the gentlemen mentioned were the proper persons to draw up a code and also from my long acquaintance and knowledge of their business ability, I felt that if a code were drawn up they would be fair. Personally, I regret that no results have been attained, but I do think I tried to put the NRA officials on the right road if results were to be had.

Altho now well along in years, I am still interested in doing my part to better the condition of roller skating; also I can say that I have never failed to answer all letters addressed to me for information on the subject of roller skating, and in addition to this I doubt if there are many in the business today who have had the varied experience I have had with all kinds of rinks, portable park and winter rinks, and in all parts of the United States.

I have been a skater since 1881 and have worked in every department of a rink from skate boy up; also I have on file a great amount of valuable data, dating back many years, on roller skating. I have met and known personally all the prominent skaters since the '80s. With this record I will leave my readers to judge whether I am lacking in spirit.

ALLENTOWN WILL

(Continued from page 34)

and Concessions; Edgar T. Fink, Emaus, master Pomona Grange, Lehigh County, and Thomas Nokes, Johnstown, on Promoting Pennsylvania, the Diversified Market, will be of interest to representatives of not only the Keystone State but of adjoining fairs and exhibitions who attend.

Loop To Set Dates

An old-fashioned turkey dinner will be served in the hotel at 6:30 p.m., followed by *A Night in Bohemia*, with Mr. Scholl as emcee and Mr. Seeds as toastmaster. Ted Collins, Allentown, will give a short address, after which "on with the show" will be the order, with the Famous Allentown Band, Albertus Meyer, conductor; Allentown Serenaders; baritone solo, John Mealey, Allentown, of the Desert Song Company; Charles Fenstermacher, Lehigh County songbird, and Herman Kulowich, Allentown, accordion pianist, as the first part. *The 1934 Winter Revue*, a dazzling girl revue, and a novelty comedy act, followed by a well-balanced acrobatic thrill, compliments of George A. Hamid, Inc., will close the bill.

Thursday morning at 10:30 Central Fair Circuit, Herbert D. Smyser, York, president, and Mr. Swoyer, secretary-treasurer, will hold its annual meeting in the hotel to arrange dates for 1934 fairs and harness meetings of the loop, which includes Kutztown, Lewistown, Port Royal, Pottsville, Reading, Allentown, Bloomsburg, York and Bel Air (Md.) fairs.

Fair Elections

AUBURN, Ind. — Wayne Smith has been elected president of the De Kalb County Free Fair. Other officers are Harry Shull, vice-president, and Herman L. Brown, treasurer. The secretary will be named by the president. Dates of the fair will be October 3-6.

FORT WAYNE, Ind. — Nolan E. Stuckey again will be in charge of the Van Wert County Fair at Van Wert, O., near here. He was elected secretary of the association at the annual meeting. The next

fair will be the 77th annual exposition. Elmer Island was elected president of the association; Joe Glessler, vice-president, and C. A. Carlo, re-elected treasurer. Stuckey's report of the 1933 fair showed a balance of \$132.60 after a note for \$1,500, owned for several years, had been paid.

BATH, N. Y. — With indebtedness reduced to \$9,120.62 by receipts of \$1,304.43 net at the fall show, the Steuben County Fair Society elected officers last week and prepared to hold again for another season. George Murnan was elected president and Secretary John M. Parr, Superintendent Clarence Carey and Treasurer James Faucett were re-elected.

BIRD ISLAND, Minn. — Reville County Fair Association elected Tim Hurley, president; Mike Jungers, C. A. Strom, J. K. Prakes, vice-presidents; H. W. Mielke, secretary; Joseph Sester, Joseph Ziller, John Lorenz, George Wolff, A. C. Eiselein, O. E. Tryggseth, Herman Koch, H. J. Junglaus, W. M. Wenzel, Alvin Dahlgren, directors.

DAYTON, O. — Montgomery County Fair elected Fred L. Allen president to succeed T. A. Routson, who retired from the board after 20 years; C. C. Neff, vice-president; C. W. Brown, treasurer; Ralph C. Haines, secretary, re-elected; Roy Moyer, D. W. Long, Arthur Jackson, J. B. Feagle, R. G. Sauerman, new directors.

BLUEHILL, Me. — The following officers of the Bluehill Fair Association have been re-elected: Dr. E. V. N. Bliss, president; Walter Bissett, vice-president; M. R. Hinckley, treasurer; E. C. Williams, secretary. Fair will be held September 3-5. It will be its 43d successive year.

LYNDON, Vt. — The Lyndon Fair Association has elected C. E. Willoughby president; C. M. Darling, vice-president; A. E. Donahue, secretary, and L. B. Wood, treasurer.

MEDINA, O. — J. V. Einhart has been elected president of the Medina County Fair board for 1934, at the annual meeting at which three directors were named. The group decided on September 4, 5 and 6 as the dates. Other officers and directors named were: Vice-president, B. E. Hartman; secretary, P. M. Plank, re-elected; treasurer, Paul M. Jones; directors, Ernest Rowland, Ray Stair and E. F. Hooger.

LANCASTER, Wis. — Grant County Fair Association elected Allen Aupperle, president; R. A. Austin, vice-president; I. A. Vesperman, secretary; M. W. Irgens, treasurer.

NEW CASTLE, Pa. — New Castle Agricultural Association elected A. E. McCrory, president; Charles C. McGrath, vice-president; J. L. Burton, treasurer; A. C. Snoaf, secretary-manager.

MADISON, Wis. — Dane County Agricultural Society elected Julius E. Krebs, president; Joe Rothschild, vice-president; William Balda, treasurer; R. G. Nuss, secretary.

YORK, Pa. — York Fair Association re-elected Samuel S. Lewis, president; Herbert D. Smyser, vice-president; John H. Rutter, secretary; D. Eugene Frey, treasurer; William O. Thompson, manager of concessions; Herbert D. Smyser, racing secretary and manager of amusements.

Millersburg a Week Earlier

MILLERSBURG, O., Jan. 13. — The Holmes County Fair Association at a recent meeting here set the date for the 1934 fair for September 12-15, a week earlier than the 1933 fair. S. N. McIntosh was appointed boys and girls' club worker. He also was elected to the board of directors ex-officio. Fred Sprang will have charge of farm products. It was voted to allow adjoining counties to compete for prizes in live stock and poultry this year.



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THERE IS A REASON
4427 W. Lake Street, Chicago

PCSA STAGES GREAT PARTY

12th Annual Charity Banquet And Ball Proves Gayest of All

Chairman George Tipton with President S. L. Cronin and Past President Eddie Brown congratulated on all sides—famous midget couple leads grand march

LOS ANGELES, Jan. 13.—The 12th Annual Charity Banquet and Ball of PCSA was staged in the beautiful Sala De Oro, Hotel Biltmore, January 10. This was the first big affair in the hotel under the new management. Baron Long, who recently acquired the Biltmore, did a fine job in handling the show-folks' big event. There were 439 paid tickets and it was the gayest party in the history of this organization. The immensity of the Sala De Oro gave opportunity for a splendid arrangement of tables so that there was ample space for the dancers during the serving of the courses. The Georgia Usher Continentals, lady orchestra, furnished music for the dancing and the floor show and went over big with the crowd. A newly installed lighting system made possible some beautiful effects, notably the "Under the Moon and Stars" dances. George Tipton was chairman, with President S. L. Cronin and Past President Eddie Brown assisting. Steve Henry handled the publicity.

From 6:30 until 8 o'clock there was the usual reception and it was a fine get-acquainted crowd, recent acquisitions to the personnel and the presence of new showfolk recently coming to the Coast, and many from distant points as guests, made introductions necessary. The banquet was served at 8 o'clock and it was a most delectable spread. All the city papers had staff photographers and story men in attendance and gave the affair a fine break in publicity. This put PCSA much in the public mind and will add much prestige to the organization.

There was the usual introduction of persons active in club affairs and notables of circus, stage and screen, many wires received and read, from Beckmann and Gerety, Mike Golden and Austin King; Will Wright, of Conklin's All-Canadian Shows; Al Hartmann, of The Billboard; Jack Grimes; John Ringling; Heart of America Showman's Club, Kansas City; Governor Rolph, who is a member, and Charley Murray and Paddy Conkling, of Conklin's All-Canadian Shows.

The floor show was supplied by Charley Hatch and Al (Big Hat) Fisher, who also acted as emcee; Paul and Paulette adagio number, Talmack and Barlow, the Southland Harmonizers, Blossom Robinson, Mrs. Alvin Bailey, Adrienne and Tamara, Margaret Nearing and Colby, Kane and Cameron. Then was presented Al (Big Hat) Fisher's dancing sensation from the Chicago big show, Little Morocco, who did two numbers that went over big, and the Pinons, acrobatics. Dancing continued until 2 a.m.

Among those present: P. A. Armstrong, Capt. W. D. Ament, J. Ben Austin; Jack Arnold; Tom Abbey, Pittsburgh; Gene Aitof, Miami, Fla.; Ben Artura; Bill Baggott, Hollywood movies; Mrs. Dora Branson, Mrs. Stella Brake, Dorothy Bascom, Helen Benson, Dick Wayne Barlow, Evelyn Barlow, Mrs. Alvah Bailey; Ruth Battersles, New York; Edith Bullock, Edith Batcheller, J. J. Brassill, Mr. and Mrs. J. A. Bailey, Mr. and Mrs. Eddie Brown, Al Bolton; C. A. Blanchard, of Blanchard Printing Company, San Francisco; Mr. and Mrs. Harold Batcheller, Mr. and Mrs. H. W. Butler; Bill Bissonnett, Boston; Skeet Bigelow, San Francisco; Chalk Beardsley; Sam Bennett, San Diego; Stanley Block; Jim Bradner, Indianapolis; Perry Borst, Frank Ballor, Mary M. Conlon, Mrs. Nell Cabbe, Rosalie Bastain; Cliff Clarke, of Gilmore Radio Circus; E. L. (Yellow) Burnett and Ginger Burnett; Walter Comfort, Wheeling, W. Va.; Curt Castner, Louisville, Ky.; Miss M. Current, Marlon Carlson, Ray Coppelman; Mr. and Mrs. Archie Clark, of Clark's Greater Shows; Mrs. Irene Carley; Will M. Thomas, General Electric Company, Philadelphia; Mr. and Mrs. Ernest Clarke and Miss Ernie Clarke, of the Clarkonians, Al G. Barnes Circus, and Gaillard Chidress.

Frank Chicarello, of Al G. Barnes Circus; Mr. and Mrs. Orville N. Crafts, of (See PCSA STAGES on page 41)

Ballyhoo Bros.' Circulating Exposition— A Century of Profit Show

By MAJOR PRIVILEGE

COLLECT—CB 78 NL—
ROLLODOWN OKLA. JAN 13.

DEAR BILL
CAN'T SEND WEEKLY LETTER AS
OFFICE IS OUT OF STAMPS SO AM
SENDING



Major Privilege.

YOU TELEGRAM COLLECT STOP PETE BALLYHOO AT TENDED ALASKA MEETING OF FAIR SECRETARIES STOP ENTERTAIN THEM ROYALLY AND LANCED NINETEEN CONTRACTS FOR HUNDRED AND THIRTY-SIX STOP AS HE STEPPED INTO SLEIGH FOR RETURN JOURNEY NEXT MORNING WAS INFORMED THAT ALL CONTRACTS WOULD HAVE TO BE CONFIRMED BY BOARD OF DIRECTORS AT NINETEEN HUNDRED AND THIRTY-FIVE MEETING OR ELSE STOP SHOW HAS CHANGED ENTRANCE FROM FRONT TO REAR OF MIDWAY FIGURING MORE PEOPLE COME IN THAT WAY WITH RESULT GATE RECEIPTS PICKING UP STOP SHOW WILL POSITIVELY STAY OUT AS LONG AS IT CAN STOP MORE PEOPLE JOINING EVERY DAY ALL LOOKING FOR COOKHOUSE STOP I M A BANNERMAN LEFT STOP CAN USE GOOD AGENT WITH BIG AUTO WHO KNOWS EVERYBODY EVERYWHERE AND WHO CAN LAND A MAIDEN SPOT EACH WEEK STOP SALARY NO OBJECT BUT MUST BE LESS THAN TWENTY-FIVE DOLLARS PER WEEK STOP GUARANTEED THAT IT WILL BE LESS.

Glick Gets Vt. Fairs

BURLINGTON, Vt., Jan. 13.—William Glick, manager of the William Glick Exposition Shows, has signed contracts for his organization to furnish the fair week of August 27.

Mr. Glick also announced that his show would play Rutland (Vt.) Fair week of August 3.

L. E. Roth Gets Fairs For Blue Ribbon Shows

CINCINNATI, Jan. 13.—L. E. Roth, owner of Gibson's Blue Ribbon Shows, was a caller at the offices of The Billboard en route back to Florida, after attending the Indianapolis and Illinois fair meetings.

Mr. Roth announced that he had landed five contracts.



DIAMOND KITTY, Boston's Big Bouncing Beauty, now under the sole management of E. V. McGarry. Both are taking life easy at Miami, Florida.

Aimee Talks at PCSA Memorial

Nearly 1,000 people go to Evergreen Cemetery for annual services

LOS ANGELES, Jan. 13.—Nearly 1,000 persons attended Pacific Coast Showmen's Association memorial services in Showmen's Rest plot, Evergreen Cemetery, Sunday. While there has usually been a large gathering in the past, it is likely that the appearance of Sister Aimee Semple McPherson, noted evangelist, was an added draw. The services had been publicized and all the local papers had representatives as well as staff photographers. The services were very impressive.

The program: Laying of the wreath at the monument marking the Showmen's Rest plot by Eddie Brown, past president, and President S. L. Cronin; the California Quartet, Charles King, Allen Watson, Beatrice Bagur, Irmalee Campbell, with Alberta Simmons accompanist; Sister Aimee Semple McPherson, who rushed direct from a meeting at which she had delivered her usual sermon, and with no preparation, in an extemporaneous manner delivered a talk that will be long remembered. Her knowledge of showfolk in general was remarkable. She took for her subject, "We are all actors, all the world's a stage." PCSA is deeply grateful to her.

Brother John Lyons briefly stated the objectives of our organization, then Brother Burr McIntosh was introduced, and in his usual manner paid a tribute to showfolk, he himself having been 49 years a troupier. He did his usual masterful job of word painting. It was not possible to get names of all the showfolk attending.

King and Latto Combine Shows

MONEE, Ill., Jan. 13.—C. D. King and Al Latto have combined their interests in an organization which will be known as King & Latto's Combined Motorized Shows, carrying 10 shows, 6 rides and 25 concessions, with positively all legitimate merchandise wheels which will throw out plenty of stock.

Eli Bridge Company is furnishing some new semi-trailers. The opening date has been tentatively arranged for Easter Sunday in Southern Illinois.

Showfolk in Accident

CHICAGO, Jan. 13.—Jeanne Garlepy, Freda-Fred Van and Harry Pink, members of Austin & Kuntz's Palace of Wonders, now showing at 28 North Dearborn street, were injured in a taxi accident while returning to their hotel from an uptown theater.

Freda-Fred and Pink received minor cuts and bruises, while Miss Garlepy was severely cut about the face, head, arms and leg from flying glass. A cut above her left eye required four stitches to close and will leave a bad scar. She was unable to appear for work for several days but is getting along nicely now. She has filed suit against the cab company.

Hennies Booking Well-Known Acts

WICHITA, Kan., Jan. 13.—During the last few weeks representatives of the newly organized Hennies Bros. Shows, now being built in this city, have been engaged in seeking and contracting attractions for the coming season.

Walter Stanley, representative of the show, advised that Mlle. Florence, sensational aerialist, and Capt. E. H. Hugo, high diver, have been engaged for the free attractions on the midway. Mr. and Mrs. Earl (Alice Melville) Strout have been contracted — Mr. Strout to conduct the band and Mrs. Strout to present a revue. Other attractions engaged for the 1934 season are: Johnny Bejano and his Side Show; Del Crouch's Motordrome and Fred Baum and his Freak Animal Show.

Col. Dan McGugin, last season office manager of the Harrington Nickel Plate Shows, will have charge of the office wagon.

Ban Lifted on Beano

SPRING LAKE, Mich., Jan. 13.—Ban on beano games in Spring Lake has been ordered lifted by the village council. The ban had originally been effective December 31 when the council planned to prosecute under State gambling laws.

League Receives McGinley Bequest

CHICAGO, Jan. 13.—The Showmen's League of America this week received \$4,775 in cash, representing the \$5,000 left the league by the late Walter McGinley, less the government inheritance tax, etc.

The money goes into the League's cemetery fund.

Mrs. Ross in Hospital

KANSAS CITY, Mo., Jan. 13. — Mrs. Charles Ross is in the General Hospital, this city, suffering from a broken spine and ankle, the result of a fall from a ladder while cleaning in her home.

Latlip Books Charleston

CHARLESTON, W. Va., Jan. 13.—Captain Latlip announced that the Latlip Shows had been awarded the contract to furnish amusements this fall at the 4-H Free Fair.

Gear With Rock City

HOMER, La., Jan. 13.—Billy Gear has signed contracts with Joe C. Turner to route Rock City Shows thru the West and Northwest.

Willis Again With Pacific Whaling

SAN DIEGO, Calif., Jan. 13.—Macon E. Willis, last season general representative for the Pacific Whaling Company, has been re-engaged for 1934 in the same capacity. Mr. Willis is now in Long Beach, Calif., following the closing of one of the units at San Diego January 1.

Jack Glines, who was also connected with the company last year, has been re-engaged as manager. Plans are being made to put out several units, the first one opening in Southern California about the middle of February.

Heart of America Showman's Club

KANSAS CITY, Mo., Jan. 13.—Jack Polk, of Barnes-Caruthers Booking Offices, and Ray Anderson, of the Thearle-Duffield Fireworks Company, were visitors around the clubrooms Sunday night, en route to Topeka, Kan., where they attended the Kansas Fair meeting.

Orville Hennies, Walter Stanley and Phil Little, of the newly organized Hennies Bros. Shows, spent last week-end in the city, coming from the winter quarters of the show in Wichita, Kan., en route to Minnesota Fair meeting.

John Francis and son, J. Crawford, left early this week for the Minnesota Fair meeting.

T. I. Cash, former operator of T. I. Cash Amusement Company, spent the holiday season here, coming from his home in St. Paul, Minn.

Mr. and Mrs. Louis Sessler are in town. Came from Omaha, Neb.
H. Schwartz passed thru Sunday on his way to Des Moines.

H. G. Buchanan, agent of the T. J. Tidwell Shows, and wife were visitors. The Buchanans left Tuesday for the Kansas Fair meeting in Topeka and from there will go to Sweetwater, Tex., the winter quarters of the show.

Mrs. Alta Nelson, of Yakima, Wash., is visiting her daughter, Mrs. Hattie Howk, of Patsyland Park and manager of the Coffee Pot Cafe, a showmen's diner in this city.

The first meeting of the 1934 year was presided over by the newly elected officers, with L. V. Riley in the president's chair. The new officers outlined their plans for the new year, and from all indications they intend to live up to their campaign promises. If so, the HASC will be heard from often during the year.

Jack Ruback, manager of Alamo Exposition Shows, is visiting with home folk. While here Ruback is a daily visitor to the clubrooms. After a week Jack expects to return to San Antonio, winter quarters of the show. During his stay here several free attractions were engaged for the coming season.

J. L. Landes, owner and manager of J. L. Landes Shows, returned Wednesday from the Kansas Fair meeting in Topeka. Brother Landes reports his trip was very successful.

Other members who attended the Kansas meeting were President L. V. Riley, Art Brainerd and Gregg Wellingshoff.

John R. Castle, of the Castle-Hirsch Shows, arrived Wednesday from Shreveport, La., for a brief visit with friends.

Kenneth Wayne, of Wayne's Theatrical Exchange, is the latest addition to the membership.

Philadelphia "Pickups"

PHILADELPHIA, Jan. 12.—Dave Endy was a visitor in the city and reports his circus units playing vaudeville had a number of successful weeks. Will shortly take up spring promotion work.

Morris Michaels, well-known cook-house operator with carnivals, returned from the South during the week and reports having a very favorable season with Max Gruberg Shows.

Hort Campbell is now connected with the Buck Taylor Rodeo Enterprises, wintering in Willow Grove, just outside the city.

Bob Morton's apartment is the daily meeting place for show people these days and many things are out up in the discussions. One day this week about 10 were discussing the new codes that are going to be taken up for the circus and carnival shows. Bob is very enthusiastic about them, having spent two days in Washington with the authorities on his way in from Florida. From the reading of them they are not going to be very hard on the shows.

Harold Fontaine, who was connected with the Thomas Side Show on the Greater Sheesley Midway and who makes his home here, is in the Philadelphia General Hospital with a serious attack of pneumonia. At last reports he seemed to be on the road to recovery.

Nadreau to Cetlin & Wilson

MIAMI, Fla., Jan. 13.—Gene Nadreau, staging free acts for the air meet in addition to being emcee at New Year's at Times Square Club, has signed to have his show with Cetlin & Wilson Shows the coming season.

St. Louis

ST. LOUIS, Jan. 13.—J. C. Simpson, general agent Royal American Shows, called Tuesday en route from Tampa, Fla., to Minneapolis and Winnipeg, Man., where he will attend the fair meetings.

Fire destroyed the home of Mr. and Mrs. Herman (Kokomo Jimmie) Aarons in East St. Louis, Ill., last week. These popular showfolk lost practically all of their belongings in the disastrous blaze.

Mrs. Nancy Britton and son, Jackie Lee, who is now four 1/2 years of age, are at present visiting with Mrs. Britton's mother. The genial "Biff," well-known outdoor showman and husband of Nancy, is still on the West Coast engaged in a commercial enterprise.

The St. Louis Municipal Auditorium Commission, handling the affairs of the new auditorium, which will open in April, have made tentative arrangements with William Eisenman, Cleveland promoter, for a series of industrial exhibits during the last two weeks in April, according to General Manager Darst.

P. J. Speroni Shows

ROCK FALLS, Ill., Jan. 13.—Holiday season over, those in winter quarters are now getting anxious to see activities start for the coming season. Manager Speroni and writer just returned from a trip thru the Southwestern States renewing many old friendships. Mr. and Mrs. Ed Kelsy write they are enjoying the winter at their chicken ranch in Southern Illinois. Jimmy Keenan will be returning soon after enjoying the holidays with his family. A large building has been erected at the show's home which will aid in getting paraphernalia in shape more rapidly.

ESTHER L. SPERONI

Ladies' Auxiliary PCSA

LOS ANGELES, Jan. 13.—The meeting of the auxiliary called to order at 8 p.m., January 8, was attended by 35 members, President Mabel Crafts, Vice-President Ester Carly and Second Vice-President Martha Levine in attendance, and Wylene Smith, secretary. Mrs. Edith Bullock, chairman of the House Committee, was tendered thanks for the efficient way the party was held January 6. Mrs. Pearl Brashel had as a guest her sister, Mrs. Gladys Pricke, of Greylburg, Wyo. Mrs. Clara Zeiger also had a guest to enjoy the meeting and will become a member next meeting night, Mrs. Carl Sonitz.

A 20-pound bag of walnuts from Sis Dyer's walnut grove was put up on a raffle, proceeds to go to the fund. It was won by Lucille King and immediately given to the auxiliary to be used on a salesboard for another premium at a later date. The door prize, donated by Nora Karnes, was won by Topsy Gooding. Before adjourning the meeting President Crafts called a special meeting of the board of directors for Monday, January 15, to discuss the new motions and business up before the board; Clara Zeiger, chairman. Luncheon was served by Lucille King, Dorothy Denny, Wilma Hausman, meeting adjourned, cards and games participated in by members. Memorial services held Sunday, January 7, by the PCSA were attended by the entire auxiliary. The oration of Aimee McPherson, of Angelus Temple, was indeed something to be remembered. Sister Aimee and her daughter, Roberta, escorted by Past President Eddie Brown, arrived at Showman's Rest at 1 p.m. and after reveille was sounded Sister Aimee paid great tribute to showfolks. It was with great understanding we of the show world realized the success of Angelus Temple, founded by Aimee McPherson, for never has anyone witnessed a more dynamic, magnetic personality than Sister Aimee Sempie McPherson.

The installation dinner January 6 was a great success. The ladies met at the clubrooms, where open house was held from 2 p.m. Cards and games filled in the afternoon, then promptly at 7:15 p.m. all went in a body to Katie Kohn's, where a banquet was spread for 30 guests. In attendance were President Mabel Crafts, Past President Clara Zeiger, guests of honor, Sisters Ester Carly, Martha Levine, Wylene Smith, Dot Bascomb, Rose Clark, Pearl Vaught, Ethel Krug, Edith Bullock, Estelle Hanscomb, Blossom Robinson, Wilma Hausman, Mother Martyn, Jennie Rawlings, Florence Weber, Nell Robideaux, Addie Butler, Cora Miller, Dorothy Denny, Sis Dyer, Maxine Ellison, Mabel Brown, Topsy Gooding, Pearl Brashel. (See LADIES' AUXILIARY on page 42)

Tampa Bedtime Stories

By W. H. (BILL) RICE

TAMPA, Fla., Jan. 13.—Notice to all creditors and debtors. Have just done an eight weeks' stretch so nothing doing, as the darn knee cap did not heal as it was twisted around. So I go to the hospital again and have the thing operated on and start all over. Lucky for me that I have a few friends in Tampa like Morris, McCaffery and Velare. I'll make that Florida Fair yet.

Mrs. Harry (Bertha) Melville just returned from her holiday in Jacksonville, Fla. While there the high spot was the big party Mr. and Mrs. Percy J. Mundy (the old carnival king) gave in celebration of their 45th wedding anniversary at Hollywood Park in South Jacksonville in their beautiful mansion. P. J. Munday is one of the three carnival men that ended up with the b. r. The other two were C. A. Wortham and Ed Burke.

The Florida Fair, Winter Haven and Orlando, will be on the up and up. Controlled games are OUT.

Sam Burgdorf and wife visited for a couple of days, also Minnie Pounds, daughter and son. They all returned to Valdosta.

Felice Bernardi, the well-known carnio operator, is here with his missus and a new idea for a refreshment stand. Mrs. Matthew J. Riley will have concessions with the Barnett Bros.' Circus playing Florida territory until January 15.

Tommy Thomas looks like the last word and goes with the Royal American Shows.

Jean Brown now dancing at the Tampa Terrace Hotel floor show. J. Alex Sloan, the auto king, has his racing cars in Tampa and being overhauled. He is due this week.

The ever popular Jimmy Simpson, the Royal American new general agent, has sent his advance baggage. A carload. What kind of an agent is this?

In notes on the Kidder Party I overlooked that it was given in honor of Mrs. Cliff Wilson's birthday and Cliff sat next to me most of the time. Helped get me there and attended to my wants. J. C. McCaffery and wife arrived New Year's and have an apartment.

Had to give up making a list of callers. Besides the regulars have 3 to 10 new arrivals most every day. Sure helps to pass the time away.

Crescent Amusement Co.

TORONTO, Jan. 13.—Show will open in May as an all-Canadian show, and the route will include the gold mining section as well as virgin territory. In the Northern country there are many towns that never had a carnival, and this show will be small enough to play these towns and get lots inside the towns. Show will consist of 4 rides and 2 shows and about 20 concessions.

The code as laid down recently will be carefully lived up to, and there will be nothing but legal concessions and one of a kind. Men at winter quarters are making good progress in the work of painting and repairing, but the intense cold weather made the work somewhat difficult. One day it is 40 below zero and the next day it is 10 above. This section is very much like old times, everybody working and all have money, and there is much money in sight in the gold-mining section.

The show will play under auspices, travel by train and will open and close in this gold-mining section.

HENRY MEYERHOFF.

Wonderland Expo. Shows

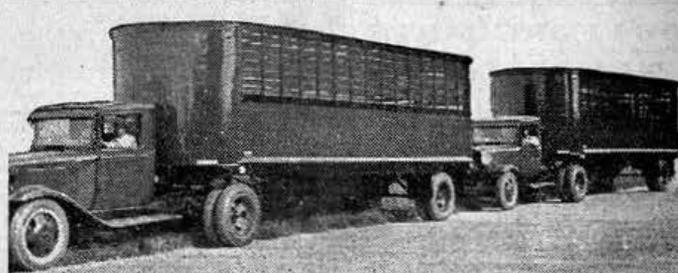
CAMPBELL, N. Y., Jan. 13.—Work is starting here this week at Wonderland winter quarters repairing and rebuilding in a well-equipped shop. Show will open in spring with one more ride and another light plant. All folks were sorry to hear of the untimely death of Harry Perry, a well-known concessioner of Towanda, Pa. Wingle Shafer, late of Great Lakes Shows, was a caller last week en route to Florida.

Received word from J. Whitaker that he would be back this season with two ball games. Others who will return for second season are Bill and Rose Delaney, C. C. Marshall, and H. Sneek, who will again have his two pit shows and girl revue with the show.

R. PALMATEER.

GEORGIA AMUSEMENTS, Inc.

WANTED, TO JOIN AT ONCE: Rides with own transportation. Shows—Organized Minarel with Band and own frame-up. Good proposition for same. Any other Shows that do not conflict with what we have. Concessions, one of each kind. Must be Stock Concessions. Bings booked. Get in touch with us for all season's booking. Out all winter. Wanted to Buy. Rent or Lease Light Plant, 7 1/2 E. W. will give good proposition to party with Callaphone, or will buy same. Route: Uvalde, Ga., this week; Mount Vernon, Ga., week January 22.



Overland Transportation Equipment that gives the public advance impression of Quality Entertainment. Equipment dependable for service, balanced for handling heavy loads on improved highways and to give the greatest advantage of power over rough roads and soft lots. Many shows are re-equipping with SPRINGFIELD trailers. Let us send you references and specifications.

SPRINGFIELD WAGON AND TRAILER COMPANY
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West's World's Wonder Shows

15 High-Class Shows — 10 Big Rides — 25 Railroad Cars
A NEW DEAL—1934 SEASON—A NEW ROUTE
Devoid of all objectionable features, carrying nothing but high-class Shows and Rides and STRICTLY LEGITIMATE CONCESSIONS.

Have Opening for Circus Sideshow, Organized Minstrels, High-Class Musical Show, Wild Animal Show, Autodrome and any other high-class Attraction. Can place Rides with exception of Waltzer, Hey-Dey, Caterpillar, Ferris Wheel, Merry-Go-Round, Chairplane, Kiddie Rides. Can place Cookhouse, Frozen Custard, Popcorn (exclusive). Will make reasonable rates for any kind of strictly legitimate (10c grind) Concessions and strictly Merchandise (non-gaffed) Wheels. Address

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SEWARD'S Full Line of Books on Character Delineation, Numerology, Etc.
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CARNIVAL MUTTERINGS

By MIDWAY BILL

Duke, Jack Madden, Rudy Rivers, A. C. Pleasant, Knot and Bennett, Ruth Ayers, Al Mercy, Mrs. Virginia Mercy and Mr. and Mrs. Lyons. Bligh claims this is a record, or 'sumphin', as Andy would say.



WHEELS
Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price, **\$12.00**

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75-Player, 60 minutes. Including Tax.
Send for our new 1933 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Ballons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties. Send for Catalog No. 233, Heavy Convention Walking Cards.
CANES
The Hit of the Century of Progress.
Price per Gross, \$22.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

HUGH McPHILLIPS will have more rides than ever with carnivals this year.

CARRIE COLLINS, motordrome rider, is wintering in Norfolk, Va. Expects to be out on the road again next year.

BAR-BROWN SHOWS are scheduled to open January at Apopka, Fla., with Winter Garden to follow.

FRANCES-FRANCIS will be with one of the major carnivals this year with elaborate new wardrobe.

HARRY DUNKLE may be with Max Gruberg's Famous Shows the coming season.

T. L. DEDRICK, manager New Deal Shows, sends word that he has booked the Legion Fair at Laurel, Miss., week of October 8.

CLARA WHITE, of Gate City Shows, is wintering in Springfield, Mass., and visiting with her sister at Holyoke.

EARL C. HALL, your mother is ill and is asking for you. Write her in care of Mrs. J. T. Johnson, 931 Louise street, Santa Ana, Calif.

F. W. AND H. G. PAULL, carnival electricians, have opened a cafe in Waukon, Ia., but when the birds start to sing they will be out on the road again.

your other friends extend sincere condolence in your great bereavement, Joe.

MRS. JOHNNY J. JONES sends word from Tampa, Fla., that little Johnny is recovering nicely from the recent accident, when he fractured an arm.

IRISH JACK LYNCH advises from Florida that he has visited with the Four Moss Boys, Tom Salmon, Dave and Dollie Wise, Guy Dodson, Felice Bernardi and Ralph and Almee Pearson.

H. C. KILBURN, who had pop corn and floss candy with Al C. Hansen Shows last year, is in Atlanta, Ga. Expects to be with the same show the coming season.

JOHN HANCOCK, city editor of Jackson (Miss.) Daily News, wrote a touching tribute to the memory of his old pal and co-worker, L. Roy Repp, whose death at Shreveport, La., was announced in the last week's issue of *The Billboard*.

NORMAN D. BROWN and P. J. McLane, of William Glick Shows, now wintering at York, Pa., were visitors at Baltimore last week, and while there had a consultation with Larry Nathan, advance agent of the show.

MR. AND MRS. JOHN STARKEY, last three seasons with Sol's Liberty Shows, are at Madrid, Mo., for the winter. John

WEST COAST AMUSEMENT COMPANY, according to Secretary Mae Ball, has started work in quarters at Oakland, Calif., under direction of Bill Smith, to get ready for the opening at Cloverdale Citrus Fair. Manager Mike Krekos has just returned from a trip thru Oregon, Washington, Idaho and Montana. The show will carry five shows, five rides and 20 concessions.

Wonder when a concession agent gets into an argument and fights with some town patron he realizes that he may place the whole show in jeopardy, causing untold worry and anguish among the real troupers. Midway Bill does not contend that the town man is always right, far from it, but a little discretion used by some of the boys behind the stores would mean lots to the future of the carnival midway.

Recent happenings at Lake Worth, Fla., show conclusively that something has to be done regarding the matter if the concession business is going to live.

J. A. MITCHELL, popular secretary of the Anderson (S. C.) Fair, sends Midway Bill a special invitation to attend the fifth annual meeting of South Carolina Association of Fairs, starting January 19 at Columbia. Say, Mitch, it's almost a temptation for us to slam down the desk and come, knowing as I do the wealth of hospitality that seems to exude from you at all times.

BILL RICE sure is getting a tough break. Just when he thought he was getting all right, along comes a specialist and tells him he has to start all over again. Him one in the knee cap had turned over and never will heal unless they cut it, turn it around and wire it together. Bill is in Tampa and is enjoying the carnival department of *The Billboard* each week with *Tampa Bed-time Stories*. Drop Bill a line and it will be appreciated.

H. N. (DOC) CAPELL writes: "H. N. Capell, owner of Henry's Shows, and Frankie Dean, of Dean's Shows, have combined, and hereafter will be known as Capell & Dean's Attractions. Will keep the show out all winter showing the mill towns. No one has become rich over night yet, but all seem to be making a nice living. Several have joined recently, Jack Delmar with his Hawaiian Show, Blackie Clifton with one concession, C. F. Hufmaster with two. The show is motorized and will carry own light plant. The writer handles the booking, and General Manager Frankie Dean, secretary and treasurer. A free act each night by the Conklin Trio."

JACK KARN writes: "Just a line to let you know that Jack and Jill are still circulating, and that our manager, Cliff Karn, is still the biggest noise on the Big 4 Show Midway."

"We have been following writeups of the Ballyhoo Bros.' Exposition ever since the show was first heard of, and wish to state that a few weeks ago we had the opportunity of visiting this cosmic attraction."

"When we first stepped on the midway we were struck by the cookhouse (there was quite a breeze blowing). The manager, who is an old friend (?)"

ASTRO FORECASTS AND ANALYSES

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Instant Delivery. Send for Wholesale Prices.

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Send photos. State all in first letter. Address all mail to
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(27 Pages) and Horoscopes at reduced prices. Biggest and best reading on market. 1, 4, 7 and 21-page readings, nine styles, priced from \$3.95 per 1,000 up, plain and imprinted. Complete line Astro and Occult Books, Buddha Papers, Crystals and Mindreading Apparatus and Supplies. NEW 112-page, Illustrated Catalogue and Bargain Sheet, 26c.
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ELGIN WATCHES, \$1.65 Each
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Send for Price List.
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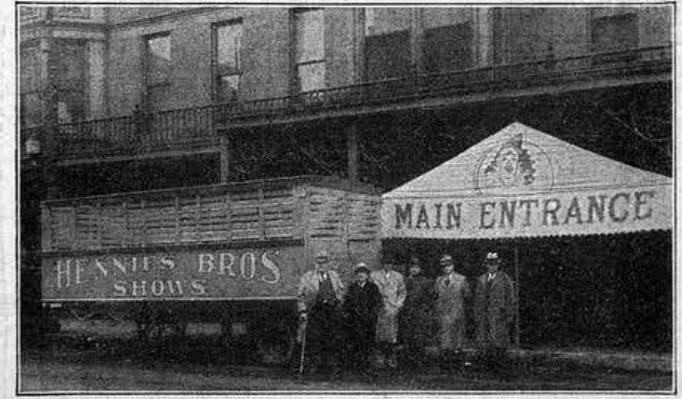


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New 12-Yr. Readings (1934 to 1947)
50-60 pages, approx. 12,000 words; beautiful, comprehensive; put new zest in your sales; increase profits. Priced low. Sample, 25c (none free). Also New 1934 Readings, arranged in decanates.
NATIONAL PUB. CO., Hunter, N. Y. (Member NRA)

GULF COAST SHOWS
WILL OPEN IN OSCEOLA, ARK., ABOUT MIDDLE OF APRIL.
Will sell exclusive on Cook House, Mitt Camp, Photo Gallery, Frozen Custard, and will place clean Stock Concessions always. No racket. Will furnish new orange and black Tents, and well lighted Panel Fronts for any good show. Will book Kid Auto Ride. Write, wire or call.
W. R. COLEY, Mgr.
OSCEOLA, ARK.

SHOW PROPERTY FOR SALE
\$12.50 Electric Brown Bobby Doughnut Machine. Working Order.
\$ 7.50 Tarpsulin, 16x12 Ft. Heavy Canvas. Also Larger Sizes and Tents.
\$ 1.25 Pair Richardson Steel Wheel Skates. Also Fibre Skates Cheap.
\$ 1.00 Reel, Film, 35mm. Good Selection.
We Buy Kink Ska and Makes and Pay Cash. Write us. **WEIL'S CURIOSITY SHOP**, 200 South Second Street, Philadelphia, Pa.

P. J. SPERONI SHOWS
WANTS Foreman for Whip. Must be able to drive truck. Legitimate Concessions, Corn Game, Shows with own outfit. Rock Falls, Ill.



FRONT OF COATES HOUSE, Kansas City, Mo., during the HASC Exhibition's Convention, December 27-29, 1933. The trailer is one of the fleet of the newly organized Hennies Bros. Shows, and was exhibited by the Springfield Trailer Co., of Springfield, Mo. The canvas canopy is that exhibited by Baker-Lockwood of Kansas City. Showmen in the group, reading from left to right: Col. Dan McGugin, office manager; Louis Eiseman, promotion manager, and Harry Hennies, one of the owners of Hennies Bros. Shows.

JEAN BARNES, late of Mighty Sheesley Midway, was a caller at the office of *The Billboard*. She is spending a vacation at her home in Newport, Ky.

WALTER A. WHITE, now general manager Johnny J. Jones Exposition, re-joined the Showmen's League of America before leaving for Washington last week.

JACK PHILLIPS, old-time show artist and last season with Conklin's All-Canadian Shows, is in Montreal, Can., for the winter.

HARRY B. SILVERS, now at Tampa, Fla., expects to be back under the Rubin Gruberg banner next season with his illusion show.

IRENE DARE, beloved wife of Joe Doblsh, who has thrilled countless thousands with her Motordrome exploits, has taken her last ride. Midway Bill and all

Archbold (O.) Buckeye, issue of January 3, says editorially: "What's the matter with business? . . . Think of all the tent shows, medicine shows, circuses that once came to town giving employment to many. . . . Remember the many show troupes that used to come to Archbold in one or more special cars on railroad? . . . Well, they come no more. . . . The show now comes to town in a film box at a cost of less than \$1." Parson Taylor, you sure said a mouthfull!

has a position as foreman with the government construction work on the Mississippi River.

N. L. (WHITIE) DIXON infos that he and Mrs. Dixon and the children are wintering at Corpus Christi, Tex. Other showfolk in the city include Charles Tonnings, for years secretary of C. A. Vernon Shows, and his wife.

B. D. BENNETT and wife are located at Monroe, La., for the winter. Bennett is teaching pupils the Hawaiian guitar in a local music store and broadcasting daily over Station KLMB. His Hawaiians will be with a major carnival the coming season.

BENNIE SMITH is now playing drums in Speck and Al Redd's Music Hall, Augusta, Ga. Bennie will be with Pallesen's Wonder City Show again next season. Midway Bill can just picture Bennie sitting around the lobby of the Terminal Hotel cutting up jackpots.

MR. AND MRS. S. B. WILLIAMS entertained during the holidays in their Spanish bungalow at Dallas. Mrs. Williams has regained her health after two years of illness. They expect to open in March with five rides, six shows and 20 concessions. The equipment is now stored at Tyler, Tex.

F. L. BLIGH infos from Atlanta that 13 troupers from the Model Shows of America are working at one theater. James A. Nash, Ross Troutman, Lee

BIG ELI TRAILERS FOR 1934



Sol's Liberty Shows and Russell Brothers' Circus have added more BIG ELI TRAILER Equipment to their completely motorized shows.
When Sam Solomon and C. W. Webb, both experienced showmen, chose BIG ELI Trailer Equipment, there must be reasons.
Ask about these reliable Semi-Trailers.
ELI BRIDGE COMPANY
Builders,
Case & Wolcott, JACKSONVILLE, ILL.

of ours, and knowing that we would not be using meal tickets, invited us in for dinner!

"After dinner we, of course, called at the office. The Brothers treated us royally and regretted that they could not book us, but their ruling that all shows must be bally shows would not allow it, as we are strictly a grind show. However, they invited us to stay for the evening and look the show over.

"About 6:30 the lights were turned on and by 7 everything was in full swing (especially the Mixup). Sis wanted to ride the Mixup but we couldn't get enough customers to balance the other side. The show certainly is beautiful when it is lighted. I counted only three lights on the Ferris Wheel, but you had to have good eyesight to see them. Cliff nearly broke his nose on the ticket box.

"I noticed one thing that puzzled me. The Merry-Go-Round organ was playing *Who's Afraid of the Big Bad Wolf*, while in the Minstrel Show the comedian was singing a parody on *River, Stay 'Way From My Door*, entitled *Wolf, Stay 'Way From My Door*. I slipped away from Sis and Cliff and took in the girl show. The show was good only that the best coach dancer had rheumatism.

"By the time I had located my party again it was time to go home. I hope that some time I will again have the opportunity of visiting this stupendous attraction.

"P. S. Major Privilege was away and we missed seeing him. Wish he would put his picture in *Billyboy*."

MRS. DUTCH WARD is critically ill at Caruthersville, Mo. Mr. and Mrs. Ward are connected with Crowley's United Shows.

RUBIN GRUBERG has presented the Showmen's League with an excellent photo of Gruberg and the late Fred Barnes, who was president of the League when the picture was taken. The photo was snapped as the two were jesting in a local studio.

Winters Exposition Shows

BEAVER FALLS, Pa., Jan. 13.—Harry Winters and wife have returned to winter quarters to get in action for 1934. Manager Chester Calhoun is spending a few weeks in Johnstown, Pa., with his parents and will return to Beaver Falls office to get things going for spring. Mr. Winters has purchased a new truck and callope and Charles Hull, the driver, can't wait for the time to come to start out with his new outfit. There will be two light plants to furnish plenty of light for all midway.

Harry Kinzie will be with the show next season with his big Ed Wheel, also Sam Davis with his Chairplane. Stanley Roberts will have a new cookhouse. Clint Roberts will be back with the show with 3 concessions; Walter Culyman with 2; William Mackey with 2, and Abraham Mustift, better known as Mutt, with his pop corn. Mrs. Winters with candy apples, C. H. Tutthill with 2 concessions, Bryan Family with Hawaiian Show, Jean-Genet, Wilfort with minstrel show, Bones McClure, Happy Winters with a concession and Charlie Boyl with a five-piece band and a free act. A free gate.
ALICE J. WINTERS.

Crowley's United Shows

RICHMOND, Mo., Jan. 13.—Work has been progressing in quarters and at this writing six men are working in repair room and paint department, and every visitor who has seen the results of the new era and new designs on show fronts has been more than loud in his praise. An entirely new and different lighting system will be inaugurated the coming season.

Norman the Magician was a recent visitor and booked his attraction for the coming season. Management recently purchased a new outfit for the attraction.

Show will soon be completely ready for the road, and then the crew will be ready to paint and repair the 18 trucks and trailers.

Everyone in quarters has become addicted to contract bridge and nightly sessions are held and quite a lot of interest is being created.

Saylor Henderson again will be with the show with his pop-corn concession. Word received from Roy Goldstone in Little Rock and from his tone in letters he must be counting days until spring. Mr. and Mrs. Ralph Ralley returned from honeymoon and are now receiving the congratulations of all with the show.

Dodson's World Fair Shows

CLARKSDALE, Miss., Jan. 13.—Cold weather here has slowed down work at winter quarters of the Dodson World's Fair Shows. Nearly everyone knocked off with exception of George Roy, who on account of the radical changes he is making in his two funhouses must utilize every minute if he desires to have them ready for the opening.

Red Bell at work on a new housecar. Van Ault infos from Muskogee, Okla., that he is getting the equipment there in shape and that he will have same here in plenty of time for the opening. Mrs. Ed Bruer writes from Ft. Worth that the genial Ed met with a painful accident when he stepped off the porch at the home of their daughter. Ed was confined to his bed for a few days but is now getting along very nicely. The Bruers will stay in Ft. Worth until after the Texas meeting. Fred Bond is getting impatient in Dallas for the starting of the season. The entire personnel at winter quarters were the guests of Mr. and Mrs. Joe Baker at the local showhouse here while Tom Mix was making his personal appearance. Lunch after the show at the apartment of the Bakers. Everyone had a wonderful time.

Henry MacCauley made a trip to Memphis to lay in a supply of repairs for the motors and engines of the various rides. He has his big 10-ton Caterpillar looking like it just came out of the factory. Mel and Guy Dodson are still the guests of Scout Younger at his Ft. Myers (Fla.) home. Report extraordinary luck hooking the fish. Mrs. Helen Van Lidth infos from Hot Springs that she is getting along very nicely and will soon begin her trek to winter quarters. Dick O'Brien away hunting up some big spring dates. He is expected back about the end of the week. T. A. Stevens rapidly getting ready for the coming season. As the midway this year will tolerate only stock, Stevens is building himself three new and novel concessions that will throw out plenty of stock. Madam Moele, who has booked her mitt camp with the show, is building a very elaborate frampup. New picture show opening up in town on the first and the writer is slated to handle the publicity for same until the opening of the big caravan.
MARK BRYAN.

OSCEOLA, Ark., Jan. 13.—Work has been progressing in quarters and at this writing six men are working in repair room and paint department, and every visitor who has seen the results of the new era and new designs on show fronts has been more than loud in his praise. An entirely new and different lighting system will be inaugurated the coming season.

Isler Greater Shows

CHAPMAN, Kan., Jan. 13.—Now that the holiday season has come and gone everyone at the winter quarters of Isler Greater Shows has settled down for a rest period after celebrating at parties and dances. Louis Isler, Erill Arnold and Mr. and Mrs. Rodney Krall represented this show at the Heart of America Showman's Ball and report a wonderful time, also remarking on the optimistic outlook of everyone there regarding the 1934 season, which is very encouraging.

Mr. Isler combined business with pleasure while there and contracted several attractions and is planning on leaving next week to attend the various fair meetings.

H. E. Brooks is rapidly recovering from his recent initiation into the Ancient Order Isler Woodchoppers administered by Big Chop Jackson and Ax Breaker Emerson.
WALTER DALY.

Gulf Coast Shows

OSCEOLA, Ark., Jan. 13.—Work has started in winter quarters here of Gulf Coast Shows with the building of a new office wagon. The rides are being painted and an order has been placed with U. S. Tent and Awning Company for new canvas—orange and black. Visitors recently were Mr. Marshfield and Mr. Murphy, of McClellan Shows. Joe Galler, of Galler Shows, informed that his wife is ill in a Memphis hospital.
JOE SMITH.

PCSA STAGES

(Continued from page 38)
Crafts 20 Big Shows; Mr. and Mrs. Gordon Cruikshank Jr.; Mr. and Mrs. Alfredo Codona, of the Codona Troupe; Eastern Wholesale Grocery Company (purveyors of all circuses); Murdock T. Cook; S. L. Cronin, manager Al G. Barnes Circus, and Mrs. Cronin; Keith Caveney, of the movies; Kent Cross; Sam Crappen, Baltimore; Mr. and Mrs. Jack Chester, San Francisco; Mr. and Mrs. Trevis Carleton, Phoenix, Ariz.; Pat Canaday, St. Paul; Joe Chiska, Memphis; Larry De Barr; Mr. and Mrs. Ernie Downie, Mr. and Mrs. Frank J. Downie, Mr. and Mrs. Ben Dobbert, all of Downie Bros.' Tent and

Awning Company; Stanley F. Dawson, of Ringling-Barnum & Bailey Circus, New York; Mr. and Mrs. W. W. Dodsworth, of United Tent and Awning Co.; Yvonne De Merced, Chihuahua, Mex.; William and Dot Denny, of Al G. Barnes Circus; R. S. Deeming, of Sherwin Williams Company; Sis Dyer, George D. Drake, William W. Dyer, Joe W. Diehl and Joe A. Diehl Jr., Mr. and Mrs. Bert Dietzman; Dan Dix, movies and Al G. Barnes Circus; Lester Diamond, Denver; Mr. and Mrs. Ross R. Davis, of Davis Amusement Park, and B. T. Davidson, Cleveland, O.

Mr. and Mrs. Quinn Daley, New York; George T. Danielson, Benny Dautier, Chester Dunn, Bob Dunn; Earl Danskin, Schenectady, N. Y.; Paul Dittman, San Francisco; Georgiana Evans, C. R. Evans, Pete Ensweller, Mr. and Mrs. W. G. Effner, E. T. Evans; Mildred Estill, Norfolk, Va.; Chase Engelmeier; Steve Ertel, Mexcala Baja, Calif.; Gard Edmiston, St. Louis; Eddie Enneking, Cincinnati; Mr. and Mrs. E. J. Chartiers; Pete Friedman, of United Tent and Awning Company; Theodore Forstall and Billy Farmer, treasurer, Al G. Barnes Circus; Ruth Flagg, Frank C. Foley, Josephine Foley, Mr. and Mrs. Harry Fink, Leonard Flaun, Minnie Fisher, Winifred Flagg; Lon Fahlstrom, Copenhagen, Denmark; Bernard G. Fayle, Chicago; J. C. Furness, Mr. and Mrs. Dave Francis Max Goldberg, Marjorie Goldner, Sid Graumann, Clyde and Topsy Gooding, A. Samuel Goldman, Gene Goldstein; Don C. Gordon, Washington, C. H.; George Genac, of Al G. Barnes Circus; Sigfrid Goff, Eddie Gardner; Phil Gainer, St. Louis; Gabe Garthwaite; Mr. and Mrs. Tom Gagner, Toledo; M. L. Goff, Mr. and Mrs. Art Gonnell, Park Glaser; Martie Gundersen, Des Moines, Ia., and Tommy Gilsey.

Mr. and Mrs. Steve Henry, Velma V. Henry, Eliot S. Henry; Mr. and Mrs. W. E. Harvey, United Tent and Awning Company; Dorothy Harvey, Mr. and Mrs. Foodies Hanneford, Mrs. Elizabeth Hanneford, Grace Hanneford, of the Hanneford Riding Act, who are to be with Al G. Barnes next season; Margaret Hickey; Lew Hoffman, of Park Amusement Corporation; Marlon G. Hart and Martha Hart; Harry Hargreaves, Venice Amusement Company; Doc and Lucille Hall, Mr. and Mrs. O. H. Hilderbrand; Mr. and Mrs. Elmer Hanscomb, of Crafts Shows; George Hines, 77-year-old retired circus executive and now managing the Ambassador Theater; Charles Hatch, of Bernard-MelkeJohn Agency; Mr. and Mrs. Walter Hunsaker, Mr. and Mrs. Claude S. Hayes, Mr. and Mrs. Brand Delaney; Jimmy Haley, San Francisco; W. J. Healy, San Antonio; Tad Hurst, Ed Halsey; Hon. E. Snapper, Ingram City councilman; Anna Irejna; Thomas Irvin, Blatz Brewery Company, Milwaukee, Wis.; Bart Ingalls, Mr. and Mrs. Tom Ivins; Buddy Ireton, Knoxville, Tenn.; Mr. and Mrs. Laird Johnson, Cleve James, Sid James, Louis A. Julius, Mr. and Mrs. P. G. Jakway; Estelle Jacqueline, of the movies, and Mr. and Mrs. H. S. Jensen, New York.

Carl Jordan, Clarksdale, Miss.; Mr. and Mrs. Arthur S. Jamieson; Mr. and Mrs. Joe Krug, Crafts Shows; Eddie Klee, Mark and Ruby Kirkendall; Mr. and Mrs. J. Kaplan, Crafts Shows; G. E. Kincaid, Montpelier, Vt.; Judge and Mrs. J. L. Karnes; Ed Kettering, Dayton, O.; Mr. and Mrs. M. M. Lee, Terrell M. and Dolly Jacobs, I. Levesk, Avilda Barlow Landis; Harry Levy, of Al G. Barnes Circus; Roy Ludington, new manager Crafts Shows, and Mrs. Ludington; Mrs. Martha Levine; Baron Long, owner Biltmore Hotel, and Mrs. Long; H. B. Levine; Harriet Lewis; Luigi Liserrati, Florence, Italy, radio entertainer; Lester Lev, Lillian Lamb, Violet Lev, S. P. Lev, Mr. and Mrs. Tom Landon; Mr. and Mrs. J. L. Laverty, Boston; Mr. and Mrs. George G. Langdon, R. T. Lelsure, Briggs Lefield, Tom Lamaster; Mr. and Mrs. J. Doug Morgan, of the J. Doug Morgan Shows; George McCabe, Australian showman; B. N. McCabe, Mr. and Mrs. P. Mahan, Jimmie Martin, Frank Murphy;

Vernice Mitchell, of Barnes Circus; Al Mitchell, of Barnes Circus; Mrs. Walter T. McGinley, Little Morocco; Mrs. Grace McEntire, Grauman's Chinese Theater; McCaffrey, of Barnes Circus; Kay Madden, of Politt, Inc.; Louis Morrison, Charles Muggvin, P. C. Maybery; Bertha Matlock, of Al G. Barnes Circus; Paulette Mitchell, Vincent Masi; Peggy Marshall, of movies and Al G. Barnes Circus; Mr. and Mrs. Walter McLain and Mr. and Mrs. Jack Monfort.

Mr. and Mrs. John Miller, Venice, Calif.; Mr. and Mrs. Fred Mortensen, Florence L. Miller, Mr. and Mrs. Charles Miller, Mr. and Mrs. Ben Mattern; George Moffat, of United Tent and Awning Company; Mr. and Mrs. Kyle Music, Pittsburgh; Orton Messervy, Mr. and Mrs. S. O. Miles, Mr. and Mrs. G. K. Mehlinger; Mr. and Mrs. Jack Nerdlinger, Crafts Shows; Rose Nearing, Honolulu; Pete Neary, Mr. and Mrs. S. V. Norton, Mr. and Mrs. Joe Niederman, Mr. and Mrs. P. E. Nettelman, Colonel Ed and Bertha Nagle, Mr. and Mrs. S. H. Nadeau, Mr. and Mrs. Benny Nordick, Mr. and Mrs. Walter Owens, Mr. and Mrs. Harry Orton, Guy Oliver, Pink Osterman, James Pickard, Mr. and Mrs. S. M. Price, Paul and Paulette, John A. Politt, Harry Phillips, Mr. and Mrs. J. A. Phillips, Ernest Pickering, Mr. and Mrs. Archie Peterson, Mrs. Flora Patten, Mr. and Mrs. Bennie Pickel, Mr. and Mrs. Jerry Parker, Mr. and Mrs. D. E. Pfister, Billie Parks, Tom Peters, F. H. Quincy; Abel Rosenwald, of Educational Films; W. S. Robertson and Blossom Robinson.

Mr. and Mrs. Charles Redrick, Mr. and Mrs. Charles Rising, Mr. and Mrs. H. C. Rawlings, Vivian Rosarde, Mr. and Mrs. R. H. Rogers, Tom and Mary Rogers; James D. Reilly, retired agent; Mrs. W. F. Rohland, Nell Robideaux; Marion Roy, of the movies; Mr. and Mrs. G. H. Ryerson, Philadelphia; C. H. Randall, Bill Rufner, Ed Ryan, Mr. and Mrs. T. M. Sloane, Ben A. Schink, Mr. and Mrs. Roland Smith; Mr. and Mrs. Paul Stake, of Crafts Shows; Archie Speed, Lillian Swartz, Patrick Francis Shanley, Mr. and Mrs. Carl Sontz; Mel Smith, of Al G. Barnes Circus; Dr. and Mrs. R. E. Smith, Marie Sweeney, Mabel Stark, Mr. and Mrs. Jack Smith, Henry Steinfeld, J. E. Simes, George Tipton; Turner and Babe Thomassen, Al G. Barnes Circus; Jack (Scotty) Thomas, Al G. Barnes Circus; Bob and Ova Thornton, Al G. Barnes Circus; Tolmack and Barlow, R. K. Thorsen; Eddie Tait, amusement impresario of the Orient, Manila; Mr. and Mrs. John Talbot, Jerry Turner, Ed Tims, W. W. Unger, H. A. Ungerweller; Jack Thomas, Al G. Barnes Circus; Mr. and Mrs. H. J. Webber; Alvah Wilson, New York, hotel executive; Lillian Walker, San Francisco, and Mr. and Mrs. Ed Walsh, of Hotel Bristol.

Johnnie and Marie Winters, illiputians, who led the Grand March; Dixie Whitaker, Charley Walpert, Nat Walpert, Harry White, W. S. White, Mr. and Mrs. Harry White; Wayne Ward, of the Flying Wards; Jack Youden, Bertha Youden, Harry Youden, Ellis Zemansky, Mrs. A. J. Ziv; C. F. (Doc) Zeiger and Clara Zeiger, of Zeiger's Shows, and Mr. and Mrs. Mel Vaught, State Fair Shows.

The ball was billed as informal, however practically all the men sported a "tux" and there were some stunning creations worn by the ladies.

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MUSEUMS

Wonderland

CHICAGO, Jan. 13. — Wonderland Museum, W. B. Evans manager, has scored a striking success during the last six weeks at 462 South State street. Thirty-two people are employed. All are putting in an enjoyable winter. Additions to personnel during past week are Hawaiian Joe and his "batling rattlers" and Princess Rita, Lilliputian entertainer. Two new dancing girls are Betty Kramer and Jerry Zell.

Business last week was beyond all expectations. Much credit is due the front talker, Bud Dunsee, and his live-wire assistants for their original bally-hoo tactics during the past week, in which thousands of patrons were drawn into Wonderland by their plugging of what was termed Wonderland's "Guarantee Week." Every ticket sold was dispensed with verbal guarantee that the purchaser must consider the performance given by the Great Gravity alone worth the entire price of general admission or money back. The venture was highly successful from a monetary angle. The versatile Gravity backed the front up with his unlimited supply of magic, juggling, escapes, etc., in such a thrilling manner that there were no requests for refunds at the box office.

G. C. Van Auden, silver-tongued special announcer in Wonderland, enjoyed a visit from Pat Redding and Cuban Mack, who worked for Van Auden some years ago. Other prominent show people visiting were "Buck and Wing" Weeks, formerly of Tracy's Comedians, and Clara Sandels, who was pianist for Tracy's Comedians, formerly operated by Joe Tracy Emerling, emcee of the show.

International, Traveling

SCRANTON, Pa., Jan. 13.—Thirty-four hundred people thronged the giant exhibit auditorium here Monday, the opening day of the International Congress of Oddities, located in the heart of the downtown business district, Lackawanna and Penn avenues.

The *Scranton Republican* referred to the business as a popular revival of the old P. T. Barnum museum days, as well as those of Keith, Proctor and other pioneers. As could be expected, certain local film operators, thinking the show would be here several weeks, attempted to purchase the lease held on the large three-story building where the museum is housed and formerly operated by Silverberg clothing store. The Odditorium is located on the second and third floor, the ground space being utilized as a lobby with life-size portraits of famous freaks of today and long ago. Each afternoon between 4 and 5 p.m. special arrangements are made for the handling of the students and the school children. Three lecturers are in constant attendance.

Harold McGowan, original clock-eyed boy, made famous in cartoon by Robert

L. Ripley and who was one of the stellar attractions at the Ripley Odditorium at the Chicago World's Fair, is the latest addition to the human personnel. On the platform adjoining the oddity, whose eyes bear perfectly the Roman numerals of a clock, is Wilbur Plumhoff, billed as the man "immune from pain." At the Ripley Odditorium at the Chicago Fair Plumhoff punctured his body more than 6,000 times with safety pins and needles. Plumhoff climaxes his act by sewing buttons on his body.

Ray Marsh Brydon has returned from a week's trip to New England, contracting territory. The running time of the show has been cut to one hour and 50 minutes by Billy Hartzman, manager. Billy West, veteran Utica, N. Y., banner man, never fails to have the Odditorium filled with banners. The *Sunday Scrantonian* ran a third of a page feature on famous freaks, profusely illustrated. Earl De Glopper, superintendent of the Elder and Jenks brigade, has just received a special line of pictorial printing. He is satisfied with nothing short of an old-time circus showing.

Earl Meyers, who had the connection box with Al G. Barnes Circus last season, joined in Wilkes-Barre, coming from his farm near Sparta, Ky.

Col. Manny Kline, Wyoming Valley promoter, was a daily visitor in Scranton. Robert Martin, well-known outdoor showman, now in the fight and wrestling business, was also a frequent visitor. The week of January 15 the Odditorium will be at 34-36 Chenango street, in the theater district of Binghamton, N. Y.

Lauther's, Traveling

RICHMOND, Va., Jan. 13. — Carl Lauther's All-Star Museum opened here in the heart of the business district at 516 Broad street, under the auspices of the Veterans of Foreign Wars, Post No. 1426, and it looks like a banner spot after three weeks of good business in Norfolk. Carl Lauther Jr. returned to Millers Tavern, Va., for school, after spending Christmas holidays with his family and the show.

New attractions this week are Jolly Ollie, fat girl, and Major John Hall, singing midget.

Lady Geraldine, knife thrower, presented us with a new arrival Friday night when she gave birth to a seven-pound daughter at St. Vincent Hospital in Norfolk.

Elefanto, elephant girl, in the same hospital with pneumonia. Her husband, Bob Katell, is an inside lecturer with the show.

Percilia, the monkey girl, has become quite a talented actress. She is doing a singing-dancing act and pleasing the public.

Senor Rodriguez received quite a number of fan letters after playing over Radio Station WGH at Norfolk with his piano-acordion.

The Annex, with Alleen and Claude, is growing more popular daily and packing them in at each performance.

Henry Hyatt is getting good publicity for the show.

Pollie-Scully, Traveling

ASHEVILLE, N. C., Jan. 13. — Show playing seven days here to good business and moving Wednesday night to Canton, N. C., for three days, to be followed by one week in Hickory, N. C. Visitors include Captain John Sheelsy, Tom Terrell, Curley McCall (of King Bros' Rodeo), and Mrs. Dolly Eskew, of Eskew's Wild West, and Mrs. King. Reports Jim

Eskew just returned from business trip to Miami. George Pennell and his brother and their family and business friends are frequent visitors. Mr. Pennell has been attorney to all showfolks playing Asheville.

Willard Barnes, musician, was called home to Gastonia; his sister contracted pneumonia and died suddenly. He expects to return to the show at Hickory next week. Ted Morton left the show for Miami accompanied by his mother. Sailor West was made happy by a visit from his little daughter, Mary Catherine. She was brought here by Mrs. I. E. Billis, sister-in-law of Sailor, whose wife's tragic death occurred on the Lynchburg fairgrounds. Work has commenced on a new housecar trailer for Jack Huber, the armless artist. It took 13 sets of license tags to equip the show's rolling stock, and Johnnie Polle's truck drew registration number 13 (Ga.). Henry J. Polle is in Virginia in advance. Manager Tom Scully keeps the front hot, with Slim Stafford alternating. James Thompson is drawing 'em up the steps at the laydown-type sword cabinet, with Aneti Huber as the victim.

McCaslin's

BALTIMORE, Jan. 13. — McCaslin's Dime Museum still continues to pack them in, with Bill Williams and his models. The attendance is holding up far beyond the expectations of anyone. Many visits were made by prominent showmen, including George A. Baldwin and Blackie Pontier.

Mr. McCaslin, George Reuschling, Al Raymond and Milton Frankford paid a visit to Washington, motoring to the Auditorium, where Ripley's Believe It or Not Show is playing to capacity business with a wonderful frameup. Wednesday Harry Bowen, the Great LaFollette, Art Kavanaugh and Lew Lewis went to Washington to arrange for a museum after Ripley's show leaves. They were entertained by the management in a very courteous manner and commented on the beautiful arrangement.

Austin & Kuntz

CHICAGO, Jan. 13.—The Palace of Wonders, owned by Neil Austin, general manager, and Wendell Kuntz, has opened on Dearborn street between Madison and Washington, in the heart of the Loop, and is doing a good business. The show is nicely framed and when fully completed will occupy two entire floors. At the present time the lineup includes Gertie, Zip's sister; Prince Rama Chanda (Billy Mitchell); Jean Garlepy, sword box; Winsome Winnie and Jolly Ethel, fat people; Gilbert Tracy, sword swallower; Capt. James Deal and King Kong Jr., chimp; Nepo Four, Hawaiian entertainers; Bluey Bluey, W. F. Troyk; Professor Kuntz's Flea Circus; Pat Redding, Big Jumbo; two mindreaders, and Freda-Fred, extra added attraction.

The staff, in addition to Austin and Kuntz, includes Louis J. Berger, secretary-treasurer; Jack Lee, Bunny Thumb and Roy Gardner on the front; Bob Wright, doorman; Joe Austin, emcee, and Ray McBride, assistant; Joseph J. O'Garrick, tickets; Harry Calvert and Charles Johnson (Hindu Charlie). Two colored boys known as O. K. and Lightnin' are porters. The boys on the front wear smocks and berets, making a neat appearance.

Philadelphia Eighth Street

PHILADELPHIA, Jan. 13.—With the coming of much better weather the business increased greatly during the past week. The varied bill in the main hall holds the attention of the patrons. This week on the various platforms are Baby Lillian Jeanette, fat girl; Bruno's performing dogs; Prince Buddha, magic and Punch; Chief Boola, fire eater; Van, tattooer, and Jimmy Schaeffer with sword box. Dancing girls are getting excellent business in the annex.

Malbin & Davis, Traveling

BATON ROUGE La., Jan. 13.—Manager Edward Malbin played host at a dinner to the entire staff in honor of the birthday of Ruth Davis. Rosita and her Spanish dancers are now featured in the Annex. Additions to the roster include Alice Johnson with her big snakes; Tiny Rose, singing and dancing midget; Sailor Frankie, tattooer; Larry Jones and his trained dogs for the lobby. Aline has replaced Madame Zelma. Business, according to Frank Mitchell, is good.

Philadelphia South Street

PHILADELPHIA, Jan. 13.—Business at the South Street Museum has been very good during the past week, the weather being more seasonable after the severe cold spell. This week's bill is a very interesting and varied one, with the following: Dantini, magician; Adam and Eve, the educated chimps, who are still going strong; Shackles, handcuff and escape artist; Neil Johnson, bag puncher; Doral-Dina; Mme. Verona, mentalist. In the annex Salim Abbott and her troupe of dancing girls are commanding a large amount of the front-door business. Duke Jeanette is holding down the front this week, and his personality counts when it comes to putting them in.

Ripley's Oddities, Traveling

CINCINNATI, Jan. 13.—Clint W. Finney has completed arrangements for the Ripley Show to open here January 18 for 10 days in a vacant department store building on the south side of Fifth street, between Race and Elm. Three floors will be occupied.

Windows in the Gibson and Metropole hotels, as well as at the show's location, are filled with Ripley propaganda. Opening in Cincinnati January 18 for 11 days, instead of 10.

Show will leave Washington January 16 to get ready for the Cincinnati opening.

From Cincinnati the odditorium will go to Detroit for two weeks, opening January 31.

LADIES' AUXILIARY

(Continued from page 39)

Vera Downie, Millie Dobbert, Lucille King, Marie Thorsen and Selma Bascom. After dinner all returned to the club to continue with open house until midnight, many members, owing to the fact they were unable to be with the diners, came late and enjoyed all games and everything. Mabel Stark rushed away from the studio, where she has been working on a picture, to be with us for the occasion. Mother Fisher and Margaret Conlon were late comers.

Thru the courtesy of President S. L. Cronin of the FOSA, the men's club-rooms were turned over to the auxiliary to be used for the party, as the auxiliary quarters were too small to accommodate the large crowd attending. Sis Dyer won the prize for the most modernistic story told, the prize being a modernistic statue, donated by Rose Clark, and after several hours in Sister Dyer's possession and examined by all the members it became rather old-fashioned. Clara Zeiger put up the "Guess How Many" contest, also donated two-pound boxes of candy to the winner guessing the nearest amount of beans in the pot. Edith Bullock was the winner of this. Maxine Ellison won the "Pin the Pig Tail On" contest, prize was donated by Clara Zeiger, a bottle of perfume. Florence Weber walked away with the largest prize of the evening in the silent "Cat's Meow" contest, the booby prize, coveted by all members. Mabel Crafts headed the joke submitted to the auxiliary by Eddie Brown, called "Get a-going, little dogie, get a-going." President Crafts, after the first lesson, carried it out in grand style, all members participating.

Archie Clark ordered a keg of the famous German champagne in honor of the occasion. Rose Clark donated the salted nuts and pretzels for the gang. Rose Clark, Clara Zeiger, Edith Bullock and Mabel Stark saw to it that there were plenty of other refreshments for those that did not care for beer. The men were barred from the clubrooms after 8 p.m. The party was in full swing with the sign, "Ladies Only," tacked on the door. However, Eddie Brown bounced in the midst of the party and was immediately put to work as bartender, officiating until the return of Doc Hall. There were several door crashers. The writer noted Doc Zeiger, Archie Clark, Clyde Gooding and Chief Meyers congregated in the back room around the keg. Now whether it was the keg or the ladies that brought the boys in is still the question.

There were a lot of visitors thruout the evening, songs were rendered by Blossom Robinson, Jennie Perry and Grace McIntyre. A good time was had by all. At the "last roundup" President Mabel Crafts and Past President Clara Zeiger thanked the ladies of the auxiliary for the wonderful surprise dinner tendered them and for the spirit which all members displayed in making the evening so entertaining.

LUCILLE KING.

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RAY MARSH BRYDON WANTS FOR HIS INTERNATIONAL CONGRESS OF ODDITIES

Attractions suitable for the Museum. Sensation of All Times. Playing nothing but week stands in big cities, adequately advanced by staff of six exploitationists and billers. Special consideration given to those who have been cartooned by Ripley. Elmer Spangler, Mrs. Nellie Pushnik, Jennie Weeks, Prince Laurie Johnson, Prince Habu, Jack Huber, Ossified Henry, Leopold Williams, Paul Whitaker, Paul Harold, Hoosey and Esther Wheeler wire immediately. All winter's work. Best hotel accommodations and board furnished. Paying real salaries. No nightly turning of duke here or upstairs boarding house flops. Now in our eleventh successful week. Address all communications to me at 34 Chenango St., Binghamton, N. Y., January 15 to 20, inclusive. New Haven, Hartford and Providence to follow. All booked.



PRESENTED to the House of Representatives at Frankfort the latter part of last week was a series of bills calling for a tax on luxuries in Kentucky. Included is a bill introduced by Sam Milam which would place a tax at the rate of 5 cents per 25 cents or fraction thereof on all forms of amusement and sport. The estimated annual revenue from this tax alone is placed at \$1,400,000.

How amusements could stand such an exorbitant tax is inconceivable. It means 20 per cent on admissions costing sums divisible by 25 and a tax running as high as 100 per cent where the price is 5 cents. A show charging 10 cents would be taxed 60 per cent; 15 cents, 33 1-3 per cent; 20 cents, 25 per cent, etc. It must be remembered, too, where admissions are 40 cents and above amusement enterprises are already paying a federal tax of 10 per cent. If the new State bill were to become a law it would mean a circus charging 75 cents general admission and 75 cents for reserved seats would be subject to a tax of 45 cents, 15 cents federal tax and 30 cents State tax.

It would be impossible for any form of amusement to absorb such a high tax, and that would mean jacking up the price and making the customers pay. But would they pay the increased price? A few might, but it is unbelievable that the majority would, and if such a condition developed instead of the State of Kentucky getting the estimated \$1,400,000 it would get practically nothing because there would be few if any amusement enterprises that would be able to exist. Amusements would be in the same position as the horse today—"a horse of another color," so to speak.

Everybody whose interests are affected by this amusement tax bill, and especially those whose places of business are located in Kentucky, should get busy at once with the senators and representatives of that State in an effort to defeat this proposed legislation, or at least seek a tax that is within reason—one which will not slaughter amusements, which God knows, no person could get along without any more than a school child could get along without play.

Many dramatic tent shows fell by the wayside when the talkies made their appearance and during the depression, but Capt. W. I. Swain and a few other showmen in that branch of the business are still holding on. The Captain's record of service is one of which he can feel very proud. The first of this year, he informs me, his W. I. Swain Show Company entered upon its 40th road season—without a break. Each of these seasons ran not less than 30 weeks.

W. W. DUNKLE, of South Bend, Ind., has resumed publication of his little magazine, *This Week in South Bend*, and is much encouraged by the general business improvement and the support he has been able to pick up so far. He published the magazine for five years, from 1924 to '29—"till," as he says, "something hit everything."

Here's an item in Dunkle's second issue since resumption that should interest friends of Earl Redden in the amusement park industry:

"Earl (Pete) Redden knows how to handle crowds (Playland Park) and at his classy dance place, the Palais Royale, he conducts it right. Not very big, but he knows how. The other night a heckler sneered 'Your's too small for this place!' 'Yeah!', says Pete, 'and if you pulled up your socks you'd be blind-folded.'"

Pictorial card showing several sailfish comes from John G. Robinson, who for the last two weeks has been having a wonderful time at Miami, Fla. "If you like fishing," he says, "here is the spot. You cannot see me—I am behind the big sailfish." Mrs. Robinson was with him on the Southern jaunt.

GUY WEADICK'S special article on Wild West contests in the Christmas Number of *The Billboard* hit the bull's-eye, in the opinion of that West-

erner, Courtney Ryley Cooper, the widely known author, newspaperman and former circus press representative.

"I desire to take this opportunity," Cooper writes me from New York City under date of January 11, "to tell you how much I enjoyed, and approved of, the article, 'Wild West Ficks—Not Fancies,' written by Guy Weadick and published in the December 2, Christmas Number, of *The Billboard*."

"Being a Westerner and having covered the Cheyenne Rodeo for years, and entirely familiar with many other rodeos held in various parts of the country and Canada, I know that Guy knows his stuff and was talking straight from the shoulder, and hitting the bull's-eye many times, when he wrote this interesting story."

"*Ace Newspaperman and Author Began Career as Guide to Blind Peddler.*" Under that streamer (eight column) head in *The New York Enquirer* of Sunday, January 7, appeared a three-column story, illustrated with a double-column cut of himself, dealing with the life of *Charmers Lowell Panocast* and written by *Gertrude Gordon*. Anyone who read the story must agree that *Miss Gordon* makes a wonderful "praise" agent.

IN EXPRESSING himself on legitimate merchandise games, C. McDougal (not Cliff of circus and motion picture press agent fame) refers to Little Joe Miller as "about the greatest little concession agent in the business." McDougal is located at San Bernardino, Calif., and has been with the Beckmann & Gerety Shows for the last 10 years. In a letter he says:

"I have played many a spot with Little Joe Miller in years gone by. He is the only one that I can remember who has lost as many as seven blankets on one number and still smile. No dou'

will same take was givin a got He w cham ber h —and come "Lif quest conce he ha of stc was p "On (Babe busini for a of Joe

R. M. Harvey will personally represent the Russell Bros.' Circus at the code hearing in Washington January 19. He was set to leave Chicago Monday night for the capital, and aims to stop off in Cincinnati on the return trip.

AFTER a few weeks with the Royal Palms Shows, Harry E. Crandell placed several concessions at Sulphur Springs Park in Sulphur Springs, Fla., December 4. Business has been far from big, but by having several stands, Harry says, the combined income has enabled him to get by very nicely; that is, financially, but that physically he has been "all wet." He had a touch of dropsy—feet and legs swollen until he thought the skin would burst—and couldn't even stand up. Croaker ordered him to bed, and he was out New Year's Eve for the first time in more than two weeks. Swelling has since gone down considerably, and with the aid of a cane he is able to get around a little, altho he steers clear of the park at night because it is cool and damp there.

Charles Norris, who has been with Harry for many years, is in charge of the concessions, so Crandell has no worry from that end. Incidentally, he and Harry are housekeeping and they have plenty of visitors. C. E. (Doc) Barfield, of the Bar-Brown Shows, and wife dropped in the other day. Harry was ahead of the Metropolitan Shows when Doc was the boss.

There is plenty cutting up of jackpots at the park, Harry further says, and some nights it looks like a managers and agents' convention. Recent visitors at the park were Felice Bernardi and wife, Bennie Krause and A. M. Nasser. Dave Wise is handling the park's managerial duties.



Agnes Coleman Is Now a Mrs. Joe McKee Gets a Compliment Mr. Ehrhorn's Multiplicity Circus Field Man Suggested
By **LEONARD TRAUBE**
(New York Office)

THIS is as good a time as any to make a marriage yarn the principal item of the day. Living as we do in an era of news gossip larded over by chroniclers whose mainmost function is, or seems to be, the dissemination of marital prophecies as scoop stuff, it's big news when a fairly prominent young lady has been married for more than six months without the mongers in question knowing anything about it. She's Agnes Coleman, the ex-menagee gal of Ringling-Barnum, whose popularity has increased since she left the big top a couple of seasons ago. Her husband is a traveling mining and oil engineer from down Texas way and his name's John R. Heartwell. The "deal" was put over early last June in a Jersey town. Miss Coleman—now Mrs. Heartwell—was severely injured last summer when, overcome by the heat, she fell backward, her neck hitting a rail. She was placed in a cast and it was only lately that she could do without it for a few hours a day. The accident occurred during a

sequence she was filming for Warner

OSCAR W. EHRHORN is back in our midst again. Judge Ehrhorn is the eloquent gentleman who heads the New York State Association of Fairs, which convenes next month in Alansy. The judge, who is really one of the town's leading bankruptcy referees, took his family away for the annual two-week trip in Florida and returned to his desk just the other day to find the holiday mail reaching close to the ceiling. The judge, you see, gets letters and greetings from all walks of life. When he is not pondering over books he's busy coining new phrases or developing new ideas for the fair association. Between all that he finds time to be a trustee of the Society of Medical Jurisprudence, president of the Rockland County Fair, a delegate in the American Institute of New York and what not else. Oh, yes, the judge is high in the ranks of the National Republican Club. They even tell us he's the presiding officer, but, of course, we don't dare to mention that because he is prexy of so many things that that would be gliding the lily or something. Anyway, you can very well see that O. W. E., who owes not any man (See Longfellow's *The Village Blacksmith*), has nothing at all to do.

Why not a Circus Field Secretary to be paid by the organizations participating in the setting up of a code for the industry? Such a man would travel around the country creating good will toward the circus in sections which need that sort of missionary work. He would be a national press agent. He would act as intermediary, with recognized credentials and power, in the matter of local and State legislation. He would, as well, serve as arbitrator in cases involving owners and performers and the like. He would do constructive work in general. He would be an attorney. He would, in short, be Melvin D. Hildreth, Washington lawyer and the laity's greatest friend of circusdom. We nominate him without reservation for this potential position. We ask that the creation of such a job be given serious consideration by circus affiliates while they are in Washington for the hearing on the 9th of this month.

THE SUNDAY NEWS, looking back at 1933 in pictorial form, picks the Morgan-Midget affair in Washington as one of the outstanding events of the year and describes it this way: "The new administration's demand for a senatorial investigation of private banking exploded a bombshell in 1933, when Ferdinand Pecora, prober extraordinary, selected the House of Morgan as the star exhibit. One of the highlights of the proceedings was this strange interlude, when J. P. Morgan, mogul of finance, took time out to bounce a circus midget (Lya Graf—Ed.) on knee to amazed amusement of senators and bankers."

Leah-Lee is back home at Ainsworth, Ia.—That was Harper Joy, national CPA prez, bound for *As Thousands Cheer*—A. J. Liebling, of *The World-Telegram*, a journalistic clown, interviews Clown Shorty Flemm, who goes him one better.—The Goldie show on 70th and Broadway finally had its license reinstated, but dropped its gate admission to a deemer and closed the two upper floors. It was expected to fold, anyhow, any minute.—Sam Wingfield is ill in Medical Center.—Elmer Perdue joined Milt Hol—(See *OUT IN THE OPEN* on page 45)

park draftsmen phoned him and named a price for the job. Too much, was the reply. Designer named a lower figure, putting in the sly remark that no good man would do it for less. Maybe not, was the response, but Joe McKee out in Rockaway is a good man and I'll wager he'll come to lower terms. The designer got a good laugh out of the experience, for he's none other than Joe McKee, formerly manager of Rockaway's Playland, now of the Harry C. Baker office.

Equipment and Supplies

Manufacturers — Distributors — Jobbers

By **BILL BOARDER**

OUTLET SALES COMPANY, of New York City, with its newly coined slogan, "Chicago, We Are Here," has entered the sales field in Chicago at 17 South Wells street. This concern began business last March and in that short period has branched out in two spots, Boston and Chicago. Originally its line was notions and drug sundries. With the invasion of Chicago the company has added a general line of premium merchandise and will cater to the carnival and amusement machine trade.

Morris Tolkin, general manager of the Outlet chain, states: "We were receiving such wonderful support from the Middle West that it was only natural that we open a branch in Chicago. I am sending Bert Price to take charge, and I am sure Bert will become just as popular with the boys on South Wells street as he was on Broadway. Harry Yavel fills Bert's spot as manager of the New

York store." Mr. Tolkin reports a nice business for his firm for the past year and is particularly gratified with the results obtained from the Boston office. "We are going to make a big stab after the concession and coin-machine merchandise field, and we expect to capture our share," says Morris.

BOSTON—American Fireworks Company of Massachusetts has completed its reorganization plans, as recently mentioned by *The Billboard*, with Henry I. Rapp installed as president and treasurer, Alphonse Striano as vice-president and Fred C. Murray as display manager. The new officials are optimistic and feel confident that the new regime will tend to increase future business. Company will operate under the NRA code, in the drawing up of which Mr. Murray played a leading part in an advisory capacity to Administrator Johnson.

BALLOONS
for
INDOOR EVENTS

SHRINE CIRCUS

OAK Brand and HY-TEX Balloons, for resale or publicity, are profit producers. We have a timely stock of designs. Write for facts about these balloons for advertising purposes.

The Oak Rubber Co. **NRA**
216 S. Sycamore St.
Ravenna, - - Ohio



By GASOLINE BILL BAKER (Cincinnati Office)

Psychology of Salesmanship

What is psychology of salesmanship? Is it the capability of explaining an article impressively? Is it skillful application of a dignified appearance? Is it a play on sentiment of people? Is it artfully placing the eyebrows at an angle during talks to force confidence? Is it a commanding of favor-gaining personality?

Or is it a combination of politeness, neat appearance, speaking intelligently and to the point, knowing the merit-talking points of the items for sale, diplomacy coupled with business ingenuity and, above all, the ability to study out the whims, fancies and general temperament of audiences?

DOC LEON STREETS . . . pipes from North Little Rock, Ark.: "Have been here six weeks. Opened on lot and weather turned cold. Opened a store-room show in Strand Theater and did a little business. Doc Coy B. Hammock split time with me one week. Hammock has a nice new house trailer and a fine automobile and a fat b. r. He left for Hot Springs. I had a visit from Doc Lewis and Doc Tom Smith a

visit. She was appearing at a local theater. Sam Lewis has had his assistants working overtime. What has happened to the boys on the West Coast—no hear from them in a long time? Would like seeing pipes from New House, Johnny Hicks, Floyd Johnstone, Harry Corry and all the boys who go natural for a deuce a copy."

"HAVE NOT . . ." piped for a long time, but am a regular reader of Pipes," postcarded Eddie Hughes. "Am at present with a med opry playing Northern Ohio and Indiana, so far to good business. Show is under management of W. E. Brown. Chief Little Fox is lecturer; Madam Paey, mentalist, and I am doing comedy. We would like hearing from those who know us thru Pipes."

TOM SIGOURNEY . . . shot from Chi.: "Am still on State street, a few doors from Bill Evans' show. What a New Year's party we all had! It was a real classic of pipes shooting, including 'remember whens' and expressions of optimism. It might interest the 'gang' to know that I was the first to put a store show on State street in more than 30 years. After I broke the ice a couple of months ago Evans and

with Vail. The middle of last week they were planning to make a jump to some other point, possibly eastward.

DOC LLOYD LONG . . . Oklahoma City, Okla., sent in a report of the recent death of August Fred Kurtze at Sayre, Okla. "We usually winter here," he included in his communication, "and will recpen in med business as soon as weather gets more favorable — If the newly proposed bill following the blown-up 'Tugwell Bill' doesn't go over or results too drastic and shekels become more plentiful. We enjoyed the special article written by Harry Kincheloe and appearing in the special articles section of the December 2 (Christmas Special) issue of *The Billboard*."

FROM CAMDEN, ARK. . . . became word that there was quite a number of pitch folks in that city and vicinity recently, with sharpeners; Charlie Elders and Jack Gaultney, liquid solder.

"MY FIRST PIPE . . ." in about two months," says 'Sunshine' Rogers, Columbia, S. C. "Seigel (Sunshine) Rogers, known as the 'Black Ace,' and H. E. Foxworth, partners in the U-To-Ka Show, decided to take separate directions last December 16. Am now playing theaters and school auditoriums thru South Carolina. We travel in our 18-foot trailer. Business is up to stand-

YOU NEED THESE BIG MONEY-MAKERS

NORWALK Double-Edge, Slotted Blades, Per 100 . . . 68c
(This Price for Short Time Only.)

BLUE-STEEL Double-Edge, Newest Sht. Cello, W r a p p e d . . . 60c
Etched . . . (Small Quantities, 65c per 100.)

BLADE DEAL Consisting of 10 Double-Edge Blades, Stencil Pencil, Blade Sharpener and Tube of Shaving . . . 13 1/2c

AUTO-STROP TYPE, Per 100 \$1.10, \$1.20, \$1.40
DURHAM TYPE, Five to Five, Per 100 . . . 2 1/2c

All Other Leading Makes for All Styles of Razors. Ask for List.

NOTE—All Prices F. O. B. New York. Samples at Wholesale Plus Postage. Deposit to Be Sent on All C. O. D. Orders.

CHARLES UFERT Square Deal Service Since 1913
19 East 17th St. NEW YORK

HEADQUARTERS FOR SPECTACLES AND GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our Prices are the lowest anywhere.

NEW ERA OPTICAL CO.
Write for Catalog BF43. Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

AGENTS! SELLS LIKE WILDFIRE

WATER RESISTANT. FULLY TO WINDOW FRAME.
EASY TO CLEAN. NO WINDING.
REMOVABLE RUBBER SQUARES. EASY TO CLEAN. POLISHES WITH ONE STROKE.
PROOF FOOT. NOODL (LAMP) LEG.
HANDLE CAP AND RIGHT BRUSH HANDLE. EASY TO WASH.

\$380 monthly selling 10 improved patented Carter Window Washers daily. Cleans, dries, polishes. Eliminates all muss. Good Housekeeping approval. Restricted territory. Write today. CARTER PRODUCTS CORPORATION, 952 Front Avenue, Cleveland, O.

E. Z. WAY AUTOMATIC STROPPER

W. M. MFG. COMPANY, Sandwich, Ill.

ELGIN—WALTHAM WRIST WATCHES
Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.
E. SPARBER & CO., 2d Floor, 119 N. 7th St., St. Louis, Mo. **2.95**

SLUM JEWELRY \$1.00 WITH 25% gross ORDERS.

Waldemar Chains, Assorted, Dozen . . . \$1.75
Plated Pocket Knives, Dozen . . . 1.75
The Holders, Assorted, Gross . . . 4.00
Collar Holders, Assorted, Gross . . . \$2.90 and 4.00
Full Line of Watches, Jewelry and Rings.

FELDMAN BROS., 159 Canal St., New York, N. Y.

\$ BIG MONEY \$ VETERANS GET BUSY

Offset pension cuts. Build a monthly record. PATRIOTIC CALENDARS are hot now. HOLIDAY ISSUES. Soldiers' Jokes and Stories, wit, humor, snappy illustrations. 18 fast sellers. 2c to 5c to you. VETS. SERVICE MAGAZINE, 157 Leonard St., New York.

LADIES! SILK! HOSIERY!

Genuine 260-Needle CHARDONIZE SILK HOSE, French Heel, Gracie Foot, Pique Top, very slightly imperfect. Assorted Dark and Medium Shades to Box Sizes, 5 1/2 to 10 1/2. SPECIAL—Dozen Pairs, \$10.00. Sample Dozen Sent to You, Prepaid. Upon Receipt of \$2.50. FALLS CITY MERC. CO., Box 365, New Albany, Ind.

HOUSE TRAILER (and back of auto ahead of it) of Doc Jack W. Thomas, of Gold Seal Products Company. On the platform of the "home on wheels" are shown Mrs. Thomas and son, Bill, and "Mother."

couple of weeks ago. They are wintering in Hot Springs. There are many troupers here. Tom Atkinson's Circus is wintering here, also Joe Beatty and McClellan carnivals. Have had several visits with Bud Hawkins and wife—swell people. Dale Brothers joined me here about a week ago, and we will start our med opry as soon as favorable weather breaks. Will play Northern Arkansas and Southern Missouri the coming summer. My son, Eldon, and his wife are in Camden, Ark., spending the winter with her relatives, Mr. and Mrs. Phillips. The price of auto tags in this State has been doubled. I am still selling herbs. The laws in North Little Rock are swell."

other store-show men can work here. Have had visits from Cliff Wilson, Al Lotto and dozens of other top-notch showmen the past week. We hoisted several to the New Deal. Doc Kykel, Rube Nelson and others are with me."

JAMES L. OSBORNE . . . is down Texas way. Apparently, James some time ago met with some reverses. He piped, in part: "When misplaced confidence caused the world to blow up in my face it left me dizzy and gasping for breath. However, I have now recovered my second wind and am starting a comeback like 'nobody's business.' Believe it or not, I am almost ready to spring a new joint. This probably will be a shock to my friends."

JACK DEVINS . . . has been working run-mender needles in and around Cincinnati. This editor saw Jack grab a few minutes' work in the downtown section last week.

FRANK VAIL . . . rambled into Cincinnati early last week from Chicago, where he operated all last summer—worked tops during the pre-Christmas days. Frank is a convincing talker and is one of the pitchmen who studies his audiences to apply his spels in accordance with his summing up of their various averages of intelligence and fancies. He was a caller at the Pipes desk, accompanied by H. A. Burdge, who is vacationing in Cincy and has teamed

GET IN THE MONEY WITH MY NEW STREAM LINE * PEARL PENS
(Lever and Vacuum Filler Type)

PLATINUM and GOLD * POINTS
Hand Ground. Hand Smooth. Made exactly like an Iridium Tipped Gold Point by a Gold Pen Point Manufacturer. Convince yourself that EVERY POINT IS A WORKER.
50c for Sample (*Simulated).

JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

MEN— HERE'S A TICKET TO 1934 PROSPERITY

\$1.00 BOX QUALITY MEDICINE

Containing 10 Herbs, Roots, etc. Retail at 25c to \$1.00. Big profit. Makes a pint tonic. Proven repeater. Packed under your own brand no extra cost. Start now—cash in. Coupons. Co-operation Furnished. Write Dept. F.

OHIO MEDICINE CO.
COLUMBUS, O.

LORD'S PRAYER CHARMS
PERFECT STOCK

No. B1561—Lord's Prayer Charms, Doz., 65c; Gro., \$7.50.
No. B1574—Ten Commandment Charms, Doz., 65c; Gro., \$7.50.

IMMEDIATE DELIVERY GUARANTEED

TOOTHPICK KNIVES
(Cuscho Make)
No. B1567—3-Blade Toothpick Knives, Per Gross, \$2.00.
No. B1569—5-Blade Toothpick Knives, Per Gross, \$2.45.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

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.

CALIFORNIA GOLD COINS

BIG PROFITS

These beautiful Souvenir Gold Coins attract crowds immediately and sell quickly. 12 Samples \$1; 100, \$7.

TRANEHEIM CO., 110 Sutter St., San Francisco.

ard. We have William Baker with us, and how he can dance! At last, in a recent issue, I read a pipe from Doc Less Williams."

DOC GEORGE HOLT . . . pencilled from Hot Springs, Ark.: "Here I am with my pal Doc Tom W. Smith. Here until further notice. I have surely done some touring lately. Not much doing here, worst I have ever seen."

THERE WAS . . . a gladsome meeting on January 10, when Mrs. Jennie Newell (Rolling Thunder) drove about 95 miles from her home at Quaker Bridge, N. Y., to visit the Musical Reikarts at Swornville, N. Y. Says Frank C. Reikart: "We surely had a good-time visit and talked over some of the 'good old days,' when we were on the road in med show business. After her visit Mrs. Rolling Thunder drove back home."

SAYINGS . . . of some of the pitchmen years ago: "Who on earth wants seven pounds of wire around his neck? Look at this one—light as a feather."—Jim Cardwell. "As I said before, no home should be without one."—Harry Turner. "The little ones can have lots of fun—any child can use it."—Tom J. Heeney. "It's not the 'biggest laboratory on earth,' but it is one of the cleanest."—Doc Thurber. "I have trusted you with my 'golden ore' samples, now you trust me with your money."—Big Jack. "I have worked the hills of your State for 40 years with remedies and what is the result?"—Ed Foley. "Three—ninety-eight pays you in full. We send no bills and no collectors to your homes; so please pay me."—Charlie Whalen. "Stay right where you are standing!"—George Cohen. "All those who don't believe stay around and I will convince you that I should be elected as the next president of the 'United Garbage Collectors' Union!"—Charles A. Stahl. "Bring out that red banjo, I want to give the folks an exhibition in sharp-shooting!"—Harry Riley. "I don't want you to buy it for the sake of the present."—George Fady. "I will prove to you that this deck of cards has 53."—Harry Robin. "You bet your life that I will sell you the States of Ohio, Pennsylvania, New Jersey and Texas—wait a minute, beg your pardon, Texas is sold—but I can let you have Oregon instead!"—Henry Striker.

A. R. MURRAY . . . postcards that he doesn't think he can take out his med opry this year "because," sezze, "all the actors are working." He still has his three stores in Philly. Wants pipes from Harold Wood, Mary Ragan, Bill Flood, Archie Smith and others.

THE KERR . . . Indian Remedy Company started its new season at Yemsee, S. C., January 2, Doc W. R. Kerr Sr. infoed from that spot last week. Eight people in the show, among them Bill Catham, doing blackface, also Smiling Frank Ewing, doing specialties and straights.

ARTHUR ENGEL . . . shot at with seven stands working in Washington for 12 weeks, inclusive of pre-Christmas shopping days, he had very good business and was leaving for Dallas, Tex.

DOC GEORGE STUMPF . . . from Adel, Ga.: "Just joined out some new people and thought I'd pipe it in. Skinny Allen Ianier and wife, Dorothy—who is a daughter of the late Chief Little River. Allen is the best comedian I have ever had. He's plenty good."

Lee Teller isn't a pitchman, but he has been in various lines of show business many (heavy on the "many") years, last season and now with Tom Atkinson's Circus. Lee tells of the efficiency (?) of some department store clerks. Just before Christmas he asked two of them "Where is the toys department, please?" And neither of them could inform him.

Musical Perry rejoined me this week—one of the best in his line, one-man band. Doc Kinley's med show is playing two miles from here at Sparkes, Ga. Both of us are doing well. Now will someone please pass the leftover Christmas turkey?"

LOOK OVER . . . the "Pipes Wanted" box (on one of the Pipes pages) this issue. Quite a number of "boys" have been requested to do their bits of piping to the "column."

SATISFACTORY BUSINESS . . . is reported by Docs Floyd and Margie Johnstone (most everybody knows those good folks) in a pipe from Selma, Ala. "After eight days of rain the sun has again started to shine in these parts. Wonder where all the boys are that are supposed to be in this section. Haven't met a pitchman since we left Oklahoma City. We will work in Georgia next, then to Tampa, Fla."

ROBA (LOUIS E. COLLINS) . . . postcard from his home town, Patterson, Mo., that he had reopened his show there for a three-day engagement and that additions to the roster include Cal and Babe Townsend, a veteran med show team. A variety of acts is used, also outside publicity stunts. "Doc Ivey and his med show also in these parts," writes Roba. "Biz thru this section only fair."

IN THE . . . reminiscence composition of James (Uncle Jimmie) Murray in last issue there was a misprint of a name or names. It should have stated that when James stopped off at Boston en route to New York from closing season with Howorth's Hibernica he met Jerry Cohen and wife and daughters (nearly everyone has seen or heard of George and other Cohens in high-class theatricals). The names were given as Mr. and Mrs. Jerry "Colvin." A slip of "Uncle Jimmie's" pen in writing the story caused the error.

BELATED DEATH REPORT . . . The Pipes editor recently received a report (from a roundabout source) that a well-known medicine pitchman, Arthur T. Layton, had died December 20 at a hospital in Ellwood City, Pa., and that details probably could be obtained by communication to the manager of the Preisel Hotel, Ellwood City. The editor addressed a letter of inquiry to the manager of that hotel on January 5, a reply to which arrived at the Pipes desk the day after last issue went to press, and read as follows: "Arthur T. Layton was in an accident about three weeks before his death. He was taken to Ellwood City Hospital, where he recovered. Shortly afterward he became sick and was taken to the local hospital about 6 o'clock of the evening of December 19 and died about 6 o'clock the following morning. He was buried from the St. Agath Church, his body in charge of the local American Legion. He had a military funeral, and burial was in the St. Agath Cemetery."

A PIPE FROM . . . Robert Irvin Lengel, over Pennsylvania way, included the following: "It seems that some hostile town merchants want pitchmen to crawl like snakes as they do themselves. As Zip Hibler says, should we be expected to sneak around like burglars in order to carry on legitimate business? What is Hibler doing in Newark, N. J.? So many peddlers work on Central avenue there it seems to me that China would be a better place. I have been doing a great deal of bartering lately—barter for cats, clothes pressing and tailoring; auto gas, oil, etc.—a pretty good idea, provided you bargain right. I don't know whether my plan is original, but I do know that I am changing from a pitchman to a pressure salesman."

DOC BUTLER . . . figures that he was the talker on Doc Lewis' med show referred to by E. A. Pine in his pipe in the January 6 issue. Butler piped, in part, from Belhaven, N. C., January 5: "Closing on Saturday night with Red Hawk's Comedy Kompany. A nice show, out about 25 weeks; no great gain, no loss. Am heading southward, with intention of picking up my dad (recently lost my mother). I was sorry to learn Pine's impression of me. I can prove conclusively that pitchmen (at Greenville) were in without a reader and burning up territory, selling four tonics for \$1, making two

BIGGEST NEW DEAL—Sweeps All Competition Aside!

A Challenge to Every Ambitious Salesman Who Wants \$10.00—\$15.00—\$25.00 A DAY AND MORE



"Big Five" Dollar Extract Deal No. 200

Every Buyer a Booster

Latest and Greatest Sensation in Direct Selling
AMAZING \$1.00 VALUE Costs You **THOUSANDS**

41¢

WAITING TO BUY

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Sample, Prepaid, \$1.00

Hand them out as fast as you can talk. Make over 100% profit on every sale. Satisfaction guaranteed.

OPPORTUNITY OF LIFETIME—ORDER NOW! QUICK ACTION MEANS QUICK SUCCESS

Big List of Other Fast-Selling Special Deals and Over 300 Daily Used Household and Toilet Necessities, Assures You of Year 'Round Dependable Income in Protected Territory. **OUR TEXAS MINERAL WATER CRYSTALS—Sensational Seller—Pays 300% Profit.** **OUR HATS NOW WITH THE BIGGEST FIRM OF ITS KIND IN THE SOUTH AND START CASHING IN IMMEDIATELY ON THESE BIG, EASY, QUICK PROFIT-MAKERS.**

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UNIVERSAL LABORATORIES • Dallas, Texas

and three pitches, and hurting every 'decent' pitchman in the business. I stood good for readers for two good men in hard luck and fed several—gladly. I was not 'on the lamb' nor a 'ham,' and no 'good scout' gave me a break." I have been pitching for 30 years. I have a good car, a good (new) trailer, a good wife and a son in college and have loads of friends. Have played legitimate shows on Broadway, also in burlesque and vaudeville; my old 'love,' the med 'game.'

H. B. MENEFFEE . . . native of Fort Wayne, Ind., was in a doorway on West Wayne street of that city last week working razor blades, strops and hones. Stated that business was fairly good and seemed to be picking up, also that during the last few months he worked Akron and other Eastern Ohio cities.

DEPARTED . . . Following is a portion of a letter from Fred A. Stock, Quincy, Ill.: "Capt. George W. Smith, veteran pitchman and medicine man, passed away at 10:15 a.m. January 5 at his home in St. Louis. He had been ill since last July. He was known to thousands in the show and pitch world. Was one of the founders of the original Shaker Medicine Company and the originator of White's White Wonder. Was at one time manager of Col. Dillingham's Medicine Company and probably originated more ideas in the medicine show line than any other person. Many of the successful operators of the old school and the present day received their schooling under him. He was a lovable character and his passing will be mourned by many people. He was active up to the time he was taken ill and made his last pitch on my stage last summer before an audience of more than 3,000 people, and was as convincing in his talks as ever. I understand that a prominent soap manufacturer in St. Louis bought his first supply of soap—or a formula—from Captain Smith. Besides his convincing talks, Captain Smith was a clever entertainer, including with magic. Jim Ferton and many other graduated medicine showmen worked for him as performers during their early careers. He never missed a copy of *The Billboard* since its early issues; always

LAYMON'S NEW 5¢ COUNTER CARDS 10¢



2 New Deals

Increased quantities, no increase in price. 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 112% profit for salesman—140% for merchants. Start without investment. Get free catalog and details.

WORLD'S PRODUCTS CO., Dept. 185-A, SPENCER, IND.

GIVE THIS FREE To Every Eating Place

SALESMEN SELL THIS ADD SPACE!

Sell the advertising space for \$5.50 to \$5.00 a year. Beautiful Porcelain-White Sanitary Toothpick Dispenser—serves one pick at a time. Holds a bottle. Goes over big. Your cost: Single, \$1.99; Dozen, \$7.50, prepaid. Order Today.

CURRIER MANUFACTURING CO., 128 Terminal, MINNEAPOLIS, MINN.

YOU CAN'T GET RICH

But you can get *deugh* with this one: HICKEY'S "HERE'S HOW." For mixing hundreds of internationally famous drinks. New De Luxe Edition for bartenders, home and general use. Sell to saloons, to news stands, news dealers, on the street, in front of State liquor stores, etc. Swell flashy cover that "gukes" 'em in. The price is lowest in history—\$17.50 per thousand. 25% with order, balance G. O. D. Sample copy, 10c, postpaid.

HICKEY, 220 N. 8th St., Philadelphia, Pa.

FACTORY BARGAINS

Tooth Paste, \$8 Gr. | Shaving Cream, \$7.50 Gr.
Sample Dec., 75c. | Sample Dec., 84c.
Postpaid. | Postpaid.

ERIE LABORATORIES
400 West Erie Street, CHICAGO, ILL.

CHEESE CHIPS and CORN CHIPS
FORMULAS. Easily made. No machine. \$1.00 brings both. W. J. LYNN, 112-B N. Fifth, Springfield, Ill.

AGENTS!! BRAND NEW FLASH!!

SELL RETAILERS OUR MODERN ADVERTISING PLACARDS. VARIETY OF 8 SAMPLES SUITABLE FOR 8 BUSINESSES. SENT TO YOU FOR 50c—QUANTITY PRICES ON APPLICATION.

DORKAY NOVELTY CO., 24 W. 20th St., New York City

ATTENTION!—Demonstrators, Pitchmen, Window Workers

Fastest Selling, Patented Specialty on the Market.

AMAZING SIGHT APPEAL!

Costs you \$6.00 a hundred F. O. B. factory. Sells for 25c each. "MISTIK" Smoke Eliminator eliminates cigarette smoldering and offensive fumes. Cash in on this while all territory virgin. Send 25c for sample and details. Money refunded if not satisfied. Write direct to manufacturer.

HUB RESEARCH CORPORATION, 279 Newbury St., Boston, Mass.

THIS IS THE PROPOSITION

FOR THE STREET MAN.

A tabloid newspaper printing five thrilling stories, issued every other week, selling at five cents. A good chance to work up something fine. \$2 a Hundred. 25% with order. YOU CAN'T AFFORD TO PASS THIS BY. THE STORY JOURNAL, 721 Spruce Street, Philadelphia, Pa.

scanned the Pipes and occasionally contributed his bit of news and comment to same. His funeral services were held at the McLaughlin Funeral Home, St. Louis, January 8. His widow, Jennie T. Smith, survives."

JOHN F. SULLIVAN . . . Pountain Pen Man, of New York, recently received a pleasant surprise. During the holidays the boys who frequent his office formed a committee, comprising Bob Heller, Jack Meyers, Joe Glick and Bob Carter, and commissioned them to buy a handsome radio, which they presented to Sully. The gift was presented with suitable ceremony and a little party followed, with everyone going home happy.

RELAX . . . friends of Mr. and Mrs. Arthur (Art) Cox! The report that Art and the missus were "killed" in an auto accident was "all wet." They were at Ashland, Ky., last week, from which city Arthur scribbled: "Reading the Pipes in the January 13 issue of *The Billboard*, I noticed your article asking if the report that we had encountered an automobile accident was true. I don't know who started the rumor, but thanks for trying to substantiate or correct it. It seems the first report appeared in the January 6 issue. Had I known this I would have written a correction sooner, but it happened that was the first issue of *The Billboard* I missed reading in over a year—we missed that one because of New Year's celebrating—surely we were having a good time for 'dead' people. I hope to see Tom Kennedy soon and will buy the first (not 3.2). We have a nice new house trailer and are heading to Florida via the Carolinas. We are traveling with a nice couple, Mr. and Mrs. Neal (Neal an ace coils worker) and have made the following spots: Parkersburg, W. Va.—open, \$2.50 a day, but very tough on big tips, altho it was the best one for some time. Then to Charleston, where we met Guy Warner and family with a nice house trailer. Ironton, O.—open to o. m. or s. r. Huntington, W. Va., is closed, but the tobacco market there, with a nice lot on company property, can be worked free—the market will be open for about 80 days to come. Ashland is closed to corners, but a lot can be worked, only good on Saturdays; doorways open. Will work here for a

One will never get to the bottom of this business until he (or she) sees that at the bottom of it is public service. Persons too hotly after making money are not apt to make much money, because the Dollar is a rolling disk, and when you chase it, it attains a terrific "velocity"—it "exceeds the speed limit"—and many a man has chased it into penitentiary walls before realizing what he was doing. The proverbial hot air is all right at times, but it should be well compressed before you use it.—D. F. (HOOT) McFARLAND.

week, then southward. Glad to know my old partner, Mac McCollum, has a new housecar.

DOC C. L. STUMPF . . . contributed two pipes for this issue. Here's one of them (from Moultrie, Ga., January 4): "There are plenty of shows in this neck o' th' woods. Doc Kinsley, at Quitman. My show, also Doc Blanton, both playing Moultrie the last two weeks — both doing fair considering weather conditions. Ben Richbach spent a night on my lot with his show. Pat Strickland's opry passed thru here, en route to winter quarters. Doc A. W. MacNeill has been pitching saive and corn punk here the last few days. I understand that Doc Green's med show passed thru here two days ago, going to a near-by spot. Doc Blanton told me also that Doc Graham, owner the Golden West Show, passed thru town yesterday, en route to Tifton. Doc Blanton and I have been buddies and drinking foamy liquid the last two weeks. I find him a fine fellow, a real med man and a credit to the profession. I wish there were more like him in the biz. I heard that Doc Tom Marshall's outfit is parked at this time just below Valdosta. Let's have pipes from Doc and Mrs. Marshall, Mr. and Mrs. World and Ole Olson."

"TM STILL . . . in Maine and will do a little barnstorming up here" with a new package, and if it clicks will offer it to the trade thru *The Billboard*. Am still operating on a short b. r.—but not as short as some I saw last year," sez D. F. (Hoot) McFarland.

"Mr. Mayor" takes great pride in his display. And boasts the N. R. A. And says that he wants it understood. That he is for fair play.

Still Henry Jones, who Sells his wares From parking lots and doors, Is not permitted to Demonstrate—He "might hurt" the stores.

To me it seems that Poor old Jones Is pushed upon the rocks, Because he hasn't reached A big-time stage, Where he can deal in stocks.

So, if you'll analyze the Tricks of trade—Get down to bed—"rawk"—I think that then you Will surely find The source of all the squawk. —A. B. (ZIP) HIBLER.

ANDY STENSON . . . shoots, in part, from New York City: "Still at the 'crossroads of the world,' and doing business in the employ of Henry M. Brill. If any of the boys can tell me why I stayed in one place so long I will star: eating spinach. Mr. and Mrs. Archie Wagner and associate, Nat Golden, still prominent figures on Broadway. The two reformed jammers, Louis Colmes and Joe Silverberg, still doing business at Jamaica, L. I., and contemplating opening a show titled *Do You Need Any Paper Money?* More power to Harry Corry and Roy Candell! I wonder what has become of Sir Thomas Rodgers—pipe in. Tom. Also Johnny Hicks, the 'Advertiser.' I hope to see many of the boys on the road the com-

ing summer. The Golden and Stenson team will be out. Phil Unger has stores operating on 14th street and Sixth avenue. All my following pipes will be 'Kosher jackpots,' so I want plenty competition from such men as Gene Golin, Joe Garfinkle and Sam Jones. So, as they say in ol' London, 'Cherio,' boys, and don't lose it!"

JACK HOBSON . . . and wife at Austin, Tex. Jack got busy with writin' implements (January 9) and the result read about like this: "I am splitting time with a king of health book workers, Doc Hale. We are working a fair business. The missus and I have a new house on wheels, an ideal place to cut up jackpots, and we enjoy it greatly. Doc Hale and wife also have a nice house trailer, and Mrs. Hale is a wonderful cook. We had an excellent dinner with them this evening. Most of the boys I have seen working in Texas seemed to be getting a little money. Several are working here in doorways. I will be here in Austin another week, after which we plan taking fishing trips around Corpus Christi, Tex." Jack and the missus would like pipes from James E. Miller, Ralph Redding, Anna Hubble and Charles P. Lindner and Jess and Babe.

OUT IN THE OPEN

(Continued from page 43)

Jand's Indoor Circus was last heard from in Fall River, Mass. — Courtney Ryley Cooper is back from Washington and is headed for a lecture date in Montreal.—Those two "boys" yonder are Frank W. Braden and Thomas R. Killilea, the Damon and Pythias of modern times.

Lew Tilford, formerly associated with Lew Dufour, cannot understand who started those false rumors about the latter.—Capt. Dan E. Fox in heavy confab with George Hamid.—Joe H. Hughes off to get contracts for the Hamid booking office.—Tex Sherman's *Out of the Chutes* in the initial February issue of *Ranch Romances* is by far the most interesting of his series to date.

Chalmers Lowell Pancoast, otherwise known as "The Pic of West 45th Street," has written another book, *Jim Perkins*, which is running in serial form in *The Tidewater Review*, West Point, Va. The Pan, be of the CSSCA, was the subject of a lengthy biography by Gertrude Gordon in *The New York Enquirer*, and same gets an honored spot at his Piccadilly Hotel promotorial desk.

NAAP

(Continued from page 33)

long winters make it an industry. It is not to be wondered that they produce internationally famous ski-jumpers and hockey teams. This mountain in the center of the city makes possible a toboggan ride of almost a mile. It is lighted so as to make it safe at night and available to those who must work during the day.

We in the States are only beginning to see the possibilities of winter sports. One feeds the other. If artificial ice skating is profitable in Baltimore it can be made to pay in Virginia and Texas. When building it should be remembered that ample space should be allowed for hockey and for the accommodation of spectators. A good hockey team can put over the arena. This is surely your recruiting ground for your first hockey team. An artificial course for a ski jumper is possible and a thrill attraction for the ice-skating arena. One man from Canada traveled with an American circus and made the artificial ski jump twice daily. Small boys ski jump here as our small boys play baseball on the sandlots.

National Health Asset

Outdoor winter sports are a national health asset here in Canada. Where we cannot play tennis and golf in winter, some adaptation of these winter sports should be made. The public recreational forces are to be our competitors with the new leisure and if the amusement parks let them have the lead we cannot regain it. Sports where the patrons can participate are just what we want.

The hot dogs and the pop corn have, at these sports, a vigorous demand to satisfy the keen appetite made by the snappy weather and the strenuous exercise. It was 32 degrees below here last week. A hockey game here between well-known teams will draw a larger crowd in winter than their baseball game draws in summer.

Our amusement parks have allowed too many amusements to become centered elsewhere than at the amusement parks. The famous dog-sled race up here often ends at the fairgrounds at

Quebec—an added use for their arena. Here they do overlook some summer possibilities, but no winter sport escapes them. Many of our Northern cities could with profit study winter sports up here.

POOL WHIRL

(Continued from page 33)

swim. "The Pallsades also draws tourist trade," Evelyn hastens to add.

The New York City swim pool situation sprouted a change in management and a rumor of a new tank last week. The Paris indoor pool in the midtown area went under the Knott management together with the hotel housing it, and Walter Winchell started talk thru his column that the Paramount Hotel would soon transform its grillroom into a commercial swimming tank. No definite confirmation could be received on the latter, but it is understood that the plan will go thru if and when the Paramount and Edison hotels merge.

A proper swimming pool picture for display purposes or for newspapers has always puzzled pool men. They claim that if they have a photo taken of their tank when there's too many patrons in the water, people looking at the picture will get the idea that the pool is always crowded and that they can't really swim there. And then if they have a photo taken of the matatorium when there's only a few in swimming, they fear the reaction will be that the place is always empty and that prospective patrons will feel there's something wrong. But it's not as big a problem as they would have you imagine. Of course, it's foolish to display a picture of your matatorium without a soul in the pool, as so many are doing. This sort of a display does more harm than good. And similarly so, it's also unwise to show pictures of your tank taken on very crowded days, as contended. What should be done is to have your pictures taken when there's a comfortable crowd in the water—just enough to prevent it from looking bare and still not too many to give the impression that the establishment is always crowded.

I wager that no funnier trio ever attended a pool than the three mugs who frolicked in Park Central indoor tank, New York City, one night last week. There was Len (Tarzan) Traube, *The Billboard's* Eastern outdoor man; Irving (Panther Man) Rubine, press agent extraordinary for the McAlpin Hotel, which also has a swim pool, but which has been kept somewhat of a secret, and one wonders why, and last, and most assuredly least, the conductor of this column. The three of us had one grand time, what with trying everything in the gym, from the reducing bicycle to ping-pong and then topping it all with a plunge in the pool. But what I started out to report is that there ought to be a law against allowing that guy Traube to swim in a commercial pool. It's dangerous, for there's not a staff of life guards in existence large enough to keep him on top of the water.

DOTS AND DASHES—Did you know that Stookie Allen, syndicated cartoonist, used to be a pool life guard? . . . Max Baer, heavyweight boxing contender and recent motion picture and stage star, spends his NRA leisure swimming in Park Central pool, New York City.—A rise in bathing suit prices is expected shortly when current stocks of low-price yarn held by mills are exhausted. . . . George Kojac, former Olympic champ, dropped in last week to say he's already signed up to work at Tunis Lake Camp, Tunis Lake, N. Y., next summer.—Olympic Club pool, San Francisco, Calif., crashed the papers last week as a result of Gene Tunney popping in for a swim. . . . Harry Pincus writes from the West Coast that they have some swell pools down Mexico way and he promises to tell all about them in his next letter.—And whatever happened to that new pro swimmers' association in Toronto?

LAST MINUTE BULLETIN: Martha Norellus, former American Olympic swimmer and Wrigley marathon champion, who has been living in Toronto for the last three years, will definitely be reinstated in the Canadian AAU ranks soon and may compete against the American team in the next Olympics. Wouldn't the American AAU board be surprised to hear this, and I know many pool men who are cheering for Martha, whom they all feel was mistreated by the American AAU when she was an amateur and for which reason she was actually turned pro. All this will undoubtedly break in your daily papers.

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10c a Word

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

SPECIAL — PARODIES AND SONGS, 50c. Monologue, Song and Skits, \$1. Acts. WEISS, 1831 Bathgate Ave., Bronx. x

AGENTS AND DISTRIBUTORS WANTED

AGENTS — GOLD SIGN LETTERS for store windows, 500% profit. Free samples. METALLIC LETTER CO., 442 N. Clark Chicago. tf

AGENTS — WRITE FOR OUR LOW price list; big repeat items. TROPHY SPECIALTY COMPANY, 1476 Broadway, New York City. ja27x

ATTENTION, SOAP MEN — WRITE Harry Conover for soap samples. SAVON PRODUCERS, Indianapolis. Take notice—"Duke", Lundy, Dunauke Bros., West Bros., Mehan, Vanmeter, Blue, Gunnison, Larabee, Sebree, Harris, Karnett, Copeland Bros., Fisher, McInerney. x

FURNING PERFUME CANDLES — Sure-fire quick sellers; repeater; particulars free. MISSION, 2323 W. Pico, Los Angeles, Calif. fe10x

CAN YOU SELL—STYLISH NECK- wear for \$1.00. You make 100%. These values offered by manufacturer direct. Sample dozen, \$1.50; gross price, \$18.00. KEYSTONE MFG. CO., Atlanta, Ga. x

CASH INCOME DAILY RESILVER- ing Mirrors at home. Replating Autoparts, Tableware, etc. Outfit furnished. Write SPINKLE, Plater, 500, Marion, Ind. mh10x

CIRCULATION MEN (GOOD PRO- ducers) wanted to get circulation for two old, well-established trade papers. Territory east of the Mississippi River, Southern and Pacific Coast States. IMPLEMENT & TRACTOR TRADE JOURNAL, 601 Graphic Arts Bldg., Kansas City, Mo. x

DEMONSTRATORS — NEW ITEM Sewing Craft Rug Guides. Priced Right. Samples, 10c. Also Darners, Hemstitchers, Guides, Threaders. COLBERT, Box 1314, Santa Monica, Calif. x

DISTRIBUTORS — REPRESENT manufacturer. Sell Latex, self-sealing bandage that breathes. Great demonstrator; lowest prices; tremendous profit; good repeater; exclusive territory. NEWAY, 3815-BP Harrison, Chicago. x

ELECTRIC FUN! 200 STUNTS, 110 volts, \$1. CUBBING SONS, Campbell, Calif. x

FREE LITERATURE DESCRIBING many business plans. H. BELFORD, 4042 N. Keeler, Chicago. x

GIVE RADIOS AWAY—EARN UP TO \$100 weekly. 7-pound AC and DC Radio for home, office and auto. Gets police signals. Profits begin right away. Write for plan. BECO MFG. CO., 844 Adams, Dept. 671, Chicago. x

GO INTO BUSINESS — SELL NEW and Used Clothing; 100% to 300% profit; satisfaction guaranteed. We start you. IDEAL RUMMAGE SALE CO., A-3206 State, Chicago. ja27x

GOLDEN CIGARETTE BURLEY, 5 lbs., \$1.00. Cigarette Lighter, Roller and Papers free. GUARANTEED TOBACCO COMPANY, LB321, Mayfield, Ky. ja20

GOOD INCOME SILVERING MIR- rors, Plating and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write GUNMETAL CO., Ave. G, Decatur, Ill. fe14x

LEARN LAW FREE! PRESENTS vast opportunities. Guaranteed guide, 25c coin. SAMUEL GIBBS, B-3609 Broadway, New York City, N. Y. x

MAKE YOUR OWN PRODUCTS — Employ agents yourself. Toilet Articles, Soap, Extracts. We furnish everything. Valuable book free. NATIONAL SCIENTIFIC LABORATORIES, 1937W Broad, Richmond, Va. tfnx

NEW, OVER 200% PROFIT — NO competition. Absorbs distasteful odors in ice box and refrigerators. Every home a customer. Free literature. Sample 25c. PREMIER CHEM. LABS., 122 Fifth Avenue, New York City. x

NO PEDDLING — FREE BOOKLET describes 87 money-making opportunities for starting own business, home, office. No outfit. ELITE, 214 Grand St., New York. ja27x

PITCHMEN, PITCHMEN — WE'LL make you rich men. Six brand new "nifty novelties," serving 12 purposes, 5 for automobiles. 12 chances make sale. Handsome, useful, ornamental. You will like. They sell themselves. 20 to 85c. NIFTY NOVELTIES, Box 1138, Providence, R. I. x

PROFITS! GENEROUS, EXPAND- ing, no soliciting. Men, women, starting fast! McARTHUR CO., Desk 4, Butte, Mont. ja20

VALENTINES, COMICS — SAMPLES Send 10c. Dealers, write. Address MERCHANTS SPECIALTY CO., Box 82, Parkersburg, W. Va. x

ANIMALS, BIRDS AND PETS

ANIMALS, BIRDS, SNAKES OF ALL kinds. SNAKE KING, Brownsville, Tex. fe17

BEAUTIFUL REGISTERED BULL Pups, \$10. BULLDOGS, 501 Rockwood, Dallas, Tex. x

BIRDS FOR SPECIAL SALES AND games. Capacity 2,000 a week. BIRD FARMS, 16th Street, Santa Monica, Calif. ja27

FOR THE SHOWMAN THAT REAL- ly wants something different. With two years of training I have now finished, ready to go, 2½-year-old male African Lion. Minds like a dog. Works on collar and chain, does a Talking Act. Beautiful rhinestone harness, nice props, cage on trailer. Also Lion illusion. All for \$600.00. WICK LEONARD, Plain City, O. x

PARROTS! PARROTS! MEXICAN Young Bronco Yellow Head Parrots, \$6.00 each; Hand Banded, Tame, \$10.00; Talking, \$15.00. LAREDO ZOOLOGICAL, Laredo, Tex. x

SMALL TAME FEMALE ELEPHANT, Lion Cub, Hyena, Trained Ponies, Goats LOCK BOX 8, Ramsey, Ill. x

WANTED TO BUY FOR CASH — Trained Elephant, Chimpanzee, trained or untrained; a Trained Dog doing an unusual single. J. J. EVANS, rear 161 Charles Avenue, S. W., Massillon, O. x

BUSINESS OPPORTUNITIES

ADVERTISE IN RURAL WEEKLIES — Lists free. MEYER AGENCY, 4266B Hartford, St. Louis. fe3

DISCONTINUING BUSINESS! WILL sell 10 tested-guaranteed Cosmetic Formulas for \$1.00. Real bargain. CHRISTINE LABORATORIES, 51 East Mill, Akron, O. x

SELL BY MAIL — BOOKS, NOVEL- ties. Bargains. Large profits. Particulars free. E. ELFCO, 825-S Dearborn, Chicago. fe10x

2,000 MONEYMAKERS — CATALOG free. SUMMERVILLE, Ellwell Crescent, Forest Hills, New York City. x

600,000 ARTICLES WHOLESALE — Cheapest Directory, 10c. MAIZE, 1801 Memorial, Williamsport, Pa. x

CARTOONS

ENTERTAIN WITH TRICK CAR- toons and Rag Pictures. Catalog free. BALDA ART SERVICE, Oshkosh, Wis. fe17

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. No machine may be advertised as used or second-hand in The Billboard until 60 days after the machine is first advertised in The Billboard by the manufacturer or distributor.

ALL LIKE NEW — BALLY'S CUB, \$6.50; Soltaire, \$12.50; Five Star Final, \$5.00; Jiggers, \$6.50; X-dha-skot, \$5.00; Daisy, \$2.50; Monte Carlo, \$2.50; Silver King (double marble machine), \$17.50; Little Duchess, selective coin slot, 1c, 5c venders, \$42.50; Little Duke venders, selective coin slot, \$37.50. Superior Sycopates, automatic pay off, \$42.50. BOYLE AMUSEMENT CO., 1247 N. W. Third, Oklahoma City, Okla. x

ALL LIKE NEW! DAVAL CHICA- go Club House, \$10.00 each; New Deal, \$10.00 each; Mills Official Pin Tables, \$12.50 each; Bally Skippers, \$6.00 each; Mills ic Targets, \$4.50 each. Send one-third deposit. Satisfaction guaranteed. ROBBINS CO., 1141-B DeKalb Ave., Brooklyn, N. Y. x

ALL GOOD AS NEW — JENNINGS Rockway Five Jacks, \$10.00; Puritan Venders, \$7.50; Dandy Venders, \$8.75; Gooly; Screw, Three Ring Circus, O. K., Rainbo, \$3.95; Jiggers, Majestic, \$4.95. MARKEPP CO., 3904 Carnegie, Cleveland, O. x

ARE YOU LOOKING FOR RECON- ditioned 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. BADGER NOVELTY CO., 2440 North 29th St., Milwaukee, Wis. ja27x

BALL GUM MACHINES, WRIGLEYS Weighing Scales, many others. PENNY KING VENDING CO., INC., 178 Orange Street, Buffalo, N. Y. x

CLOSING OUT—100 COLUMBUS 5c Peanut Venders, \$3.00; Masters 1c and 5c, \$3.50; perfect mechanical condition. Look like new. Send for Roxy Tips, listing latest Pin Games. ROXY VENDING CO., 923 Eighth Ave., New York. x

DEMAND COLEMAN'S REBUILT Machines, absolutely guaranteed. Mills Half Dollar Jackpot Bell, Serial 219643, special, \$22.50; Bally Rocket demonstrator, \$82.50. List free. COLEMAN NOVELTY, Rockford, Ill. x

FIVE STAR FINALS, JIGGERS, COM- manders, Cloverleafs, with Stands, \$5.00 each; Goolys, Matchascors, with Stands, \$4.00 each; Speedways, \$10.00; Skippers, \$4.90; Puritans, \$7.00. Address SOUTHERN AUTOMATIC SALES CO., 542 2d St., Louisville, Ky. x

FOR SALE—TWO LATEST MODEL F Iron Claws, Chrome Heads, Three Prong Buckets, used less than 1,000 plays, \$65.00 each. BOX C-189, Billboard, Cincinnati, O. x

MODEL F IRON CLAWS—PERFECT Mechanically, \$100. EXHIBIT NOVELTY CO., 1122 Broadway, New York. ja20

SEND STAMP FOR LIST OF USED Machines. Get on our mailing list. You save money on machines and supplies GOODBY, 1826 East Main, Rochester, N. Y. ja20

SLOT MACHINES — TERRITORY closed, Escalators, Dukes, Goosecocks. All makes and plays. Nearly new Gola Miniature Pool Tables, \$15.00 each. HUNTER BROTHERS, 309 Locust, Pittsburg, Kan. ja27

STUTZ ELECTRIC TRAVELING Cranes, less than six months old, excellent condition, \$80 each; worth double. Also one 5c Bell Jackpot, in fine condition, \$22. 1/3 cash, balance C. O. D. MCKINLEY'S, 248 Liberty, Long Branch, N. J. x

WANTED TO BUY—MILLS SILENT and Jackpot Machines. Will buy any quantity and pay cash. ROCK-OLA MFG. CORPORATION, Chicago, Ill. x

WANTED—SECOND-HAND ALUMI- num Strip Name Embossing Machines. Cheap for cash. Coin attachment unnecessary. JOHN A. FORER, 722 Seville Place, Orlando, Fla. x

WANTED TO BUY—ESCALATORS. State serial, condition machines first letter. UNITED NOVELTY CO., Biloxi, Miss. x

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500 GOOD AS NEW COIN OPERAT- ing Machines, comprising Grandmother's Predictions Machines, Iron Claws, Traveling Cranes, Seales, etc. These machines are offered at a fraction of their real value. Send for list. Address WM. GENT MFG. CO., 17304 Neff Road, Cleveland, O. x

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At Liberty Advertisements

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PROFESSIONAL DRUMMER doubling Trombone. Fully experienced vaudeville, floor shows, etc. Pedal Tympani, Bells, etc. Best of references. Location or travel. 872 Hays Park, Kalamazoo, Mich.

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AT LIBERTY—My Portable Pop Corn Outfit. Able to make all kinds of first-grade pop corn connections, also buttered pop corn. Would like to place it at a park or other amusement place on percentage basis. Don't wire, but write at once. HOWARD YEAPLE, 235 Carlisle Ave., York, Pa.

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A-1 PIANO MAN — READ, FAKE, TRANSPOSE. Young. Prefer show, but will consider all offers. Good accompanist. Now in cabaret. PIANIST, Western Union, Peoria, Ill. ja20

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AT LIBERTY — A talented team. Experienced medicine show people, lecturer, changes specialties eight nights. Ventriloquism, Punch and Judy, Kid Comedies, some Magic, straight in acts. Wife, Blackface Comedienne, Musical Artist. Piano Player, changes specialties indefinitely. Have Electric Calliope (very loud) for street advertising. We can put on an entire program for eight nights. Write THE TAYLORS, No. 716 Locust Street, Indiana, Pa.

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When no date is given the week of January 13-19 should be supplied. In split week houses the acts below play January 17-19.

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Apollon, Dave, & Co. (Pal.) Cincinnati.
Artists & Models (Pal.) Cleveland.
Arnaut Bros. (Orph.) Boston.
Australian Waiters (Audubon) New York.
B Baby Rose Marie (RKO Keith) Syracuse, N. Y.
Baer, Max (Met.) Brooklyn.
Barrett, Sheila (Pal.) New York.
Barris, Herbert (Fox) Detroit.
Barto & Mann (Albee) Brooklyn.
Berkas, Johnny (Boulevard) New York.
Berke, Milton (Fox) Detroit.
Berry, Eddie, Vanities—Marion Bernier, C. Cassell-Cleaves, Charles and Bobbie, Mary Keith, Theo Keith, Bette Rogers (Strand) Mountville, W. Va. (Orph.)
C Connellsville, Pa., 23-24; (Met.) Morgantown, W. Va., 25-26.
Berry Bros. (Paradise) New York.
Blanche, Belle (Loew's Bay Ridge) Brooklyn.
Block & Sully (Loew) Jersey City, N. J.
Bowers, Cookie (Paramount) Brooklyn.
Bradley & Jerome (Paramount) Brooklyn.
Brownlee's Pop Vanities (Keith) Columbus, O.
Pittston, Pa., 18-19; (Granada) Olyphant 20.
Burns, Harry, & Co. (Loew's Bay Ridge) Brooklyn.
C California Revels (Boston) Boston.
Calvin, Al, & Marguerite (Gayety) Minneapolis.
Cale & Carson (Valencia) Jamaica, N. Y.
Calloway, Ceb, & His Cotton Club Orch. (Met.) Boston.
Campbells, Casting (Loew) Akron, O.
Cantor, Eddie, & Co (Earle) Philadelphia.
Carney, Bob, & Jean (Boulevard) New York.
Carr, June, & Harry Martin (Orph.) Boston.
Carroll's Pop Vanities (Keith) Columbus, O.
Cay, Louise, & Co. (Loew's Bay Ridge) Brooklyn.
Century of Progress Revue (Pal.) Indianapolis.
Georges & Jelma (Orph.) Boston.
Sevens, The (Brooklyn) Brockton, Mass., 18-20.
Charles & Bobbie (Strand) Mountville, W. Va., 15-17; (Orph.) Connellsville, Pa., 23-24; (Met.) Morgantown, W. Va., 25-27.
Childs, Reggie, & Orch. (Pal.) New York.
Clack's, Harry, Unit. (Lanett) Lanett, Ala., 17-18; (West Point) West Point, Ga., 19-20; (Ritz) Bainbridge 21-23; (Roanoke) Roanoke, Ala., 24; (Opelika) Opelika 25.
Cole, Lester, & Co. (State) New York.
Collano, Con (State) New York.
Collegras's, Three (Bethlehem, Pa.; Easton 22-25; Harrisburg 26-31.
Collins & Peterson (Regent) Paterson, N. J.
Conville, Frank (New Lafayette) Buffalo.
Cordons Dogs (Valencia) Jamaica, N. Y.
Cotton Club Revue (Pal.) Chicago.
Craig Jr., Freddy (Met.) Brooklyn.
Crazy Quilt (Loew) Rochester, N. Y.

- D Danwells, Six (Paramount) Brooklyn.
Davis, Benny, Revue (Proctor's Pal.) Newark, N. J.
Dayton, Joe & Eddie (Strand) Cincinnati.
DeComa, Marie (Gates Ave.) Brooklyn.
DeFlice, Guido (Rainbow Garden Night Club) Bridgeport, Conn.
Demarest & Sibley (Paramount) Brooklyn.
DeQuincy, Gene, & Lewis (Fox) Detroit.
Dillon & Parker (Audubon) New York.
Dodge Bros. Revue (Loew's State) Providence, R. I.
Duponts (Loew's State) Providence, R. I.
E Eddy, Wesley (St. Louis) St. Louis.
Eltzing & Vernon (Strand) Cincinnati.
Evans & Novello (Earle) Washington, D. C.
Evano, James, & Co. (Boston) Boston.
F Falls, Reading & Boyce (Albee) Brooklyn.
Farrell, Lillian (Rainbow Garden Night Club) Bridgeport, Conn.
Faye, Vivian (Capitol) New York.
Fifty Million Frenchmen (Orph.) Des Moines, Ia.
Flushers, Four (Loew) Akron, O.
Foster & Batie (Gates Ave.) Brooklyn.
Fowler, Walsh & LaZarre (Strand) Cincinnati.
France & LaPell (Loew's Fox) Brooklyn.
Freed, Carl, & Co. (Loew's Fox) Washington, D. C.
G Gerald, Gene (Strand) Cumberland Md., 17-20; (State) Raleigh, N. C., 22-24; (State) Winston-Salem 25-27.
Gleason & Allen (Lanett) Lanett, Ala., 15-17; (West Point) West Point, Ga., 19-20; (Ritz) Bainbridge 21-23; (Houston) Dothan, Ala., 25-27.
Grant, Barney (New Lafayette) Buffalo.
Greenwich Village Follies (Keith) Dayton, O.
Grey Family (Gates Ave.) Brooklyn.
Griffith, Edith (Strand) Cincinnati.
H Hamilton, Kay (Loew) Akron, O.
Harrison's Happy Circus (Orph.) Boston.
Helena, Edith (Fox) Philadelphia.
Henry, John (Orph.) New York.
Hill & Hoffman (Boston) Boston.
Hilton & Carson (Stete) Newark, N. J.
Hyde, Alex, & Orch. (Valencia) Jamaica, N. Y.
Hyman, Johnny (Pal.) New York.
I Johnson, Great (Loew's Bay Ridge) Brooklyn.
Johnston, Mace, Cleveland, Fla., 17; Belle Glade 18; Rahoke 19; Okeechobee 20; Homestead 22; Dania 23; Pompano 24; Delray Beach 25; Lake Worth 26; Stuart 27.
Jones & Rea (Boulevard) New York.
K Kay, Katya & Kay (St. Louis) St. Louis.
Kay, Hamlin & Kay (Boulevard) New York.
Kay, Eddie; Bethlehem, Pa.; Easton 22-25; Harrisburg 26-31.
Kirby & Duval (Earle) Washington, D. C.

- Kitchen Pirates (State) New York.
Kramer, Dolly (Ambassador) St. Louis 19-25.
Ladder of Roses (Boulevard) New York.
Lahr, Bert (Boston) Boston.
LaMarr, Jack, Co. (Rainbow Garden Night Club) Bridgeport, Conn.
LaMarr, Kenny & Casey (Loew's Bay Ridge) Brooklyn.
LaSalle, Jack (Rainbow Garden Night Club) LaSalle & Mack (Broad) Trenton, N. J.
Lamberti (State) Newark, N. J.
Lang, Jeanie, & the Rascals (Albee) Brooklyn.
Langford, Frances (Loew) Jersey City, N. J.
Large & Morgner (New Lafayette) Buffalo.
Leavitt & Lockwood (State) New York.
Lee, Johnny, & Three Lees (Fox) Philadelphia.
Lee & Rafferty Revue (Loew's Fox) Washington, D. C.
Leslie, Lew, Blackbirds of 1934 (Academy of Music) New York.
LeVan & Watson (Orph.) New York.
Lewis, Ted, Show (Ohio) Columbus, O.
M Mack, Freddy (New Lafayette) Buffalo.
Mario & Floria (Capitol) New York.
Master & Gantier (Orph.) New York.
Maximo (Loew) Jersey City, N. J.
May, Janet (Met.) Brooklyn.
May, Marly, & Jean Carroll (Paradise) New York.
McGivney, Owen (Fox) Detroit.
McIna, Duke, & Co. (State) Newark, N. J.
Medley & Dupree (Albee) Brooklyn.
Melvin Bros., Three (State) Newark, N. J.
Midway Nights (Loew) Canton, O.
Miles & Kover Revue (Loew) Akron, O.
Miller Bros., Three (Earle) Philadelphia.
Mills, Gold & Ray (Pal.) New York.
Mulroy, McNeice & Ridge (Paradise) New York.
Murray, Lee, & Co. (Loew) Jersey City, N. J.
N Nagle, Bert (Fox) Philadelphia.
Nash & Fately (Pal.) Cincinnati.
N. T. G. Revue (Earle) Paterson, N. J.
Navarro, Leon (Orph.) Boston.
Nord & Jeannie (Loew's Fox) Washington, D. C.
Novis, Donald (Fox) Philadelphia.
O Oliver, Vey (Marbro) Chicago 19-25; (Fox) Detroit 26-Feb. 1.
Ondek, Steve (Rainbow Garden Night Club) Bridgeport, Conn.
Ortons, Four (Pal.) Cincinnati 19-25.
P Page, Sid (Met.) Brooklyn.
Pall Mall (Loew's State) Providence, R. I.
Park & Clifford (Orph.) New York.
Parker, Lew, & Co. (Loew's State) Providence, R. I.
Parrish, Jimmy (Strand) Cumberland Md., 17-20; (State) Raleigh, N. C., 23-24; (State) Winston-Salem 25-27.
Pasquall Bros. (Earle) Washington, D. C.
Pence, Jan (International Music Hall) New York.
Petley, Arthur (Pal.) New York.
Philo, Viola (International Music Hall) New York.
Poet Prince (Loew's Fox) Washington, D. C.
Polack, Lew (Albee) Brooklyn.
Pops & Louie (St. Louis) St. Louis.
Powell, Jack (International Music Hall) New York.
R Radio Rogues (Met.) Brooklyn.
Rimacs (Orph.) New York.
Rogers, Buddy, & Show (Century) Baltimore.
Ruffalo, Trio (Strand) Cincinnati.
Russ, Elmer & Armstrong (Paradise) New York.
Rublo Sisters (Pal.) Cincinnati.
S Savoy, Harry (Valencia) Jamaica, N. Y.
Smith, Kate, & Her Swanee Music Revue (Orph.) Minneapolis.
Snake Hip Revue (Rainbow Garden Night Club) Bridgeport, Conn.
Snow, Valaida (Paradise) New York.
T Thomas, Norman, Quintette (Loew) Akron, O.
Thornbrooke, E. M. Revue: Durham, N. C., 15-17; Raleigh 18-20.
Thorson, Carl J. (Rox) Cleveland 19-25.
W Ward, Solly (Gates Ave.) Brooklyn.
Waring, Tom (Paramount) New York.
Waring, Fred, & His Pennsylvanians (Paramount) New York.
West & Stanton (Pal.) Cincinnati.
Welch, Harry Zoup (Audubon) New York.
West, Buster (State) New York.
Wheeler & Woolsey (Earle) Washington, D. C.
Whiting, Jack, & Co. (Fox) Detroit.
Wolf, Rube (Rox) New York.
Wong, Joe (Audubon) New York.
Wyckoff, Audrey (Rox) New York.
X X Sisters, Three (Paramount) Brooklyn.
Y Yorke & King (Keith) Dayton, O.

Maximo (Loew) Jersey City, N. J.
May, Janet (Met.) Brooklyn.
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Wheeler & Woolsey (Earle) Washington, D. C.
Whiting, Jack, & Co. (Fox) Detroit.
Wolf, Rube (Rox) New York.
Wong, Joe (Audubon) New York.
Wyckoff, Audrey (Rox) New York.

X X Sisters, Three (Paramount) Brooklyn.
Y Yorke & King (Keith) Dayton, O.

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PIANIST—Experienced Leader or Side Man. Dance presentation, pit. Road or location. Car. Join immediately, anywhere. PIANIST, 4 Endor St., Sanford, N. C. ja20

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Ten-Minute Alibi: (Chestnut St.) Philadelphia 15-20.
Topsy & Eva, with Duncan Sisters: (Apollo) Chicago 15-20.
Vanities of 1934, Chas. A. Koster, mgr.: Fresno, Calif., 17; San Jose 18; Sacramento 19-20; Oakland 21-24; Gilroy 25; Palo Alto 26; Watsonville 27.

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 15)
A
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: (Kleman Cafe) East End, Pittsburgh, Pa., c.
Anderson, Andy: (L'Escarot) New York, re.
Antonal's Cubans: (Matson Royale) New York, nc.
Arold, Sid: (Cotton Club) Joplin, Mo., nc.
Ash, Lytle: (Paris Inn) Pittsburgh, c.
Austin, Harold: (Dellwood Ballroom) Buffalo, c.
Austin, Shan: (Penthouse, Parkavenue Hotel) Detroit, h.
B Bale, Rudy: (Million Dollar Play-Mor Ballroom) Kansas City, Mo., b.
Bartal, Jeno: (Ambassador) New York, h.
Beck, Marty: (Gloria Palais) New York, c.
Belasco, Al: (Frolics) Chicago, nc.
Belasco, Leon: (St. Moritz) New York, h.
Bennett, Ralph: (Book-Cadillac) Detroit, h.
Berger, Jack: (Astor) New York, h.
Berger, Matt: (Club Picaudy) Chicago, c.
Bergin, Freddy: (Schroeder) Milwaukee, c.
Bestor, Don: (Biltmore) New York, h.
Bleyer, Archie: (Arcadia) New York, h.
Black, Ted: (Loyale) New York, c.
Buell, Michael: (St. Moritz) Lake Placid, N. Y., h.
Bowley, Ray: (Riverside Club) Marcy, Utica, N. Y., nc.
Brigode, Ace: (Merry Garden) Chicago, h.
Burt, Ralph: (Topsie Nite Club, New Hotel Tulsa) Tulsa, Okla.
Brooks, Charles: (Mirador) New York, nc.
Brown, Ted: (Kings Terrace) New York, c.
Bulowski's, Count, Californians: (El Tivoli) Dallas, Tex., nc.
Burns, George: (Cassa Loma) Chicago, c.
Burns, Cliff: (Sinton) Cincinnati, h.
Busse, Henry: (Granada) Chicago, c.
C California Ramblers: (Firenze) New York, re.
Calvet, Don: (Marta) New York, c.
Cassy, Ken: (Greystone) New York, h.
Christensen, Paul: (Saint Anthony) San Antonio, Tex., h.
Cigna, Gene: (Chin Lee Restaurant) New York, c.
Coburn, Jolly: (Pett Palais) New York, nc.
Cole, Richard: (Palmer House) Chicago, h.
Coleman, Emil: (Palais Royale) New York, c.
Conn, Irving: (Arrowhead Inn) New York, c.
Cornelius, Paul: (Swiss Garden) Cincinnati, nc.
Cox-Fischell: (Pre-Cat) New York, nc.
Craik, Charlie: (Moulin Rouge) Chicago, nc.
Craig, Francis: (Hermitage) Nashville, Tenn., h.
Craig, Mel: (Paradise) Brooklyn, nc.
Crane, Lee: (Edison) New York, h.
Crawford, Al: (Mayfair) New York, nc.
Cugat, Xavier: (Waldorf-Astoria) New York, c.
Cummings, Bernie: (Deauville Club) Miami Beach, Fla., nc.
D D'Arcy, Phil: (Greenwich Village Inn) New York, c.
Davis, Eddie: (Leon and Eddie's) New York, nc.
Davis, Leo: (833 Club) Los Angeles, nc.
Davis, Meyer: (Mayfair Yacht Club) New York, nc.
Denny, Jack: (Pierre) New York, h.
Dickerson, Carroll: (Grand Terrace) Chicago, c.
Duchin, Eddie: (Central Park Casino) New York, cb.
Duke, Doug: (Cordell) Cordell, Okla., h.
E Eckels, Charlie: (Park Central) New York, h.
Eddy-Burston: (Delmonico's) New York, nc.
Egan, Babe: (New Yorker) Hollywood, nc.
El Gaucho: (El Gaucho) New York, nc.
Elkins, Eddie: (Savoy-Plaza) New York, h.
Everette, Jack: (Argonne Gardens) Des Moines, Ia., nc.
F Fairchild, Cookie: (Algonquin) New York, h.
Fallon, Bob: (Towers) Brooklyn, N. Y., h.
Farmer, Will: (Simpleton) New York, nc.
Farley, Jack: (Blue Willow Inn) San Antonio, Tex., nc.
Fields, Al: (Billy Gallagher's) New York, nc.
Fields, Shep: (Sheilton) New York, h.
Fischer, Charlie: (New Burdick Gardens) Kalamazoo, Mich., b.
Florio, Ted: (St. Francis) San Francisco, h.
Franz, Ernie: (Chin's Restaurant) New York, c.
Freeman, Jerry: (Paradise) New York, re.
(See ROUTES on page 54)

ADAMS—Robert H., writer, died at the San Fernando, Calif., Veterans' Hospital January 5. Funeral services were conducted at Sawtelle, Calif. His widow and daughter survive.

ADAMS—Ted, 32, radio singer, died in Fort Worth, Tex., January 8, according to information received by friends in Los Angeles.

BENNETT—Ida B., 60, wife of A. Bert Bennett, who for many years has been 24-hour man and in other capacities with circuses, died at her home in Vincennes, Ind., January 10. Mr. and Mrs. Bennett were at one time proprietors of Raymond Hotel, Vincennes.

BURT—Mrs. Jennie, 67, singer of many leading roles in Gilbert and Sullivan operas, died January 11 in New York as the result of a cerebral hemorrhage. She was the founder of the Rainy Day Club and a member of the New York State Federation of Women's Clubs.

CLARK—Ella Mae, 40, musician and singer, was drowned in the floods at Montrose, Calif., January 1. Funeral services were held in Forest Lawn Cemetery in Glendale. Her parents survive.

CROWELL—Mrs. Lillian B., 74, known a generation ago as Lillian Rowley, died January 6 in Norwalk Hospital in Norwalk, Conn., of a cerebral hemorrhage. The best known of the many productions in which she played was *The American Girl*. She is survived by two sons, Edward L. of New York, and James R. Crowell, of Westport, a brother, Joseph Lincoln Rowley, of Philadelphia, and four grandchildren. Burial was in Willowbrook Cemetery, Westport.

CUSHMAN—Robert, 35, known on the radio as "Ted Adams, the Wandering Troubadour," was fatally wounded in Fort Worth, Tex., on January 8. Earl Penix, Fort Worth theater owner, has been charged with murder in connection with the slaying. Cushman had been featured over two Fort Worth radio stations for the last two months. Burial was in the Catholic section of Mount Olivet Cemetery. Cushman is survived by his widow, who lives in New Orleans; a brother, and his mother.

DAVIS—George S., 53, died in St. Joseph's Hospital, Warren, O., on January 10 from a complication of diseases. At one time he was manager the Star and Academy theaters in Buffalo, N. Y. He also was interested in horse racing. He was a life member of the Elks and Eagles lodges in Buffalo. For the last 24 years he had been a resident of Warren, O. Survived by widow, mother and two sisters. Funeral services in Warren and burial in Buffalo.

DEYERBERG—Frederick, 71, famous French horn player, died at his home in Long Beach, Calif., January 4. He was a member of the Metropolitan Opera

THE FINAL CURTAIN

House Orchestra in New York for 33 years. He was the father of Fred William Deyerberg, composer and musician. His widow, three sons and a sister survive.

DOBISH—Mrs. Joe, who as Irene Dare gained national renown as one of the first motordrome riders to drive an automobile around the straight up and down wall, died January 12 at her home at Coral Gables, Fla. She had been featured for years with major carnivals and at beaches and parks. Her husband survives.

DREESE—Mendel G., 42, known as the "Mayor of Coney Island" and a real estate dealer in the resort, died in King Hospital, New York, January 9. He was a familiar figure at the last two Mardi Gras, officiating as grand marshal. He founded the Coney Island Hebrew Association.

DUNN—Hugh L., who was associated with Ford's Theater in Baltimore since it was built in 1871, died January 7 in that city. He began working for John T. Ford as an errand boy.

GIBBS—Lucille, concert singer, died January 5 in Los Angeles after a long illness. She had toured the world with Anna Pavlova and had appeared for two years in the Mission Play at San Gabriel,

promotions. Besides his widow he is survived by two brothers, Cleve, of Indianapolis, and Earl, of New York City. Burial was in the Jeffries family plot at Newcastle, Ind., December 23. Floral tributes were many and beautiful.

KENNEDY—Val, 65, manager of the Mason Opera House and Biltmore Theater, passed away in Los Angeles December 23. He managed these theaters for five years. Formerly he had been with Henry Miller, Klaw and Erlanger and Charles Frohman. Funeral services and interment were held in Hollywood. His widow survives.

KNAPP—J. G., theater operator, passed away in San Bernardino, Calif., December 24, following a long illness.

KOCHANSKI—Paul, 46, distinguished Polish violinist, died January 12 at his home in New York. He was the owner of the Stradivarius violin owned by Ole Bull, and in 1928 he bought another violin for \$40,000.

KURTZE—August Fred, 76, best known in medicine show and other outdoor show circles, died January 6 at Sayre, Okla., where funeral services and burial were conducted. He is survived by four children, Milton A. and William

Freddie McGarry, playing Canadian vaude dates, at present in Montreal.

MacDONALD—Henry M., 74, for half a century a concessioner at fairs and with carnivals in New England and Eastern Canada, died in St. John, N. B., of which he was a native. He had been ill and off the road for a year. Two sons, E. A., New York City, and George H., St. John, survive. Interment was in Fernhill Cemetery, St. John.

MEERS—George, died of an un-described fever in St. Vincent, British West Indies, two months ago, according to information forwarded to Mrs. Wilkes Lloyd, of New York, presumably the wife of the one-time famous English circus rider. His uncle is Freddie Meers, manager of the Eden Musee, Coney Island, which is owned by S. W. Gumpertz, general manager Ringling-Barnum, and niece is Lora Meers Valdo, wife of Pat Valdo, personnel director E-B.

METCALFE—John, 30, former jockey and actor, died in Tijuana, Mex., January 6.

MITCHELL—George M., 26, midget, who traveled as a clown with several circuses and carnivals, died of a kidney ailment at his home in Franklin, Va., January 3.

MITCHELL—L., brother of Kate Mitchell Siner, died December 30 in Houston, Tex. He had many friends in show business.

MUETHING—Matthew, 56, noted as a violinist, died in St. Francis Hospital, Pittsburgh, January 7, as a result of a stroke suffered in 1928. He was a native of Covington, Ky., and for many years professor of music at St. Vincent's. He was director of the college symphony orchestra for a number of years.

NOON—Nancy Jane, 13, daughter of Mark Kelly, writer, died January 6 in Los Angeles, following a brief illness. Her parents survive.

PAXTON—George, for many years identified with the promotion of the annual Carroll County Fair, a former director of the Carroll County Agricultural Society, died January 8 at his home near Carrollton, O., following a short illness. His widow, four sons and two daughters survive. Burial in Scroggsfield, O. Cemetery.

PAUL—Mrs. John, 62, an Indian who traveled with carnivals and exhibited at fairs in Eastern States and Canada since girlhood, died on a reservation at Leguille, N. S. She was a daughter of the late Ben Pictou, chief of the Micmac tribe, who died two years ago, aged 102, and who had been an exhibitor with carnivals and at fairs many seasons. Mrs. Paul concentrated on making and selling reed baskets. While at Oyster Bay before the death of Theodore Roosevelt she had as a customer the former President, who purchased a dozen of her baskets.

ROSSETTI—Rudy, 42, died of monoxide poisoning in New York January 2. Originally from Germany, he was a member of the Ergottis, Risley and acrobatic act, and toured with various circuses, notably Gentry Bros' Show. Two brothers survive him. Burial was in New York January 6.

SCHAEFFER—Herman, member of the Carman Roller-Skating Team, died in Philadelphia on January 6.

SIMMONS—Earl, 45, actor, producer and playwright, was found dead January 10 in New York. Death was attributed to gas asphyxiation. He had been interested in stock and motion picture ventures and was the author of *Sickness of Youth* and *Things We Do*. He leaves a widow.

SINK—Mrs. Ira L., 49, died in a hospital at Winston-Salem, N. C., on January 4. Survived by husband and a sister. Interment in Wauhtown Cemetery. From 1923 to 1930 she and her husband operated guess-weight scales and concessions in the Middle West during the fair season.

SMITH—Capt. George W., 78, died January 5 at his home in St. Louis. He was prominently known in medicine show circles. Some details appear in the Pipes columns of this issue.

SPEYER—Edward, 94, connoisseur of music and painting, died January 8 in Shenley, Hertfordshire, England. He organized a remarkable series of orchestral concerts in London, at which Josef Joachim and Fritz Steinbach were conductors.

WHITE—E. J., father of Earl White, radio singer and writer of considerable note, died suddenly in his home in Pittsburgh January 7.

WHITE—Jack Francis, 60, comedian who quit the footlights 10 years ago to settle in Miami Beach, Fla. (was a real estate dealer), died January 4 in a Miami hospital following a long illness. For 20 years he and his wife, Bernice, played in vaudeville as Howard and White in comedy sketches. Previously they had

CHARLES E. MACK

Charles E. Mack, 46, of the vaudeville team of Moran and Mack, famous as "The Two Black Crows," was injured fatally January 11, near Mesa, Ariz., when an automobile, driven by Mrs. Mack, overturned. He died a short time later in the Southside Hospital, Mesa.

Mack was born at White Cloud, Kan. His real name was Charles E. Sellers. Early in his childhood the family moved to Tacoma, Wash. Mack first became associated with the stage as an electrician. He found it easy to create laughs among his fellow workers and conceived the idea of assembling a line of gags for a regular act, which he soon sold to Alexander Pantages, marking the beginning of his actual stage career.

After working up and down the West Coast in various theaters he happened to be on the same bill at Astoria, Ore., with a team known as Garvin and Moran. A warm friendship developed between Mack and Moran, and some years later when they were both playing the Winter Garden, New York, in "Over the Top," Mack proposed they team up. After they began working together their rise was rapid.

Following turns over various circuits, 1921 found them back in the Winter Garden with "The Passing Show." The next season they were featured in "Maid in America." From then on they played in George White's "Scandals," the Ziegfeld "Follies" and "Greenwich Village Follies." In between they found time to go to London for 14 weeks with "Better Days," at the Hippodrome, returning to play another Ziegfeld show and two seasons with Earl Carroll.

In 1923 they were featured in 16 weekly radio broadcasts, later signing with Paramount for two pictures. Phonograph records added to their fame. It is said that more than 7,000,000 of the "Two Black Crows" disks were sold.

In 1920 Mack was married to Marian Robinson, in Washington, and they were later divorced. Mack then married Mrs. Myrtle Buckley, of Oakland, Calif. In addition to his widow, he is survived by a daughter, Mary Jane.

Calif. Funeral services were held in Hollywood. The body was cremated.

GOLDEN—Edward, Negro giant who had traveled with carnivals, died recently at New Orleans.

HAMLIN—Arthur, 47, known as Arthur Kay, of Kay Hamlin and Kay vaude act, died in White's Hospital, Brooklyn, January 10 after injuries received in a backstage accident at the Valencia Theater. The body was taken to Akron for burial. He is survived by his brother, one child and his parents, according to the legal department of Loew's.

HEAD—Louis M., 60, publicist, died at the General Hospital in Los Angeles recently, following a heart attack. Survived by widow.

JEFFRIES—Sarah L., wife of Jack Jeffries, former pugilist who has been appearing in motion pictures recently, passed away at her home in Los Angeles December 31. Her husband, daughter and three sisters survive.

JEFFRIES—Lloyd, 57, promoter and publicity man, died at St. Vincent's Hospital, Indianapolis, December 21, his widow has just advised. He underwent a major operation December 19. Both Mr. and Mrs. Jeffries had been in failing health for two years and spent eight weeks in a hospital during September and October last. Mrs. Jeffries is still ill with heart trouble. Mr. Jeffries for years was connected with amusement parks, circuses, fairs and celebrations in the summer time and during winters would engage in wrestling and boxing

F. Kurtze and Mrs. Bertha Richardson and Ethyl (Reba) Long.

LA ROSE—Herbert, 58, died recently at North Tonawanda, N. Y. He was a brother of George La Rose and well known in show business.

LAYTON—Arthur T., medicine showman, died December 20 in Ellwood City Hospital, Ellwood City, Pa. Some details appear in the Pipes columns of this issue.

Loving Memory of Our Mother,
MARIE "BARRIER" LEE.
Died January 8.

MADELINE, JUNE, JIM, JOSEPH, AN-
GELES, RICHARD.

LEE—Marie, 55, wife of James P. Lee, died in San Francisco January 9. She was buried January 13 in Los Angeles, where she had spent many years in stock. She leaves three daughters and three sons.

LECONTE—Sebastian, 73, poet and dramatist, died in Paris, France, on January 8.

LOSE—Charles Selbert, credited with building the world's largest pipe organ, died at his home in Hershey, Pa., January 10. He spent three years building this instrument which is now used in Convention Hall, Atlantic City.

MCGARRY—Thomas Patrick, 40, of Toledo, O., died December 28 in San Diego, Calif. Surviving are three sisters and three brothers, Mickey and Francis conducting McGarry's Dancing Studios in Toledo, and Charlie, of Charlie and

Charles Kannelly

Charles Kannelly, 55 years of age, for upwards a quarter of a century confidential secretary to several of the Ringling brothers, including the late Charles and more recently John Ringling, and Samuel W. Gumpertz, present general manager Ringling-Barnum Circus, died at his apartment in Sarasota, Fla., night of January 11 from angina pectoris.

Mr. Kannelly had been ill for several weeks and recently left Joseph Halton Hospital, Sarasota, for his apartment. Death came unexpectedly.

Known to practically every outdoor showman in the country because of his connection with shows, "Charlie" Kannelly was quiet and unassuming, and held his employment so long because he could keep a confidence. He was a native of Sterling, Ill. In his early days he was in the theatrical business with his father and other relatives, and later press agented several shows and stars, including the old Hippodrome road shows and Richard Carl, operatic star. He was unmarried and a devout Catholic. He died a few minutes after the last sacrament had been administered.

Funeral services were held at a chapel in Sarasota night of January 12, and the body was shipped to his old home in Sterling, Ill., for burial.

Among those who attended the services at Sarasota were Samuel W. Gumpertz, Pat Valdo, Merle Evans, members of the Sarasota Circus Club and many residents and circus colony members.

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ROUTES

(Continued from page 49)

Ferdinando, Angelo: (Great Northern) New York, h.
 Freeburg, Frank: (Club New Yorker) Seattle, Wash., nc.
 Fried, Bart: (New Powell Inn) Colonia, N. Y., nc.

G

Garber, Jan: (Trianon) Chicago, h.
 Gasparre, Dick: (Chapeau Rouge) New York, h.
 Gaylord, Charley: (William Penn) Pittsburgh, h.

Gentry, Tom: (Opera Club) Chicago, c.
 Gerder, Claude: (Parody Club) Chicago, nc.
 Golden, Ernie: (El Garçon) New York, nc.
 Golden, Neil: (Burns & Kissen's Show Place) New York, nc.

Granata's Continental: (Victor) New York, re.
 Gray, Glen: (Essex House) New York, h.
 Green, Jimmy: (Guyon's Paradise) Chicago, b.
 Greene, Murray: (Peipark Palace) Bronx, N. Y., b.

H

Haefly, George: (Empire) New York, b.
 Haigh, Walter: (Arlington) Hot Springs, Ark., h.
 Hall's Angels: (Paramount) Chicago, nc.
 Hall, George: (Taft) New York, h.
 Handler, Al: (Via Lago) Chicago, c.
 Hendricks, Henry: (Childs) Paramount Bldg., New York, re.

Harmon, Dave: (Plaza Ballroom) San Antonio, Tex., h.
 Harris, Phil: (St. Regis) New York, h.
 Harrod, Buddy: (Yocong's Restaurant) New York, c.

Hawkins, Jess: (Rainbow) Denver, b.
 Hector, Charles R.: (Touraine) Boston, h.
 Henderson, Lee: (Club Richman) New York, c.

Henry, Tal: (Carter) Cleveland, h.
 Hess, Roy: (Viennese Gardens) Flint, Mich., nc.
 Himber, Richard: (Ritz-Carlton) New York, h.
 Hoff, Rudy: (Pigs Ear) Syracuse, N. Y., nc.
 Hopkins, Claude: (Roseland) New York, b.
 Hunter, Pinkey: (Lotus Gardens, Euclid at E. 18th st.) Cleveland, nc.
 Illinois Collegians: (West City) Chicago, nc.

J

Johnson, Charles: (Small's Paradise) New York, nc.
 Jones Broadway: (Harlem Tavern) New York, c.
 Jones, Isham: (Commodore) New York, h.
 Josepha, Jim: (Murray's) Tuckahoe, N. Y., nc.
 Joy, Jimmy: (Lowry) St. Paul, Minn., h.

K

Kahn, Art: (LaSalle) Chicago, h.
 Kassel, Art: (Netherland Plaza) Cincinnati, h.
 Kavelin, Al: (Chez Paree) New York, nc.

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SOL'S LIBERTY SHOWS, Inc. NOW BOOKING FOR SEASON 1934. P. O. Box 384, STREATOR, ILL.

Olman, Val: (Embassy Club) New York, nc.
 Olsen, George: (Pennsylvania) New York, h.
 Olshansky, Al: (Club Plaza) New York, c.
 Owens, Don: (Metropole) Chicago, h.

P

Paige's Band: (L'Algon) Chicago, c.
 Pancho: (Ambassador) New York, h.
 Panico, Louis: (Canton Tea Gardens) Chicago, c.
 Parker, Ray: (Avalonian) Chicago, c.
 Pearl, Morey: (Tent) Boston, b.
 Pedro, Don: (Blue Grotto) Chicago, c.
 Pendarvia, Paul: (Muehlebach) Kansas City, Mo., h.

Peri, Lou: (Club Shalimar) Chicago, c.
 Perrine, Cliff: (Greystone Ballroom) Dayton, O., 15-20; (Casa Loma, night club) Hamilton 21-28.
 Perry, Bob: (Brevoort) Chicago, h.
 Pollack, Ben: (Casino de Paree) New York, ch.

R

Raeburn, Boyd: (Harvey's) Chicago, c.
 Ranson, Jack: (Danceland Club) San Antonio, Tex., b.
 Rapp, Barney: (Forrest) New Orleans, nc.
 Rawlins, Jack: (Blossom Grove) Atlantic Beach, near Jacksonville, Fla., nc.
 Read, Dick: (Pepper Pot) New York, c.
 Redmond, Don: (Casino de Paree) New York, ch.

Rendo, Vito: (Maroni's Beach View Gardens) Chicago, c.
 Reeb, Benny: (Silver Star Ballroom) Sulphur Springs, Fla., b.
 Richards, Barney: (Limehouse) Chicago, c.
 Robbins, Sam: (McAlpin) New York, h.
 Rogers, Mack: (Gunter Cave) San Antonio, Tex., c.
 Roy, Harry: (Place Piqualle) New York, nc.

Roth-Andrews: (Ha-Ha) New York, nc.
 Rubinfof, Dave: (Roosevelt) New York, h.
 Russo, Dan: (Oriental Gardens) Chicago, c.
 Ryshank, Will: (Schelley) Pittsburgh, nc.

S

Sabin, Paul: (Roney Plaza) Miami, Fla., h.
 Sachs, Coleman: (Gunter Tavern) San Antonio, Tex., h.
 Salama, Andre: (Chateau Frontenac) Quebec, Can., h.
 Scoggin, Chic: (Shadownland) San Antonio, Tex., nc.
 Scott, William: (Montclair) New York, h.
 Shafer, Joe: (Nixon Restaurant) Pittsburgh, c.

Shaw, Maurice: (La Bastille) New York, nc.
 Sheehy, Phil: (Davenport) Spokane, Wash., h.
 Sherman, Maurie: (Cafe de Alex) Chicago, c.
 Siler, Eddie: (Beach View Gardens) Chicago, c.
 Simons, Seymour: (Hollywood Country Club) Hollywood, Fla., nc.
 Siskie, Noble: (College Inn) Chicago, c.
 Sky Pilots: (Boulevard Cafe) Chicago, c.
 Smith, Joseph C.: (El Morocco) New York, nc.

Smith, Eddy: (Winter Garden) Yakima, Wash., b.
 Smith, Warren: (The Playhouse) Chicago, c.
 Snyder, Mel: (Empire) Cincinnati, h.
 Sponik, Harry: (Edgewater Beach) Chicago, h.
 Spaulding, Fred: (LaPetite Inn) Thayer, Mo., nc.

Spielman, Milton: (Village Nut Club) New York, nc.
 Springer, Chet: (Country Club Garden) Flint, Mich., nc.
 Stanton, Les: (Club Royal: (Heights Ballroom) Albuquerque, N. M., b.
 Stashkin, Maurice: (Club Minuet) Chicago, c.
 Steele, Blay: (Peabody) Memphis, Tenn., h.
 Steink, John: (Rainbo Garden) Chicago, nc.
 Straton, Hershel: (Semler Tavern) near Akron, O., nc.
 Stephens, George: (Ramova Gardens) Chicago, c.

Stern, Harold: (Biltmore) New York, h.
 Stewart, Rex: (Empire) New York, b.

T

Tapp, Furman: (Honeymoon Club) New York, b.
 Tate, Erskine: (Club Lido) Chicago, c.
 Thurn, Otto: (Bavarians: (Pittsford Inn) Pittsford, N. Y., nc.
 Tobler, Ed: (Melody Bowery) New York, ch.
 Topp, Elbert: (Melody Club) Chicago, nc.
 Tremaine, Paul: (Village Barn) New York, nc.
 Trini, Anthony: (Paramount) New York, h.
 Turner, Charles: (Arcadia) New York, b.
 Tyler, Willie: (Place Piqualle) Chicago, c.

U

Udell, Dave: (Bit of Moscow) Chicago, c.

Vails, Oloot: (McAlpin) New York, h.
 Valentine, Jack: (Stalier) Buffalo, N. Y., h.
 Vallee, Rudy, The: (Hollywood) New York, ch.
 Van Surdam, Jack: (Susan Palmer's) New York, re.

Venuti, Joe: (Del Monico's) New York, nc.
 Villa, Vincent: (Bluebird) New York, b.

W

Wagner, Buddy: (Casino Town Club) New York, c.
 Warren, Arthur: (LaTuc) New York, c.
 Watkins, Sammy: (Park Ave. Penthouse) Detroit, nc.
 Wardlaw, Jack: (Carolina Pines Club) Raleigh, N. C., nc.
 Webb, Chick: (Savoy) New York, h.

Weede-Meyer: (Richmond) Richmond, Va., h.
 Weiss, Ted: (Bismarck) Chicago, h.
 Welk, Lawrence: (Texas) Ft. Worth, Tex., h.
 Whidden, Jay: (Biltmore) Los Angeles, h.
 Whitman, Paul: (Biltmore) New York, h.
 Wilson, Irene: (65 Club) Chicago, c.
 Wilson, Sam: (Park Avenue Club) New York, c.

Wirtz, Eddie: (Rudolf) Valley City, N. D., h.
 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.

Y

Yellin, Gieb: (Kretchma) New York, nc.
 York, Carl: (New China) Pittsburgh, c.
 Yuhass, Johnny: (Detroit Yacht Club) Detroit, nc.

Z

Zam, Paul: (Samovar) New York, nc.
 Zito, Horacio: (Waldorf-Astoria) New York, h.
 Zito, Leo: (Benjamin Franklin) Philadelphia, h.

MISCELLANEOUS

Andrews, Marion, Pep & Fun Revue, Seabee Hayworth, mgr.: (Brodie) Baltimore 14-17; (Criterion) Bridgeton, N. J., 18-20.
 Arizona Cowboy Minstrels, H. B. Blackburn, mgr.: Camden Tenn., 15; Centerville 19.
 Blue Circus Revue: Wayne, Wis., 15-20.
 Birch, Magician: (Majestic) Springfield, Ill., 15-20; (Gaiety) Virken 21-23.
 Dixie Comedy Co.: Buckner, Ark., 15-20.
 Howard Family Show: Soudheimer, La., 15-20.
 Johnson, Zaida, Mentalist, J. A. Johnson, mgr.: (Turnage) Washington, N. C., 15-18.
 LaVerne & Lewis Show: Cadwell, Ga., 15-20.
 Lawrence Family, J. D. Hutchinson, mgr.: Trion, Ga., 17-18; Atlanta 19-23; Claxton 24-25.
 Loftstrom & St. Elops Monkeys: Marshville, N. C., 17; Union 18; Burnsville 19; Mineral Springs 20.
 Majah, Omar, Co., with Al Zeller's Cowboys: Elythedale, Pa., 16-17; Buenaola 18; Bovard 19; Forbes Road 20.
 Marquis, Illusionist: (Lyric) Lawrenceburg, Ky., 17-18; (Strand) Horse Cave 19-20; (Masque) Hendersonville 21-23; Elizabeth town 24; (University Aud.) Bowling Green 25-26.
 McNally & Boughton Show: Vincentown, N. J., 15-20.
 Miller, Al H. Show: Coolidge, Ga., 15-20.
 Original Floating Theater, Chas. M. Hunter, mgr.: Wilmington, N. C., 15-20.
 Phillipson Comedy Co.: Dana, Ind., 15-20.
 Potts, Jolly Pathfinders Co.: Lewisburg, O., 15-27.
 Purcell's Stage Circus, M. J. Dessen, mgr.: Roanoke, Ala., 17; Bainbridge, Ga., 18; Dothan, Ala., 19-20.
 Phelps & Cobb's Show of Shows: (Gadsden) Gadsden, Ala., 15-22.
 Reece, Eddie: (Bohemian Garden) Detroit, Mich., 15-20.
 Ripley's Odditorium: Cincinnati, O., 18-25.

FORTY-SECOND WEEK RICTON'S VAUDEVILLE SHOW, under canvas, 15 people. "The Barnum of the Sticks." We never close. We never miss a show. January 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31. Baltimore; 18, Gardfeld; 19, Portau; 20 Rocky Ford; all in Georgia.

Rippel, Jack, Splash: (Theater) Brantley, Ala., 15-20.
 Schneider, Doc, Yodeling Cowboys: South Boston, Va., 17; (Public) Raleigh, N. C., 18-20; Kannapolis 22-23.
 Sherryland Pictures & Vaude Show: Bowling Green, Fla., 15-20.

REPERTOIRE

Alexander Players: Kasota, Minn., 15-20.
 Billroy's Comedians, Billy Wehle, mgr.: Clewiston, Fla., 17; Belle Glade 18; Pahokee 19; Okreechobee 20; Homestead 21; Dania 22; Pompano 24; Delle Beach 25; Lake Worth 26; Stewart 27.
 Bishop Show: Oosterville, Mass., 15-20.
 Blythe Players: Hampstead, Md., 15-20.
 Leonard Players: Lamar, S. C., 15-17; Bethune 18-20.
 Rowan's Dixie Funmakers: Kite, Ga., 15-20.
 Russell Players: Dudley, Ga., 15-20.
 Sadler Show: Merkel, Tex., 15-20.
 Swain, W. J., Show: Goliad, Tex., 15-20.

CIRCUS AND WILD WEST

Barton, Buzz, Wild West Rodeo Show: Roanoke Rapids, N. C., 17; Warrenton 15-19; Henderson 20; Raleigh 22-23; Greensboro 24-25; Durham 26-27.
 Eastern States: (Armory) Beaumont, Tex., 15-20; (Armory) Fort Arthur 22-27.
 Silver Bros.: Sparks, Ga., 18; Lenox 19.

CARNIVAL COMPANIES

Bar-Brown: Winter Garden, Fla., 15-20.
 Big Four: Eastman, Ga., 15-20.
 Brewer, Ray: Lufkin, Tex., 14-20.
 Georgia A-1's: Uvalde, Ark., 15-20; Mt. Vernon 22-27.
 Henry's Untied: Okolona, Ark., 15-20.
 Panama: West Helena, Ark., 15-20.
 Royal Palm: Bowling Green, Fla., 15-20.

N. Y. HOUSE

(Continued from page 4)

ternational Brotherhood of Teamsters, and John J. McDonald, business manager of the International Union of Operating Engineers.

Levey accused second and third-run theaters of taking advantage of the utilitarian code, which allows emergency men to work more than 40 hours a week, classed as skilled men. He claimed the theaters applied this provision to janitors.

Tuesday morning the union appeared before the Regional NRA Compliance Board. Attorney Fred Schlem filed affidavits, alleging eight workers of four indie houses in Brooklyn and Queens were working 84 hours a week. Schlem asked for \$800 back pay for these men, and was assured by James F. Hodgson, chairman of the hearing, that the back wages would be paid if really owed by the theaters.

On Friday Schlem filed 50 more complaints against Manhattan film houses alleging violations of hour and wages code clauses.

MINSTRELSY

(Continued from page 25)

the torch of Minstrelsy to the greatest heights possible. Mrs. Primrose is one of our earliest members and also one of our most active members, having served as vice-president and attended the annual meetings, this lady of minstrelsy is truly conversant with the merits of our minstrel association and readily appreciates its real value to minstrels and minstrel fans everywhere.

Have you checked up on those paid-up annual dues? If not, do so today! Remember that your officers must have your support if they are to continue keeping the association wheels moving in the forward direction. Write in to your secretary today. Let us know your viewpoint, your slant on all things minstrelsy; yes, we are likewise interested in your complaints, for it is just these things which go to build up your organization; it is that expression of thought which prompts us in the upward and forward direction. Send in your letter. We will appreciate your good will and your desire to help and make this our biggest and best year of all years.

BURLY BRIEFS

(Continued from page 22)

second week at the Variety in Pittsburgh. Burlly fans seem to go for her specialty dances, for she brought many a new customer into the Smoky City's lone burlesque house.

FITZIE BEY, according to word from Frankie Gilist, her manager, has proved good box office at the Gayety Theater, Miami. Fritzie's fan dance, violin solos and various strip numbers are reported as real hits. She opened the date December 23 and will close this week.

APOLLO, New York, closed a week ago Sunday night. This despite the fact that Paul Slayer, the manager, claimed emphatically a couple of days previously that it wasn't so.

BILLIE SHAW and hubby, Max Rudnick, were in an auto accident recently in New Jersey. Billie sustained a broken hip, while Max got minor bruises and a severe shaking up. Charlie Murray, in the car also, fared the same as Max.

PRINCESS, Youngstown, O., is running burlesque. Manager is Ralph Pitzer, while Virgil Siner is the producer. Ruth (Sunny) Darling is an added attraction. Uses four women principals, six men and a line of 12.

NATIONAL Burlesque Association of America sent out letters last week to the Chambers of Commerce thruout the country asking them to send in the names and addresses of all theaters playing burlesque, giving the definition of burlesque as listed in the code.

TMA

(Continued from page 24)

stop in and see Brother Oterson's new bar that he built and drink your favorite cocktail (providing you bring your own ingredients).

Brother Milton Meyer was seen during the last social doing the park and bench scene.

The Degree Team was very much surprised that the new brother, William F. Ash, did not feel the Magic Carpet. They found out that the brother is a high intensity man.

Brother Joe Bender has left the sidewalks of New York for the sea breezes on Bensonhurst.

The following resolution was presented at the meeting for final action: All checks for all expenses and all benefits to be paid out by this organization shall be signed by the president, treasurer and the chairman of the board of trustees.

Preparations are going forward for the 70th anniversary dinner and dance, to be held at the K. of C. Club Hotel February 10. A record attendance is expected.

Long Island Lodge No. 67 at its regular meeting held December 28 elected its officers for the year 1934. They were installed at the meeting January 5 at Brau Garden, 264 Flatbush avenue, Brooklyn.

Brother Henry E. Schmidt has changed his address and he will be found at 184-19 143d avenue, Springfield Gardens, Long Island. Brother Charles F. Elchhorn, grand president, has followed suit and moved to the same neighborhood. His new address is 185-03 143d avenue, Springfield Gardens, Long Island.

There was a goodly crowd at the installation and a good time was had by

all. It takes Long Island Lodge to put things over.

Pride of Long Island Lodge will hold its installation of officers on January 10 at the Labor Lyceum, 949 Willoughby avenue, Brooklyn.

The ladies have worked hard in the last few years and are trying to come back with the rest of the recovery plans and they will show all a good time at the installation January 10.

Pride of Brooklyn Lodge Auxiliary No. 3 held its installation of officers January 4 at Labor Lyceum.

There was a large attendance and many visiting sisters as well as brothers from the various lodges in Greater New York and they all had a good time, thanks to the ladies of the auxiliary.

DIVORCES

(Continued from page 53)

divorce from Holmes Edward Herbert, film and stage actor, in Bravos, Chihuahua, Mex., December 22.

Chloe Carter Ruby filed action for divorce from Harry Ruby, songwriter, known as Harry Rubenstein, in Los Angeles January 5.

John Myers, motion picture sound engineer, recently filed a cross complaint for divorce from Therese Myers in Los Angeles.

Marie Mae Peterson, stage and screen actress, was granted a divorce from Harold E. Peterson in Los Angeles January 8.

A separate maintenance action was filed against Rudy Vallee, singer and orchestra leader, in Los Angeles on January 8 by Fay Webb Vallee.

TROUPER'S OBSERVANCE

(Continued from page 31)

from his problems to greet a brother showman. He is to leave soon for a trip around the world.

Hughey Hart and Ralph Wagner made a short visit to Bakersfield to visit Hughey's brother.

SPECIAL DAYS

(Continued from page 35)

lists' day; Saturday, auto racing day, with closing ceremonies.

All construction and remodeling work is expected to be completed within a week, and counties thruout the State are already arranging displays and exhibits. Box seats and bleachers are being set up for the horse show track and stables will be built for 150 horses in the former live-stock building. A large double stage is being built in front of the grand stand for the free acts.

One of the features of the free acts this year will be the exhibition of the famous eight-horse hitch of Clydesdales, great horses weighing about 1,200 pounds, brought here by Anheuser-Busch Brewing Company. Billy Wales, trainer and driver, will show the horses.

RE-ECHO

(Continued from page 16)

real mother of George Walcott, who plays young Tommy Lord. She gives an excellent performance, finished and effective. Her son, too, does good work all the way.

Lord himself is played by Thurston Hall effectively enough, tho there are times when you get the impression that he is more an actor's idea of a banker than a banker in person. That, however, is probably due to the almost impossible part. Phyllis Fovah is charming as the second wife.

The set is far too cluttered with furniture and pictures, which, if memory still serves, were taken from the home of the producer. They are magnificent pieces and pictures—and that, strangely enough, is the trouble. They take attention away from the play. There were frequent dramatic moments during which this reporter, instead of watching the action, found himself looking at the Sargent and Waugh and Lavery paintings. All things considered, however, that was probably the more profitable occupation. EUGENE BURR.

DAYS WITHOUT END

(Continued from page 17)

would think, has a once intensely human dramatist stepped so completely beyond the bounds of all humanity.

And, in addition to all else, there is a tremendous psychological obtuseness. Unless it be our present generation of sophomores, it is doubtful if we have any class that might conceivably act as O'Neill's John Loving acts. The reasons given to explain his actions once more show O'Neill's penchant for explaining a common phenomenon in as abstruse

a way as possible.

John Loving has been a radical and an idealist, but when he found love in his marriage he accepted a sort job with a friend, in which job the play's opening finds him. That immediately places the character in the anomalous position of an idealist who has already deserted his ideals, and it nullifies much of his subsequent struggle, as his two selves fight over the question of whether or not he will return to the faith of his childhood. An uncle-priest comes to visit him, and to him Loving tells the plot of a novel he is going to write—the plot following his own spiritual struggle. And, when he reaches home that night, he tells the priest and his wife the denouement.

According to O'Neill, Loving hated love so much, after he left the church, that he subconsciously resented his happiness with his wife. So he had an affair with his wife's friend, not because he enjoyed it, but as a sort of revenge on love. This, I submit, is pure poppycock. The friend had already told the wife her part in the affair, without naming the man, and so when Loving gets to that part of his plot the wife, in the play's one dramatic scene, realizes what is what. And this paragon of womanhood also realizes that nothing may again be the same.

This sort of psychology is typical of O'Neill. There is a terrific overemphasis of a slight and transient physical act in its effect upon deep spiritual equations. O'Neill seems to be obsessed by sex. With his pseudo-Freudian self-consciousness, he makes it the basis for reactions which only in pathological cases it could possibly affect.

Loving's wife goes out into the rain and contracts pneumonia, and in the stress attendant upon her illness Loving bargains again with God as he used to do. As he pushes his altar ego in front of him on his way to church, his wife starts up like Little Eva and forgives, but—unfortunately, all things considered—she fails to die. And the last scene has Loving in the church before a huge crucifix, beating down his other self and consigning himself once more to mental sterility. He finds a cowardly peace, and beneath the wracked figure of the Man of Sorrows he shouts, "Life laughs with God's love."

O'Neill, in the program, labels his first two acts "plot for a novel," evidently in view of Loving's story. The play is a novel in any case—and any attempt to put it into dramatic form is ridiculous. It amounts to a two-and-a-half-hour debate between Loving's two selves—and the book critics, who are used to such stuff anyhow, should have been forced to wade thru it rather than the unsuspecting dramatic reviewers.

In all the welter of Victorian silliness that O'Neill has assembled for what many thought would be his major opus, one bright point stands out. That is the quality of the words themselves; often, in brief stretches, they rise to a sort of poetry new to the playwright. But that is often the case with those who once were great. As the inner fire dies, they become more versed in outward things, in the swing and cadence of words in themselves. It would be a pity if O'Neill had already reached that stage.

The play has been hailed as one of the greatest Christian—and in particular Catholic—dramas of the century. Even this attribute, however, it fails to possess, if a mere dramatic reporter may be allowed to pit himself against the clergy. Rather, I think, it should be resented by anyone who is truly religious—and the reason is twofold. Religion—true religion—is a way of life, a glorious seeking, an ideal. O'Neill makes of it a blind and groveling faith, based upon a sort of spiritual bargaining with a personal huckster god. And, in the second place, the play is so silly and sentimental and puerile, so much a *Way Down East* or *Sanford and Merton* beneath its pseudo-Freudian mask, that the allegedly evil altar ego has all the better of it from any intelligent, disinterested viewpoint. O'Neill, by his incompetence as a playwright, thinker and psychologist, manages to put the faith he praises in the wrong.

The cast is splendid, and so is the direction of Philip Moeller, which actually manages at times to bring something effective and moving out of the jumbled mess.

But the play itself possesses the silly Victorianism of an antimacassar, the same claim to thought or wisdom as an anti-Darwin pamphlet, and about as much touch with the fundamental realities of being as a revivalist's picture of heaven. It is smug, self-righteous and muffling—and it is also a very bad play. EUGENE BURR.

'ROUND THE TABLES

(Continued from page 11)

Eddie Hale and Eddie Matchett's Rhythm Band, and the Cotton Club, which features Ligon Smith and his orchestra and entertainers.

RIDGEWAY INN, Nashville, offers a change of entertainment for January in the form of Harry Dickman and his orchestra, coming direct from Castle Farm, Cincinnati.

JOSEPH BROOKS has opened the Sweet Lorraine Garden in St. Louis. "Foots" Johnson and his "Musical Toes" and Gertrude Scott are entertaining. Lloyd Hollins is emcee and Ada J. Meyers, hostess.

BROOKSIDE GARDEN, Harlan, Ky., opened last May, has developed into one of the most popular spots in the South-eastern part of the State. Some of the attractions that have been featured include *Streets of Paris*, *Jack Biglow and his Hollywood Revue*, *Chicago Folies* and *Harry Clark's Revue*. Among the orchestras to play were those of Maynard Baird, Borden Jones and Jay Woodward. B. W. Whitfield Jr. owns the spot and John Phillips is manager.

RUSSELL CORNISH opened the first of the month at Heidelberg (Lake Side), Flint, Mich. On the floor show are Curly Burns, Aline Walker and the Heidelberg Chorus. Orchestra and acts broadcast over WFDK. Personnel includes Harley Hummel, Clayton Kolb, Chet Springer and Russ Cornish.

CHARLES COHEN, radio performer and now emcee at McVan's Club Padio, Buffalo, writes of the featured return engagement of Doryce and Fredrico. Also on the floor show are Johnny Kaye, Katherine Cala, Marie Dare, Reues La Rue and the six Padioettes. Captain Warmack and his 11 Algerians are still going strong.

PAT O'BRIEN is proprietor of the Club Tipperary, New Orleans, recently opened.

LEGIT RANKING

(Continued from page 4)

scale. This point was explained by Dr. Henry Moskowitz, advisory secretary under the NREA. He said that managers cannot be blamed in many instances, because the actors themselves are not aware of to what class they belong, as perhaps they have not paid their dues regularly in Equity and therefore consider themselves junior members. Another explanation of the tangle is that some senior members wish to be known as juniors in hope that they would stand a better chance of being employed, even at the lower wage. The difficulty will be ironed out probably this week upon report of sub-committee formed of Frank Gillmore, Marcus Heiman and Dr. Moskowitz.

Two ticket brokers, the Warfield Ticket Library and the Newman Theater Ticket Office, were suspended from business for one week beginning January 15 because of being found guilty by the Legit Code Authority (the ruling being upheld by Sol A. Rosenblatt in last meeting) of employees accepting a charge of more than the maximum 75 cents per ticket. One of the violations was reported by a member of the Union Club. For the first time the Code Authority presented its case first as plaintiff. Milton Weinberger represented the Authority. Stanley C. Fowler represented the Theater Ticket Brokers' Association, of which both defendants are members. Sam Beckhard is the regularly appointed rep of that association on the Authority. David Marks has dropped out.

'TRY-OUT' UP

(Continued from page 4)

claiming itself to be a "try-out" theater. Actors have allegedly been receiving less than the minimum prescribed by the legit code, and Equity objected on the ground that any co-operative show must pay actors the minimum or more, or cease production. Equity also objected to actors having to furnish their own costumes, and instructed the Hollywood representative, Charles Martin, to investigate. His report to Equity council was that the theater was not a "try-out" theater in the interpretation of the code, and that actors were receiving less than the minimum.

Equity asked that the theater be closed this week. Farnsworth called Gillmore and suggested that it be reserved for consideration by Legit Code Authority this week. Gillmore acquiesced.

Great Falls Is In Canadian A

North Montana Fair joins circuit to north — asks CWA funds for building

GREAT FALLS, Mont., Jan. 13.—North Montana Fair definitely became a member of the Canadian A Fair Circuit on Tuesday when fair commissioners, in annual meeting, voted to accept an invitation of circuit officials to participate in the 1934 program, thus assuring Great Falls Fair a bigger and better entertainment program.

The board re-elected W. F. O'Leary president; G. T. Boyd, W. H. Bertsche, vice-presidents, and Harold F. DePue, secretary-manager. B. L. Stinmetz and Frank McPheter are other members of the board.

Affiliation with the Canadian circuit will bring to North Montana Fair a large string of top-notch running horses and assures an auto-racing program, participated in by some of the world's leading dirt-track drivers, officials said. The new affiliation not only will attract a higher class of entertainment, but will make it possible at better contract prices.

Mr. Bertsche and Mr. DePue were authorized to attend the meeting of the Canadian association in Winnipeg on January 14-16, when dates will be fixed and contracts signed for grand-stand entertainment, midway attractions and automobile and horse racing.

The board voted to apply for CWA funds to construct an administration building to provide offices and vaults for receipts. It was decided to build additional restrooms for men and women.

New Fairs in Michigan To Swell Roll at Meet

CHESANING, Mich., Jan. 13.—Michigan Association of Fairs is looking forward to the greatest attendance in its 25 years' history at the annual convention in the Ft. Shelby Hotel, Detroit, on January 24 and 25, said Secretary Chet Howell, of this city. New fairs have sprung up during the winter. Older fairs are anxious to now what they may expect from the State in allotment of moneys from the legal racing bill, which has poured \$100,000 or more into the State.

Governor Comstock, who vetoed the \$80,000 fair appropriation bill passed by the Legislature, will be guest speaker at the annual banquet night of January 24 and will talk on *The State and the Fairs in 1934*.

President Fred A. Chapman, Ionia, and Secretary-Treasurer Howell have prepared a program filled with highlights for fair folks and guests. Wednesday will be devoted to organization and reports, with addresses by Frank P. Duffield, Chicago, on *Analysis of Century of Progress*, and on *How We Licked 1933*, by Bob Buckley, Bad Axe; W. R. Ayre, Caro, and W. F. Jahnke, Saginaw.

Samuel T. Metzger, State commissioner of agriculture, will tell what the State did in 1933 for 4-H Clubs. John N. Anhut, president of the Trotting Club of Michigan, will talk on horse racing and its part in fairs. That night will come the big banquet. Thursday morning B. Frank Emery, Detroit, will talk on *The Exhibitor*. Frank Bradish, Adrian; Harry B. Kelley, Hillsdale; Arnold Engstrom, Traverse City, and W. S. Lowley, Milford, will handle the topic, *How We Can Better 1934 Fairs*. The meeting will have two governors, the old fair worker, Fred W. Green, Ionia, former governor, presiding as toastmaster at the banquet, and the present governor as dinner speaker.

Conroy Bros.

KANSAS CITY, Kan., Jan. 12.—There are not many people at Conroy Bros.' circus quarters this winter; only five, but there has already been some construction activity. Have been building two new four-wheel cages, a new advance car body and a new body for the light plants. One more 25-foot trailer will be built, which probably will end the rolling stock building. The show will go out about the same size as last year and about the same staff personnel as last season. There are six company-owned Chevrolet trucks and five trailers. Leroy Easter is manager; J. J. Lubbering, secretary-treasurer, and Small Burdett, general superintendent.

MINNESOTANS DECLARE

(Continued from page 3)
followed Mr. Murphy, welcoming the delegates and talking on national recovery largely along lines of Mr. Murphy's talk.

J. V. Bailey, president of the State Agricultural Society, reviewed the year, which he declared had been marked by some worth-while accomplishments, and urged fair men to continue their excellent work. Raymond A. Lee, secretary Minnesota State Fair, informed the body that there is over \$56,000 in the treasury to finance the 1934 State fair. T. A. Erickson, State 4-H Club leader, told of success of the 4-H Club Dress Revue of 1934. Mrs. Louise G. Karstens, Minneapolis, gave an interesting talk on women's activities in the Minnesota State Fair, and Laurence C. Hodgson (Larry Ho), of *The St. Paul Dispatch-Pioneer Press*, gave one of his brilliant talks, his topic being *The Minnesota State Fair, Its Diamond Jubilee*. Governor Floyd B. Olson, to have spoken, was unable to attend.

At Federation Meeting

Annual meeting of the federation opened on Thursday at 1:15 p.m. with the president's annual address. President Emery made his remarks brief and to the point.

"I have talked with officials from county fairs throughout the State," he said. "They all speak of a better prevailing spirit. From my own observation I would say that Minnesota farmers have trust in the new administration at Washington. They are patient, too, not expecting miracles to be performed overnight."

Mr. Emery urged delegates to see that candidates to legislative offices are men who have interests of county fairs at heart. He spoke highly of the work of R. P. Hall, secretary of the federation. In spite of a tough year and much opposition the secretary accomplished much, he said.

The secretary in his annual report gave some interesting figures. Results attained in 1933 show that fairs of Minnesota are well managed and soundly organized, Mr. Hall declared. More than 1,250,000 people attended fairs of the State, and total receipts were in excess of \$700,000. The weather man was kind in 1933, as 85 per cent of the fairs had fair weather.

Amounts spent by the fairs for advertising ranged from \$25 to \$2,683, and free attractions, for which a total of approximately \$100,000 was paid, ranged from \$26.75 to \$3,577.68. There were 30,000 entries in boys and girls' club contests, and more than \$44,000 was paid out for these events.

The chief attractions at most of the fairs, according to replies received from questionnaires, were the so-called "free acts." Night racing, public wedding, auto racing, were reported as the chief attraction by one fair each. Secretary Hall strongly urged that no move be made to eliminate county fairs. It would be a costly mistake, he declared, and would cause inestimable loss. Report of Treasurer R. S. Thornton showed the federation finances in excellent shape.

CWA Fund Eligibility

Dean W. C. Coffey, State university farm, St. Paul, gave an interesting talk on *What County Fair Officials Should Know*, in which he urged fair men to become thoroughly familiar with every phase of fair management and exploitation.

"Learn," he said, "what territory your fair may be expected to draw from. If you get outside your logical territory your efforts will be fruitless. Remember that in spite of improved transportation facilities folks are inclined to stay close to home."

Mary Jane Boyd, Virginia, Minn., spoke on *Home Demonstration Agent Work As I See It*. John Casey, editor *Jordan Enterprise*, Jordan, gave an illuminating talk on fair publicity, pointing out ways in which a fair can be best publicized. Ray Bowden, secretary Northwest Elevator Association, talked on *The County Fair, the Farmer's Holiday*, tracing present-day customs to an origin reaching back into the distant past.

E. S. Thornton, chairman of a committee to ascertain what fairs might expect from the CWA, reported that after having conferred with the State CWA administrator, he was convinced that any fair association using or owning its own grounds or leasing grounds from a municipality or from the State could obtain funds from the CWA to improve its fair plant. Several fair associations have already obtained such funds, he said, and have men at work making improvements on their grounds.

Resolutions were adopted urging continuation of the present county fair system and opposing any proposed re-districting of the State for the purpose of conducting district fairs and eliminating county fairs; continuance of State appropriation for the aid of State and county fairs; support of the national administration in its efforts to advance the welfare of all citizens and in particular the rehabilitation of agriculture; thanking the press, the civic associations of the Twin Cities and others for their efforts in behalf of the association, and discouraging money gambling at fairs.

Banquet and Entertainment

Annual banquet and entertainment was staged a little differently this year and the innovation worked out nicely. First the dinner, which was a splendid one. During the dinner the Alexandria Little German Band played and clowned. Guests were furnished with paper hats, balloons and paper streamers and merriment reigned. Following the dinner the entertainment was put on.

Instead of each booking agency putting on a number of acts, a show known as the *Minnesota Prize-Winners on Parade* was presented thru the co-operation of the Twin City Booking Agents' Association, Mabel Connell and Nettie Goldie, of the Goldie Booking Agency; Jule Miller and Leo Semb, of the Northwestern Amusement Company, and Florence Reinmuth. It was nicely staged and made a hit. Leo Semb was an excellent master of ceremonies, a job in which he fits perfectly. The program was as follows:

"Hittin' the Bottle," Florence Reinmuth dancers; Marvin Sisters, harmony dance team; Randolph Norris, "goofus"; Dorothy Lewis, acrobat; Woodard Musical Trio; Eddie Russell and Leo Semb, comedy bit, with Peter Thurely, dancer unique; *Indiana*, Goldie & Connell Revue, with Miller's Jewels ensemble; Erhardt Brothers, dance team; *The Doll House*, Leo Semb; Two Irene, rumba rhythm; Polly, jump-rope toe

dance; Miller's Jewels, Spanish festa; Trygstad Sisters, acrobatic contortion; Myrc, Ethel Walton, Gale Brancel and her Pals, clever dog act; Red Carter, comedian; Duce Haines novelty trio; Grand Finale Miller's Jewels in *Paradise Parade*, Reinmuth ballet in fan number, Diane, fan dancer, and Goldie and Connell, military drill. Following the entertainment there was dancing until 2 a.m.

At a business meeting of the State Agricultural Society on Friday these officers were elected: President, J. V. Bailey, Newport; vice-president, D. J. Murphy, Minneapolis; board of managers, William A. Lindemann, New Ulm; William O. Johnson, Wilmar; S. E. Olson, Ada. Cal Sivright was elected a life member.

Attraction People Present

Ed Lundgren, Mid-West Shows; Williams Public Address System; Harry Zimdars, R. A. Porter, A. E. McDonald, Zimdars Shows; C. F. Tucker, H. M. Tucker, Tucker's rodeo and horse acts; Otto D. Anderson, Lee H. Westerman, Minnesota Fireworks Company; Henry Gordien; William D. J. and L. W. Bazinett, William Bazinett & Son; Van A. Oikon, Van A. Oikon Company and E. G. Staats & Company; L. S. Hogan, Beckmann & Grety's Shows; Sam Solomon, Sol's Liberty Shows; John C. Francis, J. Crawford Francis, J. Crawford Francis Shows; A. J. Haas, E. Viola, Royal United Shows; Alex Bendixen, A. P. Rans, Haakon Petersen, Bendixen Attractions; Orville Hennies, Phil Little, Hennies Bros.' Shows; C. W. Hinck, Congress of Wonders; Max Goodman, concessioner; Thearle-Duffield Fireworks Company, Frank P. Duffield; Regalia Manufacturing Company, T. P. Eicheldecker, Mert Gribble; Ernie A. Young, Ernie Young Agency; Florence E. Reinmuth; Jule Miller, Leo Semb, Frances Wobig, Eddie Russell, Northwest Amusement Company; Carl Sedlmayr, Royal American Shows; M. H. Barnes, Rube Liebman, Jack Polk, Barnes-Carruthers; A. Lawson, Co-Operative Booking Society; Lew and Jake Rosenthal, Rosenthal Amusement Enterprises; Paul Lorenzo, Lorenzo Unit Attractions; A. P. Thaviu, Don Adams, Thaviu Attractions; Earl and Frank Taylor, Earl Taylor Enterprises; Myrtle Vinton, George Bulmer, "Hiram and Mirancy Biresood"; Mr. and Mrs. Billy Williams, Williams & Lee; Jay Gould, Mrs. Jay Gould and daughters, Gould Family; DeWaldo Attractions; Elstad's Public Address System; Heland Public Address System; Mr. and Mrs. Theodore Fish, John B. Rogers Producing Company; Al Miller; Vernon McReavy, Electrix Broadcasting Service; Clyde Miller, rodeo; Tucker's Novelty Circus; New Midway Shows; Jake Jacobson.

Notes of the Sessions

Many acts in the entertainment program deserve special mention, but space will not permit. Erhardt Bros.' dance team presented a very fast and clever routine. Gale Brancel and her two cute dogs, Jack and Jill, were among the big applause-getters and deservedly so; Diane, the fan dancer, gave the audience some thrills—in fact, everyone on the bill was a real entertainer.

Mabel Connell has joined the Goldie Booking Agency and is now a partner of Nettie Goldie.

Billie J. (Big Billie) Collins, who now headquarters in Des Moines, revealed that he married Thelma Bekker last September 12.

Doug Baldwin, Harry Frost and other members of the State fair staff contributed much to the success of the convention by their efficient work.

Florence Reinmuth staged a "pre-view" show for the fair men Wednesday night.

Eddie Russell wonders what has become of Ernie Schroeder, who used to be at the Star and Garter, Chi.

Bruce Knoll and Leo C. Dalley, Spencer, Ia., came up to mingle with the Minnesota boys and were given a hearty welcome.

Carl Hamilton, publicity man for the Midwest and Northwest Harnes Horse Association, gave the fair men some pointers on putting over their race programs.

Jake Jacobson, St. Paul booking agent, used to be with the Empress Theater in Cincinnati away back when, and at one time handled publicity for the old Sullivan & Considine Circuit.

It is a coincidence that J. B. Smith, who was president of the fair at Waseka, Minn., when it was organized in 1872, was the father of E. E. Smith, the present secretary (he's been secretary for 16 years), who is now 74. And Obed Powell, the fair's first secretary, was the father of Eiram Powell, now president of the fair.

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Maine Wants Pari - Mutuels

Fairs association indorses legal betting—support is claimed in Legislature

BRUNSWICK, Me., Jan. 13.—Maine Association of Agricultural Fairs indorses, with only one dissenting vote, pari-mutuel betting at Maine race tracks at its annual meeting here on January 10 and 11. It is understood that a considerable number of legislators will support.

Late Deaths

BEATTY—J. T., 59, known to the show world as J. T. Howard, owner-manager of Howard Family Show, died in Magee (Miss.) Hospital on January 6. Interment in Puckett Cemetery, Puckett, Miss. Survived by widow, three sons, and two daughters—Earl, Claud and Clyde and Mrs. Mae Kennedy and Mrs. Josie Harvey—also nine grandchildren.

DANIELS—George W., 82, died at the home of his daughter, Mrs. A. A. (Beano) Aldridge, at Santa Monica, Calif., January 9. Was with J. George Loos Shows and S. W. Brundage Shows for several years. He is said to have been the first white child born in Winneshiek County, Iowa. His widow, two daughters, son and grandson survive.

JOHNSON—Mrs. Margaret O'Connell, 74, mother of Edward Johnson, tenor of the Metropolitan Opera, died at her home in Guelph, Ont., January 13 after a long illness.

LAWRENCE—Mrs. Virginia Heppe,

wife of Arthur W. Lawrence, president Westchester County Park Commission, died in Bronxville, N. Y., January 12. She was prominent as a civic worker in the county. She leaves her husband, two sons, two sisters and a brother. Funeral services were held January 14 from the Lawrence home and interment was in Kensico Cemetery.

MURPHY—Musa, 50, died in New York January 4, a victim of cancer. Her sister is Mrs. Earl Caton, whose husband is in charge of rides on Mike Zeigler's Monarch Exposition Shows. Her husband, two brothers and two other sisters survive her. Burial was in Kensico Cemetery January 8.

POTTS—Wesley V., 42, owner and operator of several attractions with Dehnert's Golden Rule Shows, dropped dead of heart trouble January 12 while he and his immediate family were in Chicago to attend the funeral of a relative. His body was returned to his home in Covington, Ky., for funeral services on January 16, with interment in Evergreen Cemetery, Newport, Ky. He was a member of Masonic bodies, including the Scottish Rite. He is survived by his widow, Ruth; a son, Ted, and a daughter, Ruth, and his mother, all of Covington.

STARRET—Mrs. Carolyn, 71, mother of Charles R. Starret, motion picture actor, of Hollywood, Calif., died January 10 at the Henry Heywood Memorial Hospital, Gardner, Mass., following an operation. She was a resident of Athol, Mass., for 50 years. Besides Charles, she leaves three other sons and two daughters.

Birth

A 9½-pound daughter was born December 28 to Mr. and Mrs. W. J. Bunts, of Bunts Shows, at Crystal River, Fla.

Bozzell With Foley & Burk

OAKLAND, Calif., Jan. 13.—Billy Bozzell, well-known side-show manager, for many years with Johnny J. Jones Exposition, has signed contracts with Foley & Burk Shows to produce a super side show for coming season.

Hennies Get Huron

ST. PAUL, Jan. 13.—Hennies Bros.' Shows were awarded the contract for the South Dakota State Fair, Huron. Contract was signed here this week by Orville Hennies, who was attending the convention of the Minnesota Federation of County Fairs.

Buying Spurt by Fairs in East, Canada Seen Following '33 High

NEW YORK, Jan. 15.—Indications for this year's Eastern and Canadian fairs point to renewed interest in departments of operation which have to do with budgetary allowances. What brings this about is probably the fact that most 1933 events, when favored by good weather, chalked up record depression-era grosses. This proved particularly conclusive in entrance gate and grandstand admissions. Most fair managements, it is believed, are inclined to swing credit for last fall's showings to reduced prices prevailing in these two principal brackets. In doing so they made no compromise, in most cases, with the quality of act programs.

Fairs are more than casually interested in the effect that the NRA is having on their municipalities. The Civil Works Administration is another national recovery program, which, if effectively carried thru, will mean much to fairs by the time their events near. Other federal work, concerned principally with State and municipal financing, is bound to have a proportionate effect on budget drafting by fairs. State aid, where such is given, is another consideration, and so is legal betting at race tracks. The general attitude, in brief, is one of practical optimism and confidence in the future of the nation's financial setup under the New Deal and the Blue Eagle symbolic of the changing scene.

Should the Roosevelt program result in recovery by June, 1935, as prophesied by the President's recent message to the 73d session of Congress, then undoubtedly the late summer and early fall of 1934 should be the proper time for at least 75 per cent of the upturn to be felt, since the process is gradual.



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Showmen's League of America

CHICAGO, Jan. 13.—A marked falling off in attendance was noticed at the last two meetings, this being caused by the absence of a number of the brothers who are now busy attending the various fair meetings. Brother Jack Nelson presided at an interesting meeting, while seated with him at the officers' table were Treasurer C. E. Fisher, Past Presidents Edward A. Hock and W. O. Brown, also Secretary J. L. Streibich.

The membership committee shows it is still on the job, and thru the efforts of Brother Beverly White presented the reinstatement of Walter A. White. Chairman Walter F. Driver promises plenty of action thruout the year and asks that we call to your attention the prizes offered to date in the membership drive. Brother Morris L. Kaplan offers \$50 in cash to the individual bringing in the greatest number of applications, and Brother Harry Coddington offers a suitable prize to the show doing the same.

The attendance at the regular Saturday parties has not been quite up to expectations, but action has been taken to carry on in the same lines for another week or two in hopes of building them up. If unsuccessful they may be run only once a month, with special affairs arranged from time to time to fill in the quiet weeks.

Past President W. O. Brown and Past Chaplain Col. F. J. Owens were with us after a protracted absence due to illness. Both were heartily welcomed on their first visit in quite a while.

Brother F. G. Kenworthy is still on the sick list.

Brothers Jean De Kreko and Harry Lewiston are among the brothers who make their daily call at the League rooms. Seems like old times to see these brothers on hand regularly.

Brother Ross D. Young, back in town

J. HARRY SIX ATTRACTIONS

WANT for Season 1934. Seven-car Tilt-a-Whirl, Circus Side Show, Monkey Motordrome, Mickey Mouse Circus, Athletic Show, Cook House, Corn Game, Cigarette Gallery, Pitch-Till-U-Win, or any legitimate Grand Concessions. Positively no graft.
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Grind Stores, Merchandise Wheels. WANT good, clean Shows and Rides that don't conflict. Also Free Acts. Positively no graft. Jack Orr write. All mail to
HARRY H. WINTERS, Owner, 129 6th Avenue, Beaver Falls, Pa.

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One outstanding Freak for Museum. CAN PLACE Acts and Freaks of all kinds. Address
GEO. TIPPS, Mgr., 412 Madison Avenue, COVINGTON, KY.

THE GREAT SUPERIOR SHOWS WANT Corn Game, Merchandise and Concessions of all kinds except Cook House. Will furnish outfit for any good Show. Opening North Little Rock, Saturday, March 3. Address all mail to JACK OLIVER, 694 E. Washington St., North Little Rock, Ark.

ROYAL AMUSEMENT CO., opening about February 5 on Mississippi Gulf Coast, now booking Rides, Shows and legitimate Concessions with own transportation. Bob Stokels and E. E. Cooper write me. J. E. CLAYTON, Mgr., Gulfport, Miss.

for a call, was in for a visit at the League rooms.

Brother Sam Solomon, in from Stretator, Ill., where the show is wintering, dropped in for a short visit with the boys.

Brother Nat S. Green had for his guests at the party January 6 Eddie and Fannie Kavanaugh, Lillian Gordon, Bill Barr and the Morin Sisters, all stars from the local radio stations.

James McQueeney, of WGN, was a visitor at the League rooms and spent some time cutting up his favorite subject, "Circuses," with Whitey Lehrter.

The League received a beautiful New Year's greeting from the Royal American Shows in the form of a photo of the lighted midway of that organization.

Brother Nat D. Rodgers advises that he will be back with us ere long. He is at present sojourning in Florida.

Past President Edward A. Hock is on his way to Winnipeg to attend to Canadian fair meeting.

Vice-President J. W. (Paddy) Conklin writes that we may expect him in for a couple of meetings in February.

Old Faithful just arrived in the form of a bound volume of *The Billboard* for the final quarter of 1933. This is always a welcome addition to the League's library and is highly appreciated.

Auto Show in N. Y. Breaks Gate Marks

NEW YORK, Jan. 13.—The National Auto Show tonight wound up its 34th annual seven-day run in the Grand Central by shattering all existing records for attendance, with last year's mark completely eclipsed. More interest was shown than has been the case in years. Show will be shipped across the river for a silver anniversary event, beginning Monday in the 106th Infantry Armory, Brooklyn, and then the exhibit can will be sent to Chicago for the Western division of the NAS to be held in the Coliseum January 27-February 3.

Alfred Reeves, manager of the show and vice-president National Automobile Chamber of Commerce, sponsor of the Palace expo, stated that the event was the most successful in history. Patronage was attracted from all over the country, with a horde of new designs on tap and many "freak" features. Talent from stage, screen and radio appeared thruout the week.

NEW YORK, Jan. 13.—Joe Jones, director of concessions New York's Century of Progress World Fair, officially announced the closing of that venture tonight after poor business since opening December 23.

Sam Thall

Sam Thall, 65, widely known and loved by showfolks, died January 12 at his home in New York City after an illness that had him bedridden for several weeks. His illness was of such a nature as to require amputations, but recently he was too ill to undergo the operations. He leaves his wife, Florence, and daughter, Zabelle. Funeral services were held Sunday at Campbell's Funeral Parlor, New York, and interment was in Mount Hope Cemetery, Hastings-on-the-Hudson.

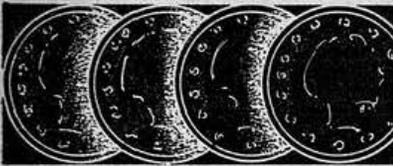
Sam, as everybody knew him, was identified with the theater for about 40 years. His early days in show business were as advance man for road shows, including his association with William A. Brady, James J. Corbett and many others. At one time he had his own shows out, working in conjunction with Pete Kennedy. This was about 36 years ago. For 25 years of his theatrical career he was identified with transportation, first starting at this with the Western Vaudeville Managers' Association at the request of Mort H. Singer.

He had been with the WVMA and affiliated companies for the entire 25 years, remaining practically all of the time in Chicago, where he was a friend of all actors and countless railroad officials. He routed the shows and arranged all transportation. About a year ago RKO imported him from Chicago to New York, and he was on that job until his death.

He was successful in securing special rates for theatrical folks from the railroads, and had the rare distinction to hold up such nationally known trains as the Broadway Limited and 20th Century on occasion for Martin Beck and E. F. Albee. His conscientiousness and honesty are attested to by a recent incident when he was moving to New York. He found in his safe a Wabash railroad ticket issued in 1895, and altho 35 years had elapsed sought to get a refund on it.

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A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

New License Ordinance To Recognize Machine Types

City council hears arguments of amusement and merchandising machine operators—pin games to be licensed at \$2 and \$3 while merchandise machines are exempt

LOS ANGELES, Jan. 13.—At an open meeting of the city council this week the budget and finance committee recommended to the council that the license fee on pin and amusement machines in the city of Los Angeles be fixed at \$2 per year for penny machines and \$3 per year for nickel machines, with the licenses transferable. The amounts were approved by the council and the city attorney was ordered to prepare such an ordinance, which will again be presented to the council for action some time next week. The \$2 and \$3 fees represent a successful battle fought by the California Amusement Machine Operators' Association to hold the fee down and to make the licenses transferable. Thru their executive secretary, Steve Henry, the association followed the ordinance thru every branch of the council and with carefully prepared briefs and arguments was able to convince the city fathers that a fee of more than \$2 and \$3 was prohibitive.

The original recommendation of the Bureau of Budget and Efficiency was for a fee of \$5 per year, not transferable, to apply on all penny and nickel amusement and merchandise vending machines. The members of the Western Vending Machine Operators' Association visited the council and after presenting their case convinced the council that a tax on merchandise vendors would be discriminatory legislation. As a result, the tax on merchandise vending machines was eliminated in the new ordinance.

New Jersey To Consider Sales Tax Suggestion

TRENTON, N. J., Jan. 13.—In one of the longest messages ever submitted to a New Jersey Legislature, Governor Moore urged a general sales tax for three years. He is known to favor a tax of 1 per cent on sales, while the majority party in the Legislature is known to favor a 2 per cent rate. The governor did not recommend any specific rate in his message.

Another recommendation was that the smaller units of government be consolidated.

Awarded Military Honors

FORT WAYNE, Ind., Jan. 13.—Clem C. Hiser, head of the Hiser Sales Company, Inc., recently received a military honor. Mr. Hiser, who is a first lieutenant, has been advanced to the rank of captain in the United States Army Reserve Corps in charge of organized reserve activities here, he was notified by officials this week. Captain Hiser is commissioned in the quartermaster corps. He has been active in affairs of the Reserve Officers' Association.

Trio of Firms Plan Program

CHICAGO, Jan. 13.—The Chicago Coin Machine Company announced plans this week to move its entire business to larger quarters at 1725 Diversey boulevard. Officials of the firm also stated that the move would mean "bigger and better" plans for the promotion of the counter game Sweet Sally. Present demand for the device indicates the need for larger facilities, it was stated.

In the new location three coin-machine firms will be close neighbors, according to the announcement. Besides the Chicago Coin Machine Company, the Sweet Sally Company and the Knickerbocker Automatic, Inc., will be located in the same building.

Patents January 9

CHICAGO, Jan. 13.—Patents issued under date of January 9 by the United States Patent Office include two design patents:

Design patent D-91,326, a design for a combined vending and weighing machine casing, issued to Newton E. May and assigned to National Syndicates, Inc., South Bend, Ind. The vending machine case is apparently designed to be attached to top and rear of a miniature scale casing. D-91,335, a design for a cabinet for a game table, issued to Harry B. Stoner, Aurora, Ill. This design covers the well-known Aristocrat style of table cabinets.

No. 1,942,440, a vending machine, issued to Emery Mihalek and assigned to O. D. Jennings & Company; application September 10, 1930, and 14 claims allowed; "a vending machine with a plurality of goods compartments . . . and means for shifting all of said devices into position for operation." No. 1,942,443, a check-controlled switch mechanism, issued to Victor Neuman, Los Angeles, assigned to John F. Meyer, Pasadena, Calif.; "a switch designed to control cyclic operation of a motor . . . a coin-operated lever pivotally mounted," etc.

No. 1,942,618, a coin-controlled switch, issued to Leslie E. Scott and Ernest A. Smith, San Jose, Calif.; one claim allowed. No. 1,942,718, an amusement machine, issued to John F. Meyer, Pasadena; application January 18, 1932, two claims allowed. No. 1,942,898, a game device issued to William L. Nelson and assigned to Rock-Ola Manufacturing Corporation (Juggle Ball). No. 1,942,932, a game apparatus issued to James S. Nicholas, Akron, O. (coin operation not indicated).

No. 1,943,095, an amusement device issued to Herman Steinmetz and assigned to Advance Machine Company, Chicago. A marble target game (coin operation not indicated) that might be of some interest to the trade is covered by patent No. 1,942,476, issued to William W. Harris, Brockton, Mass.

Jimmy Plans Big Party For Coin Machine Boys

CHICAGO, Jan. 13.—Jimmy Johnson, head of Western Equipment and Supply Company, has announced "a big party for the boys" to be given January 20 at the offices of the firm, 850 Blackhawk street. Jimmy, popularly known as a humorist and philosopher, says that he will "have plenty to eat and plenty to drink," and the fraternity will know the genuineness of the invitation when he adds Mae West's stamp of approval to the party.

The Western firm has a new automatic phonograph under way, selective and "priced right," which Jimmy says is going to be something worthy of inspection by all who operate now or contemplate operating phonographs.

Let's Have a Slogan!

A trade slogan helped to concentrate attention during 1933 and the result was a real change in the general attitude of operators toward locations in that year. "Make the Location Your Partner," suggested by David S. Bond, of Boston, and given widespread publicity thru The Billboard, was a real trade slogan with an appropriate message. The year 1933 should not be thought of without due recognition of the effects of that slogan upon the ideals of the trade.

There is no question that the majority of operators were led to greater appreciation of what the location actually means to the operator. Thru the influence of that slogan many an operator that had once been antagonistic toward location owners changed his attitude to one of friendliness and co-operation. Too much and unwise agitation of the evil of selling machines to locations had aroused a feeling of antagonism between the operator and the location owner. Into this rift came a better understanding, fostered by an appropriate slogan, that should be perpetuated by operators in all their work. Good locations are an essential part of the operating business, if the operator is to make any money, and the operators of the country should unite in trying to improve the spirit of co-operation between themselves and their locations.

It was with this idea in mind that The Billboard seized upon the slogan as suggested by Mr. Bond and gave it wide publicity. The Billboard is widely read and has been the source of education and information to bring operators and locations together for a better understanding of their relations to each other. The result will be greater profits to operators for years to come as they make use of this better business understanding.

A good and catchy slogan did it in 1933. Now we need a good trade slogan for 1934. What shall it be? What trade idea needs expression in a slogan so that it will catch with the trade and be widely publicized during the year? Trade unity is an objective much to be desired; if a slogan can be coined that will keep the idea of unity ringing in our ears thruout the year it might be worth more than anyone would ever expect. Back of the scenes there are possibilities for serious damage to the trade as a whole if certain elements of division should ever be brought out in the open conflict. A good slogan on unity would be an aid to the conservative extension of organization also.

If a slogan could be invented to express the proper attitude toward official authority it might help from many angles. There should be no feeling of antagonism toward the authorities. Antagonism never secures any favors; officials of all government agencies are human and will respond to a courteous approach. Just as a slogan helped to break down the feeling of hatred between operators and locations, maybe a good slogan can help to promote a better understanding between ourselves and the legislative and police authorities.

What is the dominant idea in the trade for 1934? What does the trade need most of all? What slogan will help put the idea over? Who can coin that slogan?

SILVER SAM.

Suggests Code For Operators

Manager of manufacturers' group says code for operators would be progress

NEW YORK, Jan. 15.—O. S. Darling, manager of the National Association of Coin Operated Machine Manufacturers, with headquarters in Chicago, sent the following message of greeting to the officers, members and guests at the annual banquet of the Amalgamated New York Vending Machine Operators' Association last evening. Mr. Darling regretted that he could not be present in person:

"It is a pleasure to send greetings and best wishes to your organization and to each of you individually for the year 1934 and for the years to come.

"While the manufacture and operation of coin-operated machines dates back into the previous century, this industry is merely an infant both in age and in size compared with many of our other industries.

"It is, however, a vigorous, lusty infant, and the possibilities of healthy, prosperous growth are tremendous. Great opportunities exist for united effort in creating a better and more favorable public understanding of our industry, for elimination of wastes and of unfair practices, and for progress in many other ways thru intelligent co-operation.

"Our Federal government, thru the National Recovery Administration, recognizes the manufacturing branch of this industry as a distinct unit in our industrial scheme, including manufacturers of merchandise vending machines, musical instruments, scales and other service machines, and amusement machines of the various types. Our Code of Fair Competition has already progressed thru the various conferences and hearings, and at the latest report was on General Johnson's desk awaiting his final approval.

"This voluntary effort on the part of manufacturers to present a code and to organize for its administration is a worthy one. It marks a step ahead which other successful industries have taken when they reached that stage of development that suspicion and distrust between competitors could be cast aside in the recognition of common problems and be solved thru co-operative effort.

"It is our earnest hope that operators of coin-operated machines thruout the country may so organize in a common united purpose that they also may prepare, submit and have approved a Code of Fair Competition for their branch of this industry. It is our sincere desire to support any serious effort in that direction. Progress and improvement in one branch of the industry are bound to help all other branches.

"It is with this thought of mutual helpfulness and with a sincere desire to see profit and progress in all branches of the industry that the National Association of Coin Operated Machine Manufacturers sends its greetings tonight to Amalgamated New York Vending Machine Operators' Association at its annual meeting."

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With Our Complete Line of
CARDED SPECIALTIES
DRUG SUNDRIES
SOAP DEALS AND LOTIONS
RAZOR BLADES
SHARPENERS
HOUSEHOLD NECESSITIES
NOVELTIES AND NOTIONS.
 Write for Free List.

CHAMPION SPECIALTY CO.

814-R Central St., KANSAS CITY, MO.

USED LIST No. 129—Rel-Let, Five Star Final, Mastic, Scribbly, \$5.00 Each; A. L. T. Five Jacks (10), Magic Clock, \$8.00 Each; Small Broadcast, Twin Jr., \$10.00 Each; Big Broadcast, Mills Official, Official Sweepstakes (Plain), \$12.00 Each; Official Sweepstakes (Gum), Chicago Club House (Jackpot), Broker's Tip, Speedway, \$13.50 Each; Dicitte, \$12.50 Gypsy, \$15.95. Trade-ins accepted. One-Third Deposit. Balance C. O. D. 2585888. NOVELTY CO., 3977 Delmar Blvd., St. Louis, Mo.
 MILLS 5c-25c Escalator Silent Jackpot Bells, \$55.00 Each; Front Venders, \$57.50 Each; Gooteneck Silents, \$45.00 Each; Face Penny Everfull Baniam Jackpot Bells, Latest Coin, \$42.50 Each; Watling 5c Twin Jackpot Bells, \$37.50 Each; Jennings 1c Little Duke Jackpots, \$32.50; Mills and Jennings Factory Built Reserve Jackpot Bells, 5c, \$27.50. One-third deposit. See our Prices on New and Used Golden Bells, Mystery Bells, etc. KINZEE NOVELTY CO., 1519 E. 49th St., Chicago, Ill.

Competition or Co-Operation?

By LOUIS GOLDBERG

The practice of forming associations of persons whose interests are in some respects similar is as old as civilization. Whether their identities of interest were religious, political, cultural or economic, they found that by organizing they could preserve and promote those interests far better than they could do so individually.

In the industrial world we have seen the disastrous effects of a workman competing with his kind. The same is true of persons and firms engaged in business, large or small, competing with others engaged in the same lines. This brought about the successful operations of trade unions, followed by the formation of manufacturers' associations, employers' associations and organizations of retailers of various lines.

The present National Administration, in its noble and heroic efforts to readjust the business structure of the country so as to minimize unemployment and restore a measure of well-being to all the people, has found it necessary to deal with groups of persons engaged in the same industry. Hence every business man today is association-minded.

The amusement-machine operator is beset by certain difficulties peculiar to his trade. He is not engaged in the purchase and sale of merchandise at a profit. His investment is not confined within the four walls of a store where he can exert constant supervision over it. His machines are distributed in various places of business. Unscrupulous competitors have access to them and can easily cause their owner serious loss of income or even loss of property.

The operator's immediate customers, the location owners, are known to all other people engaged in the same business. If open competition should prevail the operators would find themselves in the position of the proverbial Killenny cats, they would eat each other up.

The operator is serving the community with a moderately priced form of innocent amusement. Favored by the many millions of people who find pleasant recreation in the use of the machines, the operator is occasionally harassed by the type of folks whose main pleasure in life is the interference with other people's pleasures.

The operator has struggled thru the disheartening era of competition and has finally survived by virtue of co-operation. An operator cannot possibly exist without a thorough understanding with his fellow operators, and that can only be accomplished thru a strong and well-managed association of operators.

The "Amalgamated" has withstood the test of time. It met unflinchingly every problem with which the operator was confronted. The members know it. The nonmembers are urged to join in co-operation for the mutual welfare of all operators.

(Louis Goldberg is secretary of the Bronx office of the Amalgamated Vending Machine Operators' Association, New York. This article was written for the annual banquet.)

West Penn. Operators Meet

PITTSBURGH, Jan. 13.—Western Pennsylvania Operators' Association is becoming very active and has recently taken in several new members. January 14 a special meeting will be held at Fort Pitt Hotel, and every operator in Pittsburgh is strongly urged to attend, looking toward urgent action being taken to protect the industry, which, as all know, is a matter of the utmost importance.

Get in touch with Al Block, of Supreme Vending Company, 625 Wylie avenue, Pittsburgh.

Cigaret Prices Climb

NEW YORK, Jan. 13.—Increase in the wholesale price of cigarettes announced by the four leading tobacco companies this week started the retail price of cigarettes upward. The retail price is expected to be 13 cents a pack generally, which will still be inconvenient for vending-machine sales. The vending-machine operators would welcome a stabilizing of price at 15 cents per pack for leading brands.

The advance in price by the "big four" companies is regarded as an end to the fight against the 10-cent brands which developed during the depression.

SEE THE NEW IMPROVED ROCKET

HAS NEW ANTI-CHEATING FEATURES

NEW TYPE COIN MECHANISM absolutely guaranteed against jamming or breakage, even though subjected to severe abuse on location. NEW NON-CLOGGING COIN TUBE. New Coin Overflow Apron, does not need close adjustment, serves as protective guard over entire mechanism. NEW POSITIVE-ACTION PAY-OUT SLIDE and other improvements throughout entire machine insures trouble-free operation and accurate pay-out.

READ THESE REPORTS FROM THE FIELD

"ROCKET Machine No. 1, \$72.00 in 3 days; Machine No. 2, \$65.00 in 2 days; Machine No. 3, \$30.00 first 24 hours."—A. P. SAUVE CO., Detroit, Mich.
 "ROCKET Machine doing TOP business over any other pin game ever made. ROCKETS doing no less than \$25.00 to \$50.00 a day for operator's earnings. Can show records of this."—FENN SPECIALTY CO., Allentown, Pa.
 "ROCKET took in \$210 in 10 days."—A WISCONSIN OPERATOR.
 "Have 2 ROCKETS in one location, just an ordinary drug store, and they're taking in \$250.00 a week."—J. SILVERMAN, Chicago Operator.
 "Bought a ROCKET, put same on location, took in \$125.00 first week without a Service Call and placed an order for 20 more."—A. ABEL, One of the Largest Operators in New England.
 "ROCKET nets me \$30.00 a week."—A. REESE, Chicago Operator.

Play safe . . . order the pay-out pin game that is on the market NOW . . . and has already passed through the acid test of location service. Don't cheat yourself out of the big ROCKET profits any longer. ORDER THE NEW ROCKET FROM YOUR FAVORITE JOBBEE OR WHOLESALER . . . TODAY!

Sample, \$72.50; lots of 5 or more, each, \$69.50, F.O.B. Chicago

DICETTE

Sensational 5-Dice "Shimmy-Action" Counter Machine. Needs Only 1 Sq. Ft. of Space. TAKING IN AS HIGH AS \$85.00 A WEEK!

\$12.50
Price Each

F. O. B. Chicago.

PENNANT

Standard Size Pin Table. SIZZLING ACTION, GORGEOUS COLORS, SKILL SHOTS. LOW PRICE.

\$22.50
Price Each

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BLUE RIBBON

ORDER THIS PERMANENT PROFIT PRODUCER TODAY

Hurry! Only a Few More Days To Get \$3.00 Trade-In Allowance.

\$39.50
Price Each

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SOUTHERN OFFICE AND WAREHOUSE—635 Linden Avenue, Memphis, Tenn. WEST COAST OFFICE AND WAREHOUSE—106 Golden Gate Ave., San Francisco Calif. EASTERN OFFICE AND WAREHOUSE—117 W. 47th Street, New York City.

FOR SPEEDY SERVICE ADDRESS INQUIRIES TO OFFICE NEAREST YOU

NACOMM To Meet On January 20

CHICAGO, Jan. 13.—The annual meeting of the National Association of Coin-Operated Machine Manufacturers will be held at the Hotel Sherman, Chicago, February 20, according to an official bulletin this week.

The date and place have been selected to permit manufacturers from all sections of the country to attend both the association's annual meeting and the coin-machine show on the same trip to Chicago.

The association will have a special room in the Hotel Sherman during the period of the show, February 19-22, inclusive, where manufacturers may meet informally and discuss problems arising under the new NRA code and other matters of common interest.

C. S. Darling, association manager, issues a cordial invitation to every manufacturer of coin-operated machines to visit the association room and discuss with him and with other manufacturers any matters of interest to the industry as a whole.

A more detailed announcement concerning the program for the annual meeting is expected soon. With the probability that the industry's code will have been signed previous to the meeting, it is likely that discussions on compliance and enforcement will have an important part on the program.

Praise for Southwest

CHICAGO, Jan. 13.—"The Southwest has been and will always be great territory for coin machines," Dave Goetlieb said upon his return from a business trip into the Southwest territory. "The playing public there has a fine taste for the new game, and in every location, even the most modest ones, you will see the best that the industry offers. Operators there seem to be on their toes and just as soon as a worthy machine appears on the market they let no grass grow under their feet while they're going after it. That no doubt accounts for the splendid business practically all of them seem to be enjoying. Operators elsewhere might take this as an excellent example to follow."

QUALITY BLADES at BARGAIN PRICES

- 1—New 1934 Double-Edge Factory Run Blades, 5c or 10c. Per M. \$6.00
- 2a—Blue or White Steel, Etched, Double-Edge 1934 Type, 5c or 10c. Celloph. Wrapped, Per M. 6.50
- 2b—Display Card, 25 Pkgs. 3c, Blue Etched Double-Edge Blades. Per Card 60c
- 7—Single-Edge, Gem Micrometric Type, Blue or White Steel, 5c. Celloph. Wrapped, Per M. 9.00
- 8—Durham Duplex Type, 5c. Per C. 2.10
- 9a—Auto-Strip Type, 5c, Cellophane Wrapped, Per C. 1.15

25% Deposit, Balance C. O. D. Above Prices for 1,000 Lots Only. Otherwise Add 10%. ORDER BY NUMBER.

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 No Catalog or Free Samples.

4 TUBE A.C.-D.C. RADIO ULTRADYNE SUPER QUALITY



Neat, small, compact—super in Tone-Quality—Power. Operates on any voltage from 6 to 220 volts, 25 to 60 cycles. Needs no ground or aerial. Very fine built-in Speaker. Guaranteed Brand-New. Just the Set for Home, Office School, Hotel, Steamship, Hospital, Vacation, etc. Regular Retail Price, \$35.00. Send us your order today, enclose 25% or less 3% when full remittance is sent with order.

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18 Hudson Street, New York City
 HANDKERCHIEFS Agents, Jobbers send Dealer Bill and 20c stamps for \$2 worth of Handkerchiefs. Samples and wholesale quantity price. HANDY, 246 5th Ave., N. Y. C.

SLASH!!!

COMPARE THESE WITH THE REST OF THE WORLD

BLUE STEEL RAZOR BLADES—
First Quality, Etched, Celloph. Wrapped (1,000 Lots). 100 Blades **55c**

SHAVING COMBINATION
10 BLUE STEEL BLADES
35c Tube SHAVING CREAM,
STYPTIC PENCIL,
BLADE SHARPENER (4 Items). 100 Lots. Deal **12 1/2c**

NORWALK BLUE STEEL BLADES—The Original, Made by Standard. (1,000 Lots). 100 Blades..... **65c**

HARMONY BLUE STEEL BLADES—In Beautiful Celloph. Pkts. (1,000 Lots). 100 Blades..... **72c**

HARMONY BLADES—On Card
15 Pkts. of 36. Card..... 45c
15 Pkts. of 36. Card..... 60c

POWDER-PERFUME COMBINATION—3 Flashy Items, Celloph. Together. Set **5c**

NECKLACES—Big Attractive Assortment. Gross..... **\$5.00**

ADHESIVE PLASTER—In Lithog. Tins.
1/2" x 1 Yd. Gross..... 2.25
1" x 1 Yd. Gross..... 2.75

ASPIRIN—In Tins, 36 Tins in Dis- play Carton. Gross..... **2.40**

SHOE LACES—27". Gross..... **.47**

GOODRICH HONES
The Finest Razor Blade Sharpener on the Market. Surpasses anything of its kind. Each in Box. Each **6c** New and Hot.

BARTENDER'S GUIDE—132 Pages on "How To Mix Drinks". Each **10c**
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Send Full Remittance With Your Order. **WE SHIP PREPAID** Immediate Delivery.

CARDER ASPIRIN BREATH PELLETS CHEWING LAX-A-TIVE. YIELDS \$1.00 Per Card
Your Choice, Per Card
Write for List of 100 Red-Hot Items. Minimum Order Shipped Prepaid, \$4.00.

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BIG CLOSE OUT LOT PHOTO ART HANDLE

Assorted Pocket Knives
2 Blades, Brass Lined and Bolsters, Polished Steel Blades, Closed 3 1/2 inches.



Per Dozen, - \$2.25
Five Dozen for 10.00

Rohde-Spencer Company
Wholesale House,
223 W. Madison Street, CHICAGO

STEEL STANDS

(Adjustable) FOR SLOT MACHINES AND VENDORS.

Quality Construction. Frame, 1 1/2" x 1 1/2". Inside Brace, 1 1/2" x 1 1/2". Height, 22". Weight, 21 Lbs. Finished in Black Japan. LOW PRICE \$1.75 for 5 samples or Small Lots. \$1.50 in Quantities Over 50.
F. O. E. Brooklyn, N. Y. TERMS: Cash with Order. Write for information.

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196 No. 14th Street, BROOKLYN, N. Y.

CARTOON BOOKS, PHOTOS, ETC.
Wholesale Only. 20 Assorted Samples, 50c. 50 Assorted Samples, \$1.00.

DEPOTER, 1615 North 20th St., Philadelphia, Pa.

The Coin Chute

By SILVER SAM

The Brooklyn Academy of Music has opened its doors to Paul Whiteman and jazz, according to the papers. Operators won't pay any attention to such news until it opens its doors to amusement and vending machines.

There was plenty of news from California about how wet the Tournament of Roses got and also the serious destruction. But we have not heard yet about how coin machines fared during the period.

More national banks were reopened during December than in any previous month since March, says the government report. About 77 banks were opened during December to revive over \$80,000,000 of frozen deposits. The coin-machine trade has missed all the cash frozen up in closed banks as well as other industries have.

All the trade reports, especially in retail trade, from the Chicago district keep up a showing of substantial gains. All of which should be helping to put more coins in the Chicago operators' machines. I haven't asked any of 'em lately for fear they might not be as optimistic as I would want them to be.

So many pictures in the papers of the newest styles in bathing suits down in Florida. Perhaps this is one reason for the quietness of Bill Shayne—he surely can't keep his mind on coin machines when all those girls are parading around.

Altho little publicity was given to the fact, one thing that handicapped the New Deal in its beginnings was the lack of information on all industries. Government agents were put into the field months ago to collect the facts on over 700 articles of trade and commerce in an effort to get at the actual costs of labor, production, sales costs, etc. This survey developed the interesting information that the distribution and selling costs of automobiles was more than the actual cost of manufacture of a car.

New York coinmen have had the privilege of seeing the big automobile show. Talk is that the auto industry will lead the business of the country back to prosperity or normalcy, or whatever it is. Perhaps that means that every operator should buy another car to use in his business, even if it is a flivver. Last week H. C. Lemke, Detroit pioneer, reported that he had added a new truck to his fleet of already a half dozen or more trucks. So if the auto trade is going to lead the way up to recovery, the coin-machine trade should get some credit when the honors are to be passed out.

Automobiles may have more to do with prosperity than a matter of giving employment. The automobile industry has discovered the fact that in order to sell cars the masses of the people must have money to buy cars. Now the problem is how to get the money into the hands of the people who will buy cars. If some operator can figure out a "coin distributor" that will pass around the dough more liberally to all of us, then he might get a chance to go down in history as a benefactor to the race.

If A. B. T. can develop coin dividers that split the money up into proportions for operator, location, rewards, etc., maybe some genius can invent attachments for all industries that will split the money into proper shares for employers, employees, distributors, etc. We'll have to put that problem up to Walter Tratsch when he gets back from Europe. The thought in the back of his head on this European trip may be to gather ideas for just such a contraption as that.

While Tratsch is thinking about mechanical devices, A. H. Bechtel, who manages the fortunes of A. B. T. in the meantime, says that the way to get money to circulating property is to support the President.

Next to autos, the air-conditioning industry should help to bring back prosperity. Air conditioning is gaining slowly but surely. It will never reach the full state of perfection, however, until all buildings, trains, etc. will be equipped with individual coin chutes into which you must deposit a coin to get your air, which is as much as to say there isn't an industry of any kind but

that can be improved by the use of a coin chute in some way.

While the money question is still dangling before the world, let's hope that in any case the stock of metal money will be greatly increased. If every person who breaks a \$10 bill could be loaded down with small change, coin machines of all types would get a hilarious play. When a fellow is loaded down with small change it is much easier to feel the inducement to play amusement and even merchandising machines.

As this is being written the headlines of the daily papers say that coin-machine manufacturers in Chicago will get cream for their coffee by morning. The milk strike is apparently settled. A milk strike has nothing to do with coin machines except that it has an example for the industry. Chicago's milk strike has revealed the old, old trouble of a trade divided against itself. Two organizations of dairy farmers, and some years ago organization A went on a strike but organization B would not support it; in fact, helped to break the strike. Now organization B went on strike and group A remembered the past.

I used to hear a radical soap-box orator say that you could always hire one-half of the people to shoot the other half.

Not that I had any sympathy with the milk strikers. The most interesting thing in it to me was the evidences of lack of unity in the dairy industry, for I always remember that the coin-machine trade is split into at least three divisions, all of which can be depended upon to oppose the other, and the cases in which they have co-operated are not very many. Such division has usually meant that any organized effort for progress is handicapped from the beginning, and such division is always expensive.

Claude Kirk seemingly has the best rule for bringing about unity in the trade, and in the nation for that matter. Kirk is the man who talks in his sleep about Sweet Sally. I had occasion to ask him his politics not long ago and he replied that he had none, except to support whoever is in power. Since politics always has something to do with the affairs in amusement machine circles, that is probably the best policy of all for coinmen.

Editor Tom Murray, down in the Texas "coin-machine empire," announces the claim to having originated the term "op" to refer to operators of coin machines. That is short, sweet and convenient for editors all right, but Tom confesses he is doubtful as to the honor due for originating such a term. My guess is that the operators will be willing to be called anything as long as they are making money. It is when machine earnings are not so good that they get sore about names.

I might as well lay claim to having originated the term "coinmen" used to apply to all members of the trade collectively, operators, jobbers, manufacturers or what not. If the 1935 model dictionary does not give and define the term I will be greatly disappointed.

Seems that somebody got the Prince of Wales into a newspaper meeting recently and made a newspaper man of him. Now the next great publicity stunt should be to get him into a meeting of coinmen and make a corner of him. Capaldi, Goddard, Streets, Shefras, Bolland, Holloway et al., can't you get the Prince into a coin-machine meeting and initiate him into the fraternity?

The cities, large and small, form the native hunting ground for the operation of coin machines of all kinds, hence cities are always interesting to the trade. Ross, Mantell, Pretzfelder, Luther Cate, Pink and even Larry Gale can point with pride to their city of Baltimore for its financial statement shown in a full-page ad in *The New York Times* this week. The ad was placed by *The Baltimore Sun*. Say, a paper that supports its home town like that ought to be initiated into the facts of what the coin-machine business is doing to help the world along.

The following financial facts are given about the city of Baltimore:
(1) Baltimore completed the year 1933 with a municipal budget surplus of more than \$1,100,000.

(2) Baltimore begins the year 1934 with approximately \$3,000,000 cash in bank.

(3) Baltimore's all-inclusive tax rate has been reduced from \$2.65 to \$2.45 this year.

(4) Baltimore has given additional relief to its taxpayers by a reduction in the taxable basis of over \$29,000,000.

(5) Baltimore has set aside \$500,000 to pay for public improvements in 1934 on the "pay as you go" plan.

(6) Baltimore, despite its reduced tax rate and reduced assessments, will spend \$43,000,000 in 1934, an increase over 1933, without adding to its indebtedness.

(7) Baltimore has restored in full salary contributions of all employees earning less than \$1,200 per year.

(8) Baltimore's budget provides \$432,204.95 more for charitable purposes in 1934 than in 1933.

(9) Baltimore collected more than 85 per cent of the tax levy in 1933.

(10) Baltimore's municipal securities at the present time are selling on a 4.10 per cent basis.

If you coinmen in Baltimore don't hurry up and say something bad about your city, a migration of operators from all over the country is likely to start toward Baltimore. How is the city treating you operators about taxing your machines?

The example of Woolworth used to be held up as a shining example to the coin-machine industry to show what can be made on small coins. Now the papers are telling the story of how Barbara Hutton, heiress of the Woolworth fortune, is having trouble with her \$40,000,000 and her price. The moral is that coin-machine operators should not be allowed to make so much money or their sons and daughters would have to worry about a fortune all thru life.

The Broadway Association, New York trade group, at its annual meeting, boasted of a "vast" increase in trade on Broadway. Apparently nothing was said nor credit given to any sportlands. Someone did say that if business continued to pick up property owners could soon begin to get rid of fly-by-night shops of all kinds. Let us hope that New York's sportlands will prove themselves permanent enough not to be classed as a fly-by-night. Sportlands and gamerooms will prove their worth in bringing a profit to vacant stores while the place is waiting for some more permanent retail store. Not all fly-by-nights are bad.

A Philadelphia jobbing firm reported a drop in the sales of amusement machines during the holiday period for "some reason." A drop in sales at that time should not be disturbing, because it is the usual occurrence.

If there was any way to get the real facts, regular weekly or monthly reports from the various districts on the ups and downs in coin-machine sales would make interesting information. Still

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PARTNER WANTED WITH \$2,000 INVESTMENT

Established coin-machine jobber in large New England city wants partner to handle branch office. Experience not necessary, but desirable. Age 25-40. Good connection for right man. Answer by letter only.

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USED PIN GAME BARGAINS

Airway, \$16; Broadcast Special, \$15; New Century Special, \$16; Silver Cup, \$20; Jig Saw, \$23.50; Mills Official, \$19.95; and others. Write for list. 1/2 Deposit. Balance C. O. D.

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Member M. J. A.

more interesting would be reports on operators' ups and downs in the earnings of their machines. But there is not much hope that such reports with any degree of accuracy will ever be obtained. One attempt to publish such reports has already been made in the trade, but the old obstacle that no jobber, operator or manufacturer wants to give out details about his business soon cuts short such reports no matter how interesting and helpful the information might be.

If the New Deal continues to function there is some hope that reliable trade information may some day be available in this as in other trades. One of the provisions in the New Deal setup for trade associations is that certain definite reports be made. The indication is that there is a real "must" back of the request for these reports when industry is finally organized under the codes.

Manufacturers and jobbers who undertake to pad their production and sales reports to the trade authorities may then find a comparison of their trade reports with their tax reports, which may mean eventually that fairly accurate production and sales reports will be available in all lines of industry so that it can be known just what is the state and condition of trade.

Financial papers report that Horn & Hardart Baking Company ended its fiscal year September 30 with a net profit of \$572,782. This was a drop from over \$1,000,000 net in 1932. The firm operates the Automat restaurant systems in addition to its baking business.

Our information on a machine called King Six is lacking. An inquiry has come about this device and we would like to have details about it for filing.

Bud Lieberman, manager of D. Gottlieb & Company's New York office, was here this week and trying to put the

"rush" on Score Boards for the Eastern coin-machine market. Bud seems to have that habit of sitting right by the factory until he gets what he wants, as he shows up here for several days every time a new machine is announced by the Gottlieb plant.

R. W. (Dick) Hood was reported to be back at the Chicago plant of H. C. Evans & Company this week after a sojourn of several weeks in sunny Florida.

E. N. Hurley, head of the Hurley Machine Company, maker of a coin-operated type of washing machine, was re-elected president of the American Washing Machine Manufacturers' Association for the fifth consecutive term at a meeting of the trade in Chicago this week.

An 8-pound 15-ounce son is something to be proud of, and that is why Mr. and Mrs. Abel, known as one of New England's largest operators, are smiling and happy. Nat Cohn, of Modern Vending, was looking wise when his friend Abel told him the story.

\$28,000 APPROPRIATED
(Continued from page 5)

A. Robb, with headquarters in the office of the State Department of Education in White Plains, is casting the first production, Jack Larric's *The Easy Mark*.

The County Players will put on modern plays and play them thru Westchester County at nominal prices, the proceeds to go to the county's welfare funds. The actors' salaries will be paid by the CWA, thru the education department.

This project is being operated along the same lines as the local American People's Theater. The latter, of course, is on a much larger scale and moves into a permanent home some time next week. Morelza Morrow, who is working out the details now, says a few things have to be smoothed out.

The first production of the American People's Theater will be Arthur Schnit-

zier's *The Green Cockatoo*. George Ermoloff, in charge of the acting group, is directing the rehearsals. The second will be an original American folk drama. In the meantime the State Department of Adult Education is continuing thru the winter its series of free concerts. These concerts utilize scores of unemployed musicians.

MAINE WANTS

(Continued from page 57)
port such legislation at the special session next month.

Support of the measure is expected from Governor Brann, and, while opposition is certain among the ultra-conservative element, an attempt will be made to have the bill passed as an emergency revenue measure, which will become effective immediately after signed by the governor. The committee to prepare the bill is Fred W. Weston, secretary, Skowhegan Fair; Josiah Stewart, secretary, Bangor Fair, and L. P. McCracken, Topsham.

There were about 100 present at Wednesday's session. E. C. Patten, Topsham Fair, presided. Report of Secretary James S. Butler, Lewiston, was accepted. Treasurer F. W. Hill, Bangor, was unable to attend because of illness and his report was given by George W. Wescott. It was voted to hold the 1935 meeting in Waterville.

Butler Is Re-Elected

Nominating committee, George Wescott, Bangor; W. L. Robertson, Skowhegan, and George Hill, Norway, reported this slate of officers who were unanimously elected: Ralph Jewell, Fairfield, president; Frank Blanchard, Wilton, first vice-president; Walter H. Hight, Skowhegan, second vice-president; James S. Butler, Lewiston, secretary; F. W. Hill, Bangor, treasurer.

This legislative committee was named: Ralph Jewell, Fairfield; Stanley Wheeler, Norway, and Francis H. Friend, Skowhegan; transportation committee: Clayton Steele, Presque Isle; Charles Bond, Bangor, and George H. Plummer, Skowhegan.

Oldtimers Are Present

W. M. Chellis, Kezar Falls, suggested that fairs include in their race programs an event for 3-year-old colts. While there was no official action, Mr. Chellis received support from many prominent owners and drivers present. Two veteran race drivers were introduced, Herbert A. Rugg, Lowell, Mass., 83 years old and for 68 years a familiar figure at the nation's speed meets, and Frank Fox, Lewiston, Maine's own 83-year-old beloved granddad driver.

Frank Winter, promoter of Lewiston Fair, announced his organization proposes to sponsor a race meet at conclusion of the fair circuit next fall and solicited support from other fairs.

Booking agencies represented were George A. Hamid, Inc., Joseph Hughes, New York; Stuart Kollins, Boston; Paul Wirth Attractions, Inc., Phil Wirth; Beacon Attractions, Boston; Mrs. Eleanor Leonard; Stetson Radio Band, George W. Ventry; American Fireworks Company, Henry Rapp; Randolph Fireworks Company, Alex. Mariani; Pearl Fireworks Company, Stanley Ringier; Ben Williams' Shows, Ben Williams; Coleman Bros.' Shows, Richard and Thomas Coleman; Pine Tree Shows, Archie Perham; Royal Amusement Company, Suffolk Electric Company, Sound System Company.

Lombard Gives Plan

Banquet was held Wednesday evening, about 200 attending. I. E. Morrell, retiring president of the association, was toastmaster. Speaker was A. W. Lombard secretary Massachusetts Fairs' Association, whose topic was *New Thoughts for 1934 Fairs*. He said that fairs operating 15 days or less do not come under NRA code provisions. He is of the opinion that fairs should adopt a carefully laid out "10-year plan" to extricate themselves from financial difficulty. Other sources of revenue should be found, he said, such as midsummer race meets, rodeos, etc. Frank L. Muzzy, Pittsfield, N. H., called the "Will Rogers of New England's racing circle," delivered one of his hilarious discourses.

George A. Hamid Agency supplied as entertainment at the banquet: "Bruno, One-Man Band," a member of George W. Ventry's radio team, and "Los Castillons," an acrobatic number. Beacon Amusement Company furnished Salamanca and Ophelia, comedienne. There were readings and singing by Barton Crawford and vocal selections by Eunice Stanwood, both of Brunswick. Ernie George Orchestra furnished accompaniment.

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WATERMAN Double-Edge Blue Steel, Etched Blades, 5 to a Box, Cellophane Wrapped.
Packed 20 Boxes to a Flashy Colored Display Die-Cut Carton.
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WATERMAN—Single-Edge. Per 100
REMNANT BLADES—Double-Edge. 20 Cellophane Boxes of 2s on Display Card. Per Card.
CASTLE, HEALTH and PALM & OLIVE SOAPS. Per Gross.
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DOUBLE EDGE Per 100. Newark. SSB. \$0.67 Wunder.85 United.95 Edison. 1.00 Tip Top. 1.10 Stetson. 1.50 Gillette. 2.60 Probak. 2.60	CARDED BLADES. Dble. Edge. Span. 25/32. \$0.80 Kleen Shave. 25/32. 1.15 M a r a t h o n. 24/32. 1.25 Rio. 24/32. 1.25 Single Edge. Dragon. 24/48. \$1.10 Star. 24/48. 1.35 Treet. 25/48. 1.35 Vim. 24/48. 1.35
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SINGER DOUBLE-EDGE BLADES—THE WORLD'S FINEST, 5 to Colophoned Package. One-Week Special (To Introduce). 100 Blades. \$1.30
GENUINE GEM SINGLE-EDGE BLADES, Regular \$3.00 Value. Nothing Finer Made. 5 to a Package, Colophoned. (Stock, 750,000 Blades.) Special Price, 100 Blades. 75c
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SENSATIONAL DEAL—10 Double-Edge Blue Steel Blades, Colophoned Wrapped; 35c Jar Shaving Cream; Crystal Ball Razor Blade SHAVE AND Jumbo Styptic Pencil. (Over \$50,000 in Deals Sold This Year.) Deal (For Terms) 12 1/2c
NEW COMBINATION DEAL—Genuine GEM or EVER READY Razor with 1 Genuine GEM or EVER READY Blade, 10 Camel Single-Edge Blades, 10 Colophoned. Nothing Finer at Any Price. 18 1/2c
Crystal Ball Razor Blade, 10 Camel Single-Edge Blades, 10 Colophoned. Nothing Finer at Any Price. 18 1/2c
Crystal Ball Razor Blade, 10 Camel Single-Edge Blades, 10 Colophoned. Nothing Finer at Any Price. 18 1/2c

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DOUBLE EDGE.
20 Packages of 25, Display Complete. 30c
20 Packages of 25, Display Complete. 45c
20 Packages of 46, Display Complete. 57c
RUBIE DOUBLE-EDGE BLADES, 3-Hole Type. 100 Blades. 50c
If You Have No Rubie Blades You Are Missing Out the Best Selling Blade Line in the Country. Price and Quality Guaranteed Unstable.
AFTER-SHAVE LOTIONS & HAIR DRESSING—4-Oz. Attractive Bottles. 4c
Gross Lots, Each. 5c
HONOR GLANT 6c BRUSHLESS SHAVING CREAM (At New York). Gross Lots, Each. 5c
TALCUM POWDERS—12-Oz. Size. In 2-Dozen Lots, Each. 6c
TOOTH PASTE—Nationally Known Brands. 35c Size. In Gross Lots, Each. 4c
ADHESIVE TAPE—1 1/2x4, or 1/2x5, Attractively Put Up. Dozen. 50c
MERCURIOCHROME 12-Oz. Glass Applicator, Medium 15c Size. Gross. \$3.75
WHITE PETROLEUM JELLY, 2-Oz. Jar (At New York). Gross. 3c
FACE POWDER AND PERFUME COMBINATION, Special Deal. 4 1/2c
FACE POWDER—Nice Boxes, 25c Value. GROSS. \$4.—
PEROXIDE—U. S. P. Labels, 4-Oz. Bottles. Gross. 3.60
FOOT POWDER—12-Oz. Cans, Regular 25c Value. 25c Cans to Case. 1 1/2c
CASTLE HEALTH SILK LIFE and PALM & OLIVE SOAP, 4 Each. 1c
TOOTH BRUSHES IN CELLULOID, Prized, "Sanitary," 25c Value, Gross Lots, Complete, Each. 5 1/2c
ASPIRIN—12 to a Tin, Gross Tins. 2.40
CARDED ASPIRIN, Breath Pellets, 20 5c Packages on Display Card (25c Card Lots), Assorted, Each Card 10 1/2c
ASPIRIN—As Above, 24 5c Pkgs. on Display Card, Each Card. 14c
ASPIRIN—As Above, 24 5c Pkgs. on Display Card, Each Card. 18c
ASPIRIN—As Above, 48 5c Pkgs. on Display Card, Each Card. 23c
BOBBIE HAIR PINS, SPECIAL, 12 on Card. \$1.25
25 on Card. 2.50
36 on Card. 3.40
LEAD PENCILS—Attractive, Metal Tip, Full Size 7/8 In. Hexagon, with Red Eraser, 5c Seller. (Stock, 4,900 Gross). \$1.15
FLEXIBLE STEEL RULES, 78", In Steel Cases, Dozen. 1.45
FLEXIBLE STEEL RULES, 78", Bakelite Case, Nickel Push Button, Dozen. 1.80
PARING KNIVES—Stainless Steel, Gross. 3.50
DISINFECTANT—4-Oz. Bottles, Highest Quality. Gross. 4.20
POLIX POLISHING BAGS—Cleans and Polishes Freckles, Every Thing, Individually Boxed in Three-Colored Display. Gross. \$2.75
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FOREIGN NEWS DEPT.

Import Quotas More Liberal

WASHINGTON, Jan. 13.—Announcements made by the State Department this week indicate agreements with France and England which will increase the imports of certain American products to each country. The new agreements have been reached by the bargaining process, which suggests that a similar policy will be used to open foreign markets to other American goods that can be swapped successfully for something made overseas. What will be the final outcome of the bargaining policy is not evident, but for the time being it is proving useful in increasing foreign trade among the nations. Coin machines are not sold to foreign countries in large enough quantities to be used in the present swapping deals.

In the most recent agreements France foresake the rigid decree of quotas made December 31, and agrees to accept American goods for the first quarter of 1934 in the same quantities as during the past year and a half. This will probably amount to a threefold increase on American imports. Great Britain made an increase of 6 to 7 per cent in the import quota for American pork. In this case British liquor was traded for American pork. The U. S. agreed to double the quota of liquor allowed from England. It is expected that England will use American pork to the value of \$1,000,000 during the year.

Japan Pleased With New Roosevelt Trade Policy

WASHINGTON, Jan. 13.—Reports say that Japan was highly pleased with President Roosevelt's announced policy of foreign trade. It is being said in Japan that its foreign trade depends more this year upon the United States than any other country, and it is in a mood to welcome Roosevelt's policy of swapping goods. Japan wants to sell silk and also wants to buy cotton. So the probable trade between the United States and Japan will be cotton for silk. Japan had been trading largely with India, silk for cotton, but India put a tariff ban on silk recently which caused Japan to turn to the United States for cotton. Japan has devalued her money along lines similar to the United States.

Better Trade Prospects In Smaller Countries

WASHINGTON, Jan. 13.—Trade reports from Turkey indicate how the smaller nations are revamping their programs so that they may eventually become markets for coin machines. A five-year industrial plan, following the trail blazed by Russia and made out under the guidance of Americans, has been announced. Something like \$32,000,000 will be spent for building 15 factories; the coal, copper, oil and electric resources will be developed.

In 10 years the number of workshops and factories in Turkey has increased from 140 to 2,317. New factories planned will produce steel, bottles, watches, chemicals, textiles, etc.

Canada Shows Increase In Industrial Plants

CHICAGO, Jan. 13.—According to The Chicago Tribune, new industrial plants opened in Canada during 1933 totaled 196. Of this number 50 were either direct subsidiaries of American concerns or were established to manufacture a product imported into Canada. Only six plants, mainly engaged in the textile trade, were directly connected with British firms, and four with companies in other countries. Seventy-six plants were organized solely in Canada. The figure is far below the 1932 total. In 1932 a total of 206 new plants was established, of which 106 were controlled by American interests. American activity in this regard, it will be noted, has been cut in half during the last year. No information was available as to how many of the 50 extensions of American concerns into Canada were

made by coin-machine firms. The coin-machine news service of The Billboard reported only the establishment of the Canadian Games Company, Winnipeg, during the previous year.

Foreign Trade Notes

Two circumstances combine to increase the interest of the coin-machine trade in the markets of the world. There is a general pickup in business reported from all sections of the globe, and the debasing of the American dollar in the foreign securities markets has cut the price on American machines decidedly to foreign buyers. In this country the coin-machine trade can feel grateful for the big increase in foreign trade.

The envoy from Russia to the United States is now here and trade negotiations with that country are likely to proceed apace. The United States is not the only country seeking to get a big share of Russia's trade. France has recently signed a trade agreement with the Soviets, ignoring the war debts that Russia owes France. Russia is largely an agricultural country, which is not promising as a coin-machine market. The rapid growth of industrial plants in Russia, however, indicates that the 170,000,000 population of that country could use all the coin machines produced in America if the market could be opened up.

A change in the coinage system of many of the foreign countries would be needed to spread coin machines around the world in large numbers. But there are forces at work today which might bring about a more uniform money system among many nations. The coin-machine business should become a world-wide industry when that happens.

Speaking at a business meeting in Chicago this week, a U. S. Navy official told business men that the Latin American countries offer big opportunities for mutual trade exchanges. The closing of overseas markets to American goods should lead to an increase in trade with the countries south of us, he said.

Slot machines particularly are already found in many South American cities.

Claire Grant, of Roxy Vending Company, reports receiving this week an inquiry from Egypt for pin games.

The Roxy organization has received a number of orders from foreign countries within the last few weeks, shipping machines to England, Ireland and France.

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100 Pippin Etched Blue Steel Blades. Sold on Money-Back Guarantee. Former Price, \$1.25 per 100. NOW 75c
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Pencil, Full Size, Hexagon Shape, 12 With Eraser. Per Gross... \$1.20
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FLASH! BRING IN THE DOLLARS WITH AN ALL-CHROME BEER SET
The Only Beer Pitcher Which Pours from the Bottom. SEND \$3.75 FOR SAMPLE. You Will Use Plenty More. Better Grade Novelties at Bargain Prices. Send for QUAKER CITY MERCHANDISE SALES CORPORATION JOBBERS-IMPORTERS. 710-16 N. 16th Street, PHILADELPHIA

USED MACHINE BARGAINS No Junk—All in A-1 Mechanical Condition.
Cub, \$8.50; Magic Clock, \$8.00; Slipper, \$5.00; Ro-Let, \$5.00; New Century, \$11.00; Mills Official, \$12.50; Official Sweepstakes, \$12.00; Skidoo, \$3.50; Patina, \$5.00; Hamster, \$4.50; Stoeplechase, \$3.50; Bally Counter Game, \$4.50; Five Star Final, \$4.00; Tip Top, \$5.00; Jack and Jill, \$15.00; Gooty, \$4.00; Big Bones, \$6.95.
CLOSING 1.85 Whizz Bang, Figure 8, Favorite, West, Baffle Ball, OUT AT Each Playbox, Ballhoop. Complete Line of New Machines Always on Hand Ready for Immediate Delivery. One-Third Deposit. Balance C. O. D. IDEAL NOVELTY CO., 3083 Lemp Avenue, St. Louis, Mo.

WALTHAM-ELGIN 12-S SPECIAL 12 Size, Thin Model, III. Open Face, Fancy Engraved, Chromium Plated, w. s. Hard Movement. 7-J, \$3.15 Ea.; 15-J, \$4.15 Ea.; 17-J, \$4.50 Ea. Samples, 50c Extra. 25% Deposit, Bal. C. O. D. Send for Special Circular. PALTER & SMITH, INC., 111 Trinity Pl. (nr. Liberty St.), N. Y. C. End your correspondence to advertisers by mentioning The Billboard.

America's Oldest Jobbers—Est. 1895—38 Years of Service ALL LATEST GAMES and SLOT MACHINES Write for Our Prices on Any New and Used Machines in Which You Are Interested. SICKING MFG. CO., Inc., 1922 FREEMAN AVENUE, CINCINNATI, O.

MILLS ILENT ESCALATOR, Dble. Jk. Pt. Frt. Vndr. \$49.50 ORIGINAL Single Jk. Pt. Frt. Vndr. with Reserve 22.50 SINGLE, 5c, 25c, Jk. Pt. Srd. Vndr. or Bell. 19.50 ILENT, 5c, 10, 25c, Single Jk. Pt. Reserve (Lionhead Model) 37.00 NO JACK POT, 25c. 7.50
WATLING Twin Jk. Pt. Frt. Vndr. \$57.50 SLOT MACHINE SUPPLIES—Minty-Percentage Regulators—Steel Stands, Etc. 1/3 Cash or Money Order. Bal. C. O. D., F. O. B. N. Y. WRITE FOR 1934 PRIZE LIST on New and Used Pin Games TODAY!
JENNINGS Victoria Dbl. J. P. Frt. Vndr. \$37.50 JENNINGS MITTLE DURN 12 Hvy. 37.50 JENNINGS 1c, 5c DURESS. 39.50

RED-HOT VALENTINE CARDS. ASST. No. 1—Embossed in 4 Flashy Colors. Retail for 10c Each. Per 100, \$3.50; per 1,000, \$25.00. ASST. No. 2—Printed in 1 Color. Postcard Size. Per 100, \$1.50; per 1,000, \$16.00. Envelopes to Match included with both assortments. BANGO—The Best Shooting Device Ever Invented. Load It Under a Cap. Glass, Plate, Flo Per Dozen. 1.50 BANGO SHOOTING GUN (Our New One) Per Dozen. 1.50 BANGO MATCH BOOKS (Best Make). Per Dozen. .60 BANGO CIGARETTE CASE (Nickel). Per Dozen. 1.75 SNAKE WHISKEY FLASK ("THE BEST"). Per Dozen. 1.50 SHOOTING JAW JAR (Large Size). Per Dozen. 2.25 SHOOTING JEWEL CASE (A Wonder Seller). Per Dozen. 1.75 MISS LOLO. That SNAPEY MISS (Our Make). Per Dozen. .40 Samples of Above, Including Valentine. MAGNETRIX NOV. CORP. 136 Park Row, New York. Deposit with order, please.

NEW FAST SELLING JOKES "S. S." without a doubt one of the funniest joker's items we have ever put out. "S. S." is a natural pile of "DOGGONIT" with the added feature of a BANGO SHOOTING DEVICE on the bottom. A double-action joke. It's not the S. S.—it's S. S. (Really a Howl). Per Dozen, \$1.75; per Gross, \$39.00

N. Y. Operators Dance and Dine

Amalgamated N. Y. Operators' Association stages second annual affair.

NEW YORK, Jan. 15.—To the hot tunes of the Cotton Club Orchestra and revue the Amalgamated New York Operators' Association opened its second annual dinner and dance Saturday. Operators, jobbers, manufacturers and their wives and sweethearts crowded the Level Club to celebrate past successes and to drink a toast to the prospects for a new year.

The entertainment was interrupted long enough to introduce many visitors from out of town. M. Herman, from Paris, won the honors for being the long-distance visitor, and Harry J. Wolcher represented San Francisco. Chicago manufacturers were represented, and a number of jobbing firms in the Eastern district.

The entire program and attendance was hailed as a success and typical of the operators in the greatest operating center and coin-machine market in the world. Andy Anderson, of *The Billboard*, acted as emcee and introduced the coin-machine notables. Joseph Fishman, head of the Amalgamated organization, was given an ovation for his tireless work in making the annual affair a success. Greetings were presented from the National Manufacturers' Association.

Not content with the fast-moving program of the Cotton Club Revue following dinner, the revue program of the Mirador Club was presented as a surprise entertainment under the direction of Henry Fink. The evening was devoted entirely to gaiety, and speeches were limited to a dozen words. Dancing into the early hours, everyone declared the second annual affair a success.

Open Letter to Coin Machine Manufacturers

An old Massachusetts law governing coin-operated machines has recently been revived and is now being rigorously enforced. It is Bureau of Standards General Law C-94, Section 283-4.

All machines operating with a coin come under the jurisdiction of the Bureau of Standards, State House, Boston. This applies to games as well as slots. The Bureau is not concerned with the legality of the machine, but only with whether or not the proper amusement or merchandise value is received for the coin expended.

When the Bureau has approved a machine it issues a metal tag which is put on in plain view of the investigators and police. The police are now picking up coin machines thruout the State that are not so tagged and a test case is scheduled for trial here in the near future.

May I earnestly suggest to all manu-

facturers whose coin machines are entering Massachusetts that each one send a sample machine to the Bureau of Standards for approval to clear the way for jobbers and operators of these machines in this State. This applies to old machines which may still be on location as well as to new ones as brought out.

Approval tags will be issued by the Bureau and sent to the manufacturers, who may put them on their machines shipped into this State or send them to their local distributors and operators.

BEN PALASTRANT,
Supreme Vending Company of
New England,
1218 Washington Street,
Boston, Mass.

AID FROM NRA

(Continued from page 3)

them with vaude and legit shows, the financial backing to come from the Civil Works Administration. He will have stiff opposition from the circuits from this, which have already complained that this would be government-sponsored opposition and would hurt their business.

Whitehead, meanwhile, has written Federal Relief Administrator Harry L. Hopkins, who also heads the CWA, asking him for direct relief for unemployed actors.

Charlton is also going over Levy's plan. Levy says he has organized a Theatrical Finance Corporation, headed by himself, which will apply for an appropriation from the RFC and allow itself to be the agency thru which producers will borrow money for production activities.

It is possible that Charlton will work out his own plan, based on the various suggestions he had already received, and offer it to the local NRA head, Henry F. Wolf, for approval.

DENVER, Jan. 15.—The CWA is now utilizing a large number of unemployed musicians for free concerts at the municipal auditorium and the local Broadway Theater. In fact, it has taken up all local unemployed musicians, making the musicians' union stagger plan unnecessary in this city.

UNEMPLOYED

(Continued from page 3)

of Local 802 and the appointees of Joseph N. Weber, head of the AFM, was widened when the local autonomy question was again raised. Petitions are now being circulated asking the officers to call a meeting to consider the demands of the rank and file.

Only last Monday the unemployed members went to the regular monthly meeting to ask for local autonomy, certain reforms and for official co-operation with the NRA, but discovered that the meeting had been called off because of lack of a quorum. The unemployed claim this was a fake move to avoid facing them.

At Friday's mass meeting the Sunday legit issue took up most of the time. The Rev. William Popcke, of the near-by Lutheran Church, spoke and advocated suspension of all blue laws during time of depression and assured the musicians he would back them in their appeal to Governor Lehman. Ex-Judge Charles Oberwager, who presided, repeated the demands of the unemployed musicians of Local 802 and hinted that the officers should be careful lest they "arouse the spirit of old Local 310." Local 310 was smashed about 15 years ago when Weber organized Local 802 under direct control of the AFM.

Henry Cohen and Frank Chafferelli were the only officers of the union on the platform with the speakers. The others were said to be at a meeting.

Wolf's message was given close attention. He said that he was staggered to find out that only about 1,500 to 1,600 musicians were employed out of about 25,000 professional musicians in the city. He added he didn't think there was another professional group that was suffering as much as the musicians and promised, and said further, that he was amazed that a vigorous campaign to help them had not already been made by the local's officers.

"You have asked me to help you put on benefit performances, to help you open up theaters that are now closed, to help you in a movement to open the legitimate theaters on Sundays, to help you organize symphony orchestras and concerts, to help you put men back to work in moving picture theaters," said Wolf, "and I promise you sincerely that I shall do everything within my power to bring about the relief that is so vital to you and those dependent upon you."

PRICE?

... one large operator told us, "It isn't the price of the machine. It's how much it will earn."
... we agree with this sentiment. We find that operators are willing to pay a fair price as long as they are certain that the machine they are purchasing will return their investment plus a profit for themselves

... cheap products naturally have cheap prices. You only get what you pay for. We have for many years advocated "fair prices," but, always only the highest quality and finest workmanship obtainable.

... and that's another excellent reason for you to BUY Gold Medal Chicago Club Houses and Gold Medal Daval Gum Vendors. Fair in price. Better in quality. And they return a handsome profit plus your investment in a very, very short time.



They're Gold Medal Winners

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NEW YORK OFFICE: 656 Broadway, New York
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Give away free! Genuine RCA Victor radios

AN AMAZING MONEY MAKER

Give away the most popular item ever offered on a Salescard plan. And they're not cheaply built, unknown sets—but

GENUINE \$27.50 RCA-VICTOR RADIOS

—the best on the market and exclusive with us. If you're a hustler, we'll show you how to pile up BIG PROFITS DAILY. Get started quick. Write today.

LIPAULT CORP., Dept. B., 1028 Arch St., Philadelphia, Pa.

OTHER ITEMS. New, up-to-date articles of wide popular appeal offered on similar plan.

He insisted that strife within the union must be smoothed out before much progress can be made in handling the unemployed problem.

Meanwhile the unemployed musicians' demand for a strike in legit houses until Equity backs down from its Sunday show stand has fizzled down. The local has not officially recognized their demand.

NEW YORK, Jan. 13.—Sunday legit performances will unquestionably come to a point of discussion in Legit Code Authority meeting this Wednesday, called in special meeting for several other important matters of action. Producers will contend that the matter should be brought to full Equity membership vote to get the consensus of opinion of Equity members. As it now stands, Equity members are prohibited from Sunday night performance by State law, but if it were found that they favored Sunday, with possibly eliminating Monday night, then probably the entire industry would attempt to nullify the law. It is understood certain religious groups were largely responsible for the present law.

Coming at this time when practically all departments of the theater are making a demand for Sunday legit shows, with Equity adamant about it, the effort to discontinue free radio audience broadcasts as "unfair competition" is of interesting importance. This may be expected to presage an attempt to change the Sunday legit law.

Earl Carroll recently suggested that Wednesday matinees be eliminated and that proceeds over the average box-office receipts of Wednesday, as collected on Sunday nights, be turned over to a reliable relief agency. Carroll believes Wednesday matinees are inconsequential, but says that Sunday nights would bring in large revenue.

ASKS ARREST

(Continued from page 5)

mitted she alone has authority to withdraw funds from the account of the Actors' Memorial Foundation in the 49th Street Branch of the Irving Trust Company.

Magistrate Dreyer adjourned the case to Tuesday.

Rappaport is accused of accepting a check for the Foundation from Antoinette Perry, after somebody had phoned and represented himself to be Bert Lytell.

Mr. Operator! STOP! LOOK! LISTEN!

1 CHOICE LOCATION NETS MORE THAN 10 ORDINARY SPOTS

AUTO COUNT HOLDS CHOICE SPOTS

Sales Propaganda Sells Goods BUT NICKELS IN THE TILL MEAN PROFITS

Are You an Operator or a Business Man OR Are You BOTH

LET THE CASH BOX BE YOUR GUIDE

A. B. T. MFG. Co., Inc.
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ASPIRIN Pays Big Profits. Tablets, glassine bags, displays at lowest prices. Assemble them yourself, make more money. Midwest Products, Louisville, Ky.

9c EACH—GENUINE ROCK CRYSTAL LARIATS

Also have many other assorted styles and colors. All are the latest and most fashionable numbers.



\$3.98 A GROSS

And up for Pearl Re-production Pearl Necklaces. Also have 1,000 other styles, colors and assortments. SEND \$1 for 15 assorted Necklaces and Rock-Bottom Prices.

SPORS IMPTG. CO.
134 Erie St., Le Center, Minn.

AMERICA'S ONLY WOMAN JOBBER

MILLS SILENT With Escalators. Practically New. Serials 250,000 and Up. **\$49.50**

EVERYTHING FOR THE VENDING MACHINE OPERATOR

All the Leading Pin Games, Counter Games, Slots, Cranes, Pigeons, Supplies, Etc., in Stock Ready for Immediate Delivery.

IRVING MFG. & VENDING CO. Inc.

922 8th Ave., New York

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Phone: COLUMBIA 5-4829.
BROOKLYN BRANCH: 300 Irving Avenue.

The "Gold Rush" Days of 1934 Are Here!



Like wildfire the story of GROETCHEN'S sensational new Gold Rush Machines is spreading from Coast to Coast—operators are competing keenly to obtain the first samples of this marvelous new machine.

Again the Engineering Genius of the Groetchen Organization has succeeded in giving to operators a new ideal Counter Machine which incorporates every desirable feature of \$100.00 Silent Machines, with the exception of automatic payout.

Here you have the Vertical Arrangements of Bell Fruit Symbols—Proven immensely popular on Large Bells—Whirling Dials—instantly stopped with typical positive "click-action"—plus the "Million-Dollar Look" of the most beautiful Design of any Counter Game.

Order immediately—Let performance on location prove to your own satisfaction the immense earning power of Gold Rush—Our Money-Back Guarantee is your protection.

GOLD RUSH FEATURES

- Absolute Silent Mechanism controlled by Dual-Action Pump, which stops dials instantly with positive click action.
- Four-Way Coin Chute—Pennies, Nickels, Dimes and Quarters.
- Last Coin shown on side, can be dropped by pressing button.
- Black Ebony Wood Cabinet—Front casting attractively decorated in wrinkled gold, green and red. Steel Back Door to protect your earnings.
- Gum Compartment with separate Gum Loading Door.
- Fortune-Telling Reward Card—interchangeable for different percentages.



Order immediately. Gold Rush is your greatest opportunity during 1934. Also Gold Rush—Calendar—with Number and Week-Day Dials. Watch for Our Advertisement Next Week—Featuring Pok-o-Reel Triplez.

GROETCHEN TOOL CO., 130 N. UNION ST., Chicago, Ill.

NEW ENGLAND Gold Rush Machines

Sample \$18.75—Order Now—Ready for Delivery

1/3 Deposit Balance C. O. D.

We Carry a Complete Line of All Latest Machines.

SUPREME VENDING COMPANY OF NEW ENGLAND

1213 Washington St. (Han. 1258), BOSTON, MASS.

FREE—STEEL STAND with EVERY PIN GAME

GEMCO CENTURY SPECIAL.....	\$15.00	These Machines Are All in Original Cases, Practically Brand-New. Some Never Used.	
GEMCO CENTURY, JR.....	9.00	GRAND SLAMS.....	\$15.00
BROADCAST SPECIAL.....	13.50	BALLY CUBS.....	9.50
BROADCAST, JR.....	9.00	SOLITAIRE.....	12.50
MAJESTIC, JR.....	4.50	MAGIC CLOCK (Brand-New).....	13.50
5 STAR FINAL, SR.....	12.50	BLUE EAGLE (Counter Game, New).....	8.00
5 STAR FINAL, JR.....	4.50	POT LUCKS.....	4.00
GOOPY, SR.....	7.75	TERMS: 1/3 Cash or Money Order, Balance C. O. D., F. O. B. Newark.	
GOOPY, JR.....	4.50		
MAT-CHA-SKOR.....	4.50		

USED ROCKET, Like New - - \$49.50

★GEO. PONSER CO., - - 441 A, ELIZABETH AVENUE, NEWARK, N. J.

All latest machines at lowest prices!



THE EMPIRE (Chrome Plated) Vends Salted Peanuts, Pistachio Nuts, Candy and Toys, Ball Gum, Etc. Sing Proof. Est. 1916.

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WRITE FOR A FREE COPY OF ROBBINS' "AUTOMATIC NEWS."

SIGN ON THE DOTTED LINE FOR IMPORTANT NEWS

PIN GAMES CRANES

Name

Address

INTERNATIONAL MUTOSCOPE REEL CO., 451 W. 31st St., N. Y.
"HOME OF THE ELECTRIC TRAVELING CRANE"

Used Machine Specials for 1934—Save You Money

SILVER CUPS, Each.....	\$16.00	MILLSilent, Esc. Dbl. J. P. F. Vend.,	\$49.50
AIRWAYS, Each.....	13.00	MILLS 25c Silent Esc. Dbl. J. P. F. Vend.	60.00
JIG SAWS, Each.....	22.00	Almost Brand-New. Only 4,000 Plays.	
CENTURY SPECIAL, Each.....	13.00	OFFICIAL SWEETSTARS.....	18.00
MILLS OFFICIAL TABLE, Each.....	14.00	CLUB HOUSE (Regular Model).....	18.00
		Used PUNITANS or DAVALS.....	6.00

★ **LEON TAKSEN COMPANY, 2508 AMSTERDAM AVE., NEW YORK CITY**

Gee Bee Moves To New Plant

CHICAGO, Jan. 13.—The Gee Bee Manufacturing Company moved its entire plant and offices to 14-16 North May street this week. Ample floor space has been secured in a large building devoted to manufacturing and the firm will start at once to get into production on a new game. Large and attractive office and showroom space has been secured in the new location, and the entire facilities of the firm have been practically doubled. It was its advance step to celebrate the bright prospects for the new year, an official of the firm stated.

A new standard-size pin game has just been developed after a period of six months in testing and completing mechanical ideas and will soon be ready for the market. The firm plans to make it a headliner for its display at the coming 1934 Coin-Machine Exposition and novel publicity ideas are already being arranged for the occasion. The new game is called American Beauty, an ebony black and chrome cabinet job. It contains a new totalizer developed especially for this game, which adds the scores as made and instantly and automatically shows the total score to the player. A tilting device that closes the totalizer as soon as the machine is tilted is also part of the equipment. The simplicity and perfection of the totalizer will be stressed in the new game.

William J. Shafran, Maurice A. Ginsburg and Edward A. Ginsburg recently incorporated the Gee Bee firm under the laws of Illinois.

N. Y. Jobbers Organize

NEW YORK, Jan. 13.—The Metropolitan Jobbers' Association, of New York, had its second meeting at the Imperial Hotel Wednesday evening, January 10, and concluded the matter of organization. The detailed list of by-laws distributed last week were accepted by all those present, including, with one or two exceptions, every jobber in the territory. All the leading jobbers signed up. These by-laws are said to be very strict, and it is said they are to serve as a contract. Any member who breaks any of these laws will suffer severe penalties. A board of directors was appointed, which includes William Blatt, of Supreme Vending Company; George Ponsor, of George Ponsor Company; William Rabkin, of International Mutoscope Reel Company; Charles Lichtman, of New York Vending Company; John Fitzgibbons, of John A. Fitzgibbons Company, and A. Loudon, of Eastern Machine Exchange.

WHITE RATS

(Continued from page 3)

Four A's, that if the BAA had satisfied the four A's as to the stability of its organization, then the members of the ABA "cheerfully withdraw our application for jurisdiction in the burlesque field" and "stand ready at all times to co-operate with them (BAA) in the best interests of the actor."

The BAA, meantime, is expecting to make fast progress in unionizing burlesque now that it has the charter. The confusion over AFL jurisdiction had about killed its organizing efforts. Now it can appear as an AFL union when it consults Administrator Sol A. Rosenblatt on the pending burly code. Thomas J. Phillips is president of the BAA.

The ABA, meanwhile, is going ahead at full speed. Its office in the Hotel Edison is a beehive of activity. Committees have been set up, a membership drive is being laid out, a mammoth benefit show is planned and Bobby Clark, the new president, has returned after a breakdown last week.

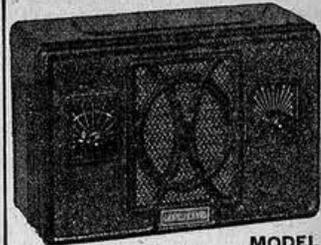
Sophie Tucker has been elected by the council fourth vice-president, replacing Dorothy Stone, who asked to be dropped from office because of business pressure. William J. Rapp is the new counsel, succeeding Irving Schneider. Walter Diggs has been appointed sergeant at arms, while Alan Corelli has been elected recording secretary of the council.

FIGHT ON AGAINST

(Continued from page 3)

example, where a ticket sells for 10 cents the State would collect 5 cents, and no tickets could be sold for 5 cents, as the State would take the 5 cents for tax. The bill was introduced by Sam Milam,

MAKE \$100 per WEEK WITH OUR SENSATIONAL SALES PLAN



MODEL No. D 40
4 Tube AC DC Radio

Complete With Genuine Ever Ready Tubes
AMERICAN RADIOS are money-makers because they are guaranteed. Their Super-Dynamic Speakers, Radio Frequency Circuits, Self-Contained Aerials and Genuine Ever Ready Tubes all guarantee a perfect end true-to-life tone.

This Exceptionally Low Price is Made Possible by the Tremendous Volume From Hundreds of Distributors Now Making up to and Over \$100 Weekly.

JOIN THEM!
100-Page Sales Book (Takes in \$28.50), 10c Ea. ORDER TODAY—Write for Full Details. 25% with Order, Balance C. O. D.
AMERICAN RADIO COMPANY
32 West Randolph (Dept. 124), CHICAGO.

COMBINATION KNIFE SHARPENERS

\$3.60 PER GROSS

FAN DANCERS "HOT STUFF"

Samples of Above Items, 10c Each.

GENEVA STRAIGHT RAZORS

Assorted Colored Handles and Widths.

Per Dozen, \$3.50

25% Deposit Required on C. O. D. Shipments. Write for prices on anything you are interested in. We can and will save you money.

LEVIN BROS. Est. 1888, Terre Haute, Ind.

10 DAYS ONLY At These Prices

NORWALK BLADES—New, Improved. Each Blade Etched and Cellophanned. \$6.80 Packed 50 Per M.

SPECIAL SINGLE EDGE—Solid Type, Cellophanned, Packed 50 Per M..... \$7.50

SPECIAL DEAL

35c Tube DENTAL CREAM. 11c
25c TOOTH BRUSH.
10c Satisfactory Celluloid CONTAINER.
COMPLETE DEAL.....

TRAIN AND ANGLE NEEDLE BOOKS—Attractive Packages, 1 Dozen Pack-ages..... 15c

PENCILS—Assorted Colors, Full 7 1/2" Size. Per Gross..... \$1.15

Many Other Items Too Numerous To mention. Send for FREE CATALOG. 1/3 Deposit on all C. O. D. Orders. Blade Samples, 10c.

WHIPPET SALES CO.
61 Hanover St. Boston, Mass.

and the estimated revenue expected therefrom is placed at \$1,400,000. Those familiar with amusements argue that this would be impossible because those enterprises, both permanently located and traveling, charging under 25 cents couldn't exist with that tax, and those charging above 40 cents would have slim chance of existing, already having to pay a federal tax of 10 per cent.

Another bill introduced would place a tax of 1 cent on each 5 cents or fraction thereof of the retail price of soft drinks, and a tax of 1 cent on each 10 cents or fraction thereof of the selling price of candy. Chewing gum would be taxed 1 cent on each 5-cent or fraction thereof package.

Look At These Values!

Electric Clocks at Rock Bottom Prices

Attractive Novelty Cases, in Walnut Finish. Height, 5 1/2 in.; Base, 4 1/2 in. For Use on 60-Cycle Alternating Current.



TIME CLOCK.
B60W727— 42c
Each
Lots of 100— 37 1/2c
Each

ALARM CLOCK.
B60W740— 75c
Each
Lots of 48— 67 1/2c
Each



Hammond Electric Clock

Beacon Model. Modern Design in Brown or Black Bakelite Case. Height, 4 1/2 inches; Width, 3 1/2 inches.

B61W76— Each 85c

New "BAR-NONE" Blades. Each packet cellophane wrapped.



No. B5C49— 3 Blades in Package, 20 Packages in Carton.

90c Per Carton (100 Blades)

No. B5C79 — 10 Blades in Package, 10 Packages in Carton.

SPAN SINGLE-EDGE BLADES—With #11 Gem, Ever-Ready and Similar Types. 3 Blades in Package, 25 Pkgs. on Display Card. B5C15—Per Card (25 Packages)..... 90c

N. SHURE CO.
Adams and Wells Sts.
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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.

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There's Profit in Being First With the Newest.
HARLICH MANUFACTURING CO.
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Photo Handle Knives

Sample Doz. \$3.60
COMPLETE KNIFE BOARDS

8 Knives on a 300-Hole Board...\$2.75
12 Knives on a 300-Hole Board... 5.10
14 Knives on a 600-Hole Board... 5.50
Quantity Prices on Request.
TERMS: Cash or 50% with Order, Balance C. O. D., F. O. B. Morris, Ill. Express.
MORRIS CUTLERY CO.,
BOX 374. MORRIS, ILL.

ZIP, Jr.
\$2.50 Gr.



Workers 40c Dozen
The Best 5c Retailer on the Market. You can work all winter and make money. Terms: 1/2 Dept. with all orders. Bal. C. O. D. Manufactured by
UNITED BALLOON CO. 125 5th Ave., New York, N.Y.

BOOKLETS, PHOTOS, CARTOON
BOOKS, COMIC CARDS, ETC.
Big Sample Assortment, \$1.00. Send stamp for Wholesale List. **NOVELTY CO.,** 28 North 5th Street, Philadelphia, Pa.

Heads Up!

By JOSEPH FISHMAN

The pin-machine business is a decent business. Nobody needs to be ashamed to be in it. For years it has been the fashion to attack it. The operators have talked about pin machines as tho they were ashamed of them. Newspapers have jumped on the pin-machine operator, and politicians have backed up these newspapers more or less for their own publicity reasons.

Why should the newspapers jump on the pin-machine business any more than the baseball business? Pin machines are real amusement. They are games of skill. They are not gambling devices, nor are they intended to take the pennies of youngsters unfairly. Everybody knows that men can bet on a baseball game. And men may likewise bet on a pin machine. That does not make baseball a gambling instrument to be suppressed by law, nor should it make the pin machine a device to be destroyed by excited journalism.

An attempt has been made to have the people of the Bronx look upon pin-machine operators as men who would willingly hurt children just for a few pennies in profit. Your association is composed of men who are social in their viewpoint. They will not deliberately cause the public harm in any fashion. The machines they operate are for the amusement of the general public. It will take some time before the newspapers as a group and the political leaders as a group make a distinction between games in themselves and the sporting or betting frame of mind that men sometimes bring to these games.

Nobody on earth can ever stop such action. It is part of human nature. We simply provide amusement and recreation with an opportunity to demonstrate skill, and we do that openly and legally. We must give tone to our industry. None of us want to be the operator of a machine which is looked upon as dangerous for the children or the grownups. None of us want to be pointed out as a man who earns money by doing things which are injurious to the public as a whole. We won't put ourselves in that class. We have been decent, legitimate citizens operating a decent, legitimate business.

The biggest job of this association is to make everyone realize that we are a recognized industry. That we have a right to be proud of our business and a right to endeavor to do whatever other business men can do to make that business profitable and dignified.
(Joseph Fishman is executive director of the Amalgamated New York Vending Machine Operators' Association. This article was written for the recent annual banquet.)

Operators Get Annual License Cut in Half

NEW ORLEANS, Jan. 13.—Taxes on coin machines for 1934 will be reduced from \$10 yearly for each machine to \$5. It was learned from reliable sources here this week. This lowered tax marks a victory for the Coin Vending Machine Operators' Association, which has been working this end for several months. Recently three officers of the association—Lee Varnado, president; Jule Pace, vice-president, and J. H. Peres, secretary—conferred with the mayor, who is reported to have been very much impressed by the arguments they set forth in favor of reduction. Shortly afterward the tax cut was determined upon. Elections are next month.

Mint Boosts Pennies

PHILADELPHIA, Jan. 13.—The Philadelphia mint contributed to the moral support of the coin machine industry by turning out more than 14,000,000 new pennies during the past year. Total coinage in the Philadelphia mint dropped from 20,000,000 to 15,000,000 coins in 1933.

The mint also coined over 15,000,000 pieces for foreign countries, mostly Latin-American nations. This represented a big increase over the less than 10,000,000 pieces in 1932.

HARRY KELNER & SON, INC.

50 Bowery, New York City
ORIGINAL SHELL WATER FLOWERS With 75c
FLAGS, 12 in Box. Gross..... 5.20
One-Half Dozen on All Orders.
REAL STRAW HATS. Gross..... 2.50
LARGE SIZE FLYING BIRDS. Gross..... 3.00
SQUIRT ROSES Large Size. Gross..... 12.00
HEAVY BAMBOO PARADE CANES. Gross..... 10.00
C. K. POP-POP BOATS. Gross..... 14.00
C. K. POP SWIMMING DOLLS. Gross..... 4.00
INTERNATIONAL TOP SETS. Gross..... 2.50
FIRST QUALITY CAT BALLOONS. Gross..... 2.50

BEER .. CIGARETTES .. TRADE BOOSTER

NOW—has a ONE inch deeper CASH BOX
The World's Greatest Sales Stimulator
ORDER TODAY—IT'S A WINNER

... In one week I took \$46.60 and paid out 170 packs cigarettes.—J. W. K.—Tenn.

* Proven Accurate Payout—50% in merchandise. * Can be equipped with three different games. * Can't be cheated—positive anti-tilting device. * Counter size 14" x 10" x 4". Weight 10 lbs. * Not Electrically Operated—Locate Anywhere!
* Get full details—write for circulars.



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Large Variety of Designs PILLOWS Beautifully Colored



On High Luster Rayon. Dozen. \$5.40

On Quality Satcen. Dozen \$3.75

(Size 20x20, Including FRINGE.)
With Knapsack Filling. \$2.00 Dozen Additional.
FREE CATALOG—LARGE VARIETY DESIGNS—MOTORS—COMICS—PATRIOTICS, "ROOSEVELT," ETC.
25% Money Order Deposit Required, Balance C. O. D.
For Quick Action, Wire Money With Order.
WESTERN ART LEATHER CO.
1645 Arapahoe St. (Manufacturers), DENVER, COL.
P. O. Box 484.



West Coast Show Dates Announced

LOS ANGELES, Jan. 13.—The first annual Pacific Coast Coin Machine Trade Show is to be held in Los Angeles March 12-13-14, it was announced here this week.

The show, consisting of the displays of Coast and Eastern jobbers, will be held in the grand ballroom of the Alexandria Hotel in downtown Los Angeles, and the displays will be opened from 12 noon to 6 p.m. each day, with the mornings being reserved for business sessions and trips.

Considerable interest has been stirred up in the West with the announcement of this first annual show. More than 20 manufacturers on the Coast are now turning out games for local operators, and several of them are shipping games thruout the East as well.

The booths will be 8x10 feet and 8x20 feet, and facilities will be provided for storing packing cases, crates, etc. As laid out, the ballroom will have 26 booths, and more will be arranged on the mezzanine balcony surrounding the ballroom if required.

The show committee is now working on plans to obtain special cut-rate railway tickets for operators from the Pacific Northwest planning on attending the show, and more than 1,500 operators are expected in Los Angeles during the three days of the show.

On the closing night a mammoth ball is being arranged to take place in the banquet room of the Alexander. The local committee is now arranging the program, which will consist of 10 acts of vaudeville and a band. A big banquet will precede the ball.

All who are interested in the show are asked to get in touch with the Show Committee, Box 551, Station C, Los Angeles, for further information and data concerning the show.

Mechanical Perfection Emphasized in Games

CHICAGO, Jan. 13.—Dave Gottlieb, recently returned from a business trip to Texas and the Southwest territory, announced that observations of the Gottlieb Score Board game had convinced him of the mechanical perfection of the game and that this perfection would be stressed in the firm's publicity. "An examination of the books since my return shows that not a single machine has been returned because of mechanical defects," he stated.

Mr. Gottlieb reported a fine reception for the Score Board in the territory he had visited, and that shipments were being made daily to jobbers in that district and to the Gottlieb offices in Dallas and Los Angeles.

THIS WEEK'S SPECIALS LUSTERFUL



ENGRAVED MATCH KING
\$2.75 DOZ.
\$30.00 GROSS.
Highly Polished Metal.

25% Deposit on All C. O. D. Orders.
JOSEPH HAGN CO.
"The World's Bargain House," Dept. BB,
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Whizz FOR A FAST SHAVE
BLUE TEMPERED W STEEL BLADE
80c Per 100 Blades

The Finest Blade Made! Every Blade etched and packed in attractive 3-color wrappings and boxes. 5 Blades to a Pack. Blue Steel, for new Gillette Razors.

GILBERT Blue Steel, for new Gillette Razors. 5 Blades in Pack. Cello. Wrapped. Per 100..... 60c

CONTINENTAL 5 in. Pack. Cello. Old and New Gem Type. Per 100..... 90c

NORWALK Double-Edge (Conn. or N. Y. Make). Per 100..... 60c

WHISTLE Auto-Strip Type. 5 in. Pack. Per 100..... \$1.20

GILBERT Bay Rum Shaving Cream. 50c Size. Per Dozen..... 90c

YOUNG NOVELTY COMPANY

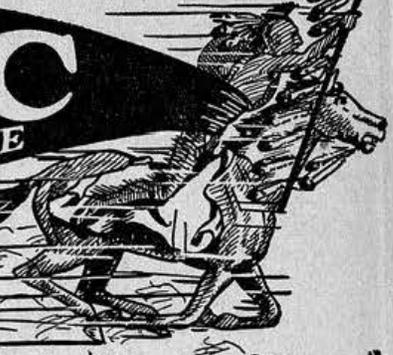
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FREE SAMPLES. 50% Deposit with Order.

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GENCO'S GREATEST de luxe PIN GAME

Named after the most famous Indian Chief in American History



Single Unit TOTAL TOTALIZER

Cheat Proof PAY-OFF RECORDER

Six High-Score traps with SNAPPING-TRAP

The Complete Score Added Instantly! on one single unit. The most ingenious score recording device ever produced in the coin machine industry. A real thrill for the players who can see their complete score instantly recorded. Once again GENCO sets the pace—giving the operator a game with a single unit complete Totalizer. So fascinating and DIFFERENT it is certain to start a new era in the pin game industry. ORDER PONTIAC TODAY!

At Last the Perfect Pay-Off Recorder! So simple and intriguing it will absolutely astonish you. Every winner instantly recorded where you can easily see it. Cheat-Proof and Fool-Proof. The moment that the machine is tilted the RECORDER is disconnected. A feature that is so revolutionary it's hard to imagine. AND REMEMBER—the PAY-OFF RECORDER is only one more feature of the greatest pin game in history—PONTIAC—ORDER PONTIAC TODAY!

Feature for Continuous Repeat Play! Chrome trap closes as ball enters, the moment the ball passes through it snaps right open again—ready to receive the next ball. What a feature! SNAPPING TRAP. New, Original, Different. The player shoots for the fascinating almost magic 1,000 score Snapping Trap EVERY TIME. Here's the greatest repeat play feature ever originated. You'll want to play it continuously yourself. ORDER PONTIAC TODAY!

GENCO INC. GENCO GAMES ARE BETTER **2625 NO. ASHLAND AVE. CHICAGO, ILL.**

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A Brand New Series Deal Idea



Every board will sell out complete because the last punch on the board receives the amount indicated under beautiful gold seal ranging in value from 50c to \$5.00, which gives the player a real break and the deal is arranged to give the operator tremendous profits—

LUCKY SEVEN SERIES

Takes in \$500.00 and pays out \$175.00 on the 1,000 open number winners and \$50.00 on the 50 winners under the seals for the last punch on each board, which makes a total payout of \$225.00 and a profit of \$275.00. Price of Lucky Seven Series consisting of

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SARATOGA SWEEPSTAKES BALL GUM VENDOR



Thousands of new and old locations have opened up to the "Aristocrat of Race Machines"—SARATOGA SWEEPSTAKES. Now available in Ball Gum and Plain Models. With or without Pari-Mutuels. Two styles of cabinets—Walnut or Natural Cedar finishes. Write or Wire for Prices and Details on New Models. H. C. EVANS & CO. 1522-28 West Adams Street, CHICAGO, ILL.

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 5. Cheat-Proof in Every Respect!
- and Many Other Important Features.

5 REELS 3 CHERRY-BELL REELS 4 MYSTERY REELS
The New Deal
amazing "triple use" feature
TODAY'S Newest and Richest MONEY MAKER



THERE ARE ONLY 3 REASONS WHY ANYONE SHOULD BUY ANYTHING: VALUE! SERVICE! PROFITS!!! Which is Why Operators Make "The New Deal" Their Choice.
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SR. GOOPY.....	10.00	Chrome-Plated BREATHER PELLET or BALL GUM MACHINES, Each.....	1.50
MAT-CHA-SKORS.....	4.00	WINGS.....	16.00
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The MOST PHENOMENAL
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Counter Game ever
Presented to the
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Earns
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SIZE:
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* We are so certain of the money-making power of Sweet Sally we are more than willing to back it up with a 100% MONEY-BACK GUARANTEE and this GUARANTEE applies anywhere in the world.
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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.
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FOR MILLS 5c, 10c, 25c Bull's-Eye and Square Detector Glass Front Venders, Side Venders and Bells.
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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.



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Write for Quantity Prices. Send Cashier's Check, Bank Draft or Money Order
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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.

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