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## RADIO CITY POLICY SWITCH

### IATSE Denied Requested Stay

**Had appealed from decision appointing receivers for 306—to appeal further**

NEW YORK, Jan. 9.—The controversy between the courts and the IATSE was further complicated last week when the union was denied its request to stay an order of Supreme Court Justice Salvatore A. Cotillo, who appointed receivers for Local 306. The IATSE had appealed from his decision to the Appellate Division of the Supreme Court, which body, altho admitting that Justice Cotillo's move was unprecedented, declared the high character of the receivers, John W. Davis, former Presidential nominee; Hugh Frayne, president of the State Federation of Labor, and Phillip J. Dunne, was sufficient to prevent any harm coming to the local.

It was learned that the IATSE, with the backing of the American Federation of Labor, intends to bring the issue involved to the highest courts of the country and is readying the case for presentation before the Supreme Court in Washington. Union officials feel that if Justice Cotillo's ruling is allowed it will have a direct bearing upon the affairs of labor unions. William C. Elliot, president of the IATSE, in protesting the receivership which takes precedence over the IATSE's removal of the local's officers, pointed out that when any national union exercised its constitutional power to remove officials from local unions found disregarding union laws and carrying on corrupt practices, such removed officers can throw their unions into receivership. Furthermore, he says, practically every national union has provisions in its constitution for the removal of local officers, and its charter authorizes the national bodies to take over the affairs of the locals. Therefore Justice Cotillo's ruling infringes upon the laws of the international unions.

Meanwhile, however, the affairs of Local 306 are in the hands of the receiver. (See IATSE DENIED on page 51)

### Two-a-Day Fails, But Demand Seen

NEW YORK, Jan. 9.—Arthur Klein's two-a-day straight vaudeville venture at the Broadway Theater here folded last night after a two weeks' run. Poor business, attributed to the location of the theater and an insufficient bankroll for proper publicizing, was given as the cause, but Klein and the percentage-playing actors feel the gate grosses proved there is a public demand for such a policy. About \$7,000 a week came in.

Offers poured in from theater operators here and out of town for Klein to install a similar policy in their theaters, but so far Klein is only considering resuming with such a show at the Winter Garden in town. He expects to reopen again within a week or so.

Not much money was realized by the two acts playing the Broadway on percentage for two weeks, despite the fact that the theater's owners waived the \$2,500 weekly rental. The stagehands and musicians were the ones to benefit, getting their salaries out of the \$4,000 charged as operating expenses. All the performers were complaining except Joe Frisco, who on the first week quit cold, but returned.

### Marathon Dance on Truck

WASHINGTON, Jan. 9.—Some interesting points have developed in connection with a dance marathon that started at Washington Auditorium last November 24.

Upon posting of a \$15,000 cash bond by a prominent hotel near the Auditorium, Justice Oscar R. Juring, of District of Columbia Supreme Court, signed an injunction against continuance of the exhibition at the Auditorium.

Following the injunction proceedings the dancers waited on tour across the city, a distance of 12 blocks, on a five-ton truck, accompanied by a nine-piece band, to a room at 1 Thomas Circle. There the marathon continued, while the management sought another auditorium where the public could be admitted.

### Toronto Exhibition Closes Big Act Deal With Wirth & Hamid

NEW YORK, Jan. 9.—One of the largest grand-stand layouts, both from a financial and performer standpoint, was bought late last week by Dr. H. W. Waters in behalf of the Canadian National Exhibition, Toronto, of which he is general manager. From George Hamid, of Wirth & Hamid Fair Booking, final negotiations were consummated on Saturday at the Hamid office, with Charlie Ross, CNE's manager of attractions and general production supervisor, and Edgar I. Schooley, producer of the Schooley revues, strategically in on the proceedings.

While the personnel of the turns was not disclosed in detail, show is studded with sensational features new to Dominion audiences, and several group dis-

### New York Flu Epidemic Hits Biz As Playgoers Avoid the Germs

NEW YORK, Jan. 9.—The flu hit show business a terrific sock this past week, with everything including the smash hits taking it on the chin for more than they expected. Box offices admit to plenty of cancellations via the mail, and the ticket brokers are feeling the biggest brunt of the epidemic. Lep Solomon, treasurer of the Music Box Theater, currently housing the outstanding season's smash, *Dinner at Eight*, says that not since the famous 1918 epidemic has he seen such a condition. But that those down with la grippe are filled with optimism for a quick recovery is decidedly evident, for all cancellations received request ticket exchanges for not more than three weeks in advance.

Those ticket brokers who depend mostly on their ability to sell tickets by tele-

### "Postal Convention" This Year For Motorized Circus Group

WASHINGTON, Jan. 9.—The president of the Motorized Circus Owners and Agents' Association, Charles T. Hunt, has decided to substitute a "postal convention," a nonassembled gathering, in 1933 for the customary personally attended convention.

Under the arrangement worked out by Mr. Hunt, all circus owners and agents, members of the association, will shortly receive a comprehensive statement outlining a complete convention program. Each member will be asked to reply, stating fully his attitude towards the several problems involved. Copies will be made of answers received and these

### Music Hall Vaudefilm Grind As RKO Officials Take Hand

**Big house changes January 11—RKO Roxy policy stays as is—operating powers to RKO theater division—Leonidoff stays—Partington maybe for Roxy staging**

NEW YORK, Jan. 9.—The International Music Hall changes from a straight "flesh" policy to a stage presentation and film program January 11, among other developments last week when RKO's theater division was given the power to operate both the Music Hall and New Roxy. As a result S. L. (Roxy) Rothafel is shorn of his absolute powers and becomes a figurehead and member of the theater department. In addition, the box-office prices of both theaters have been heavily trimmed; numerous economies are being

effected, involving the forthcoming dismissals of many current employees, and the circuit is left holding the bag in regard to the countless number of acts who had a four-week booking at the Music Hall, and who will have played only two by January 11.

The decision to put the combo policy into the Music Hall was the result of the poor business done on its first week. The average gross figures at \$6,000 a day, which is about half of what the theater should take in. With the new policy, the opening film will be *The Bitter Tea of General Yen*, with Barbara Stanwyck, while the stage will have a usual deluxe presentation running an hour. There will be elaborate ensembles and spectacles, while Ray Bolger has been held over from the original show to headline. Until last night it was intended to book Bing Crosby as the headliner. The Tuskegee Choir also holds over and a new act in the show is Gomez and Winona.

The RKO Roxy will continue with its opening program despite the rumored closing, prompted by the posting of a protective closing notice. For the initial week the theater grossed about \$80,000 and is continuing to do excellent business. As long as similar patronage continues RKO intends to keep the current show in, which will probably be for about three more weeks. Picture is *Animal Kingdom* and the stage portion comprises Dave Apollo, Emile Boreo, Von Gröna, Gambarelli, Willie Robyn and the singing and dancing ensembles.

The Music Hall's admission prices will be brought down to a popular-price level (See RADIO CITY on page 51)

All branches of the entertainment industry have been hit, and particularly the concert division, which depends mostly on the older folks for revenue. This element evidently is too busy nursing the ill to take time off for entertainment.

Box offices report that matinee trade, even for the hits, has taken a sharp drop, with the explanation offered that the female patronage is spending the afternoons home looking to it that patients get their quota of aspirin and hot lemonade.

Theater Man Wins Over Film Firms

INDIANAPOLIS, Jan. 9.—Harry Muller, who formerly operated the Crystal and State theaters, Anderson, Ind., was awarded damages of \$40,189.59 in Federal Court Saturday in his case against six film companies, in which he charged the six picture firms conspired to force him out of business thru alleged black-listing methods.

Defendants in the case were the Fox Film Corporation, Universal Film Exchange, United Artists' Corporation, RKO Distributing Corporation, Tiffany Productions, Inc., and Pathe Exchange, Inc. The Electrical Research Products, Inc., was eliminated as a defendant by the direction of Robert C. Baltzell. The jury was out an hour and 15 minutes. In his suit Muller asked actual damages of \$600,000. Under the Sherman anti-trust act he will triple the amount in punitive damages. Under these conditions he will receive approximately \$120,588.

Muller alleged in his suit that he was forced out of business when his theaters were blacklisted after his loss of a case before the Indianapolis film board of arbitration.

(See "POSTAL CONVENTION" page 9)

# Shubert Sale Decision Due; Lee, J. J. and Beck May Buy

**Preliminary estimates place real value at \$12,000,000, less \$6,118,000 due—claims of \$7,860,580 have been allowed—small hope for creditors—assets slight**

NEW YORK, Jan. 7.—Decision on the requested court order permitting Lee Shubert and the Irving Trust Company, receivers for the Shubert Theater Corporation, to sell the Shubert properties, valued at about \$12,000,000, and distribute the proceeds to creditors, was reserved pending a hearing scheduled Monday, January 9. At that time it is expected that all interested persons will have had a balance sheet. Considerable speculation is afoot in legit circles as to what may develop. It is reported, however, that Lee Shubert, in conjunction with Martin Beck and J. J. Shubert, will come forth with a blanket bid for the properties. Beck refuses to discuss the matter at the present time. Lee Shubert claims that, as he is one of the court appointees, he cannot make any statements regarding his personal interest in the property prior to the time bid will be asked officially. However, there seems no doubt in the minds of those familiar with theatrical reality that there could be any other men but these three with sufficient capital available to take over the business.

Preliminary estimates of the assets place real estate value at approximately \$12,000,000, but this amount has been offset by obligations totaling \$6,118,000. The property is figured at pre-depression prices and is hardly likely to bring anywhere near such figure. The other listed assets describe the sum of \$547,000 under the heading of current assets, this evidently meaning an approximate estimate of current box-office receipts and cash on hand. However, this sum is liable to constant fluctuations and can hardly be looked upon as a solid asset. Another item mentions \$559,000, with the classification of miscellaneous investments. About the only concrete cash that the receivers are certain of is the cash value of the insurance policies held by the corporation on the lives of Lee and J. J. Shubert.

In their petition to the court for permission to discontinue the business the receivers declared that in their estimation the continued operation of the properties with the hope of realizing a profit was almost useless; while the probability of huge losses was great. In asking Judge Caffey to set aside a date in February for the sale of the property the receivers indicated that an early sale would prevent the incurring of more drastic losses.

In figuring the probable assets available for sale, after deducting the \$6,118,000 mortgages due against the expected \$12,000,000 to be derived from the sale of the real estate, there would only be a balance of \$4,882,000. That is, providing any such price can be had in face of the prevalent dullness in theatrical realty values. This latter sum, in addition to the other assets claimed by the receivers, would only amount to about \$6,063,000. There is small likelihood of even this sum being realized, and, even if it is, claims against the corporation amounting to \$7,860,580 have already been allowed by the receivers. Which would make it seem that only a miracle can help the creditors.

If that miracle should come to pass, first money will go to Lee Shubert, who holds about \$200,000 in receivership certificates; according to the law in such cases this money is paid off before any other debts are settled. In addition to this, applications for allowances of fees are to be decided February 15. The sums asked are \$40,000 for the receivers; \$40,000 for Cravath, DeGersdorf, Swaine and Wood, their attorneys; \$1,250 for Wickes and Neilson, counsel for plaintiff; \$6,000 for William Klein, special counsel; and \$2,500 for Earl B. Barnes, special master.

Apparently forgotten since the initial excitement it created is the appointment of Charles Evans Hughes Jr. to the post of special investigator into the affairs of the Shuberts, in an attempt to prove inefficiency. This investigation probably faded out when it was discovered there was no hope of anybody getting any dough.

DOLORES RODGERS or information about her is being sought by her daughter, Dorothy Boyle, who was separated from her mother 19 years ago. Miss Boyle has informed *The Billboard* that Rodgers is her mother's stage name and that she was known in private life as Mary Boyle, nee Mardwate. Miss Boyle can be reached at 533 Berk street, Wynnefield, Pa., in care of Mrs. Schenfeld.

## Theater Men Gain Moral Victory in Charity Case

JOHNSON CITY, Tenn., Jan. 7.—Sunday passed quietly and no legal action was taken in the controversy between the local theaters and the Elks' Charity Circus. On Saturday a telegram was received from Nashville giving a ruling that the Elks' Charity Circus, being presented in the City Hall Auditorium, was in fact a "vaudeville attraction," and since the producer was receiving a contracted sum for presenting same, that it should pay State license, county license and also be forbidden from showing on Sunday.

Later, after due notice had been served on the management, another wire was received from the Department of Finance and Taxation ruling that the show was a "charity performance" and as such tax free. The sheriff's office was instructed to return all papers to Nashville. As a consequence the Sunday performances were staged to fairly good business and without interference.

However, as one local theater manager expressed it, "We have gained our point thru the action of the city commission in closing the City Hall Auditorium to any attractions other than those of civic societies, educational organizations and similar activities. This will remove the auditorium from commercial competition with the theaters."

However, it is generally understood that an attempt will be made at the current term of the State Legislature to clarify the law determining just what constitutes a charity performance and under what conditions it is tax free and permitted to show on Sunday.

## Chi Operetta Company Makes Its Bow January 15

CHICAGO, Jan. 7.—The Civic Opera House will be relighted January 15 with a revival of Reginald DeKoven's *Robin Hood*. This will mark the debut of the Chicago Operetta Company, which has been formed chiefly thru the efforts of David E. Russell, who for 12 years was general manager of the St. Louis Municipal Opera Company.

Leading roles in each production are to be taken by players of national reputation, it is announced. The principals will form a stock company which will be prepared to change bills weekly. A chorus of 80 has been recruited from among Chicago singers and dancers and an orchestra of symphonic size is in rehearsal.

Leading roles in the production will be sung by Lorna Doone Jackson and Greek Evans. Ben Jerome, composer and musical director, will lead the orchestra, and Charles Sinclair, who was associated with Henry W. Savage's productions of *Parfajal* and *Mme. Butterfly*, will be stage director.

## Republic, N. Y., for Straight Stock Policy After Jan. 16

NEW YORK, Jan. 9.—The Republic, local Minsky-Weinstock stand, goes straight burly stock January 16, removing itself from the rotating stock policy involving the Apollo and Minsky Brooklyn, as well as itself.

Chief drawback to the swapping of the three companies was that many people coming to Manhattan from Brooklyn to see a show were apt to find the same troupe and routine at the Republic that they saw at the Brooklyn, or vice versa.

This, it is figured, did not help the trade at either house. Brooklynites coming to New York rarely travel up-town to the Apollo, however.

## Two Eggs Top

MEMPHIS, Jan. 7.—Unusual spectacle of showgoers presenting eggs, bacon, ham, etc., as price of admission to a theater will be seen here tomorrow.

The American Legion Post here is sponsoring a show at the RKO Orpheum for the needy of Memphis. Every patron is expected to contribute some article of food, although a cash contribution will be accepted. Trucks will be on hand to distribute the groceries to unfortunate families thru the local Family Welfare Agency.

## Pacific Northwest To Receivership

LOS ANGELES, Jan. 7.—Pacific Northwest Theater, Inc., operator of approximately 50 theaters in Washington and Oregon, passed into receivership this week pursuant to an order of the United States District Court of Seattle. Charles P. Skouras, executive vice-president of Fox West Coast Theaters and in direct control of the operations of Pacific Northwest Theaters, Inc., stated to *The Billboard* today that the receivership proceedings of that corporation occurred only after \$1,500,000 had been advanced in a futile attempt to meet enormous operating losses. "All controllable expenses of the Pacific Northwest Theaters, Inc., were reduced to a minimum over a year ago, but the excessive rentals payable under leases signed during inflated and boom days, plus the inability to secure proper wage reductions from union crafts, were the principal causes of the present financial debacle of the Northern company," he stated.

Skouras further emphasized that the receivership of the Northern company did not affect Fox West Coast Theaters or any of its subsidiaries. The Skouras regime is relying strongly on a comprehensive retrenchment program for 1933 as the only certain tonic for assured stabilization of the financial structure of Fox West Coast Theaters. "We have already reduced our operating expenses to the minimum and given the sympathetic co-operation of landlords and all union craft, which is confidently expected. I am sure that Fox West Coast Theaters will weather the present depression," he concluded.

Frank L. Newman has been acting for the Skourases in the management of the Northwest theaters, and it was learned here today that he has been appointed one of the receivers.

Fanchon & Marco units, which had been playing the Paramount in Seattle, have been out for two weeks due to union difficulties. Further plans as to flesh entertainment in any of the houses have not as yet been determined.

## Strand, Cincy, Reopening

CINCINNATI, Jan. 9.—The Strand Theater, formerly operated by RKO and closed by it some six months ago, is slated to reopen Saturday with first-run talkies. Owner of the Strand Building, the Cincinnati Theater Corporation, will operate the house, having recently taken back the lease held by the RKO Midwest Corporation. New booth equipment and a new screen are being installed.

While the Strand's new policy is indefinite, it is rumored hereabouts that the house will soon install a musical tab or a burlesque stock show to operate in conjunction with a short picture program on a grind basis and at popular prices.

## Switch in Saenger Managers

MOBILE, Ala., Jan. 7.—Lavere Montgomery has been appointed manager of the Strand, Tudor and Globe theaters, New Orleans, effective at once, according to an announcement from the Saenger headquarters. Joseph A. Gordon, manager of the Strand and Globe, has been transferred to Meridian, Miss., where he will manage the Saenger and Strand theaters. Horace J. Hoagland, manager of the Tudor Theater, has been transferred to Hattiesburg, Miss., where he will manage the Saenger Theater.

## Rumsey at Dallas Show House

DALLAS, Jan. 7.—The management of the Show House here has been taken over by Howard Rumsey. The house, which has been dark since last winter, will play road shows. The first attraction under the new management was the Swor Brothers' Minstrels January 1.

# Hertz Resigns; Zukor Is Ruler

**Bankers vote for Zukor to continue with P-P—Katz may be back**

NEW YORK, Jan. 7.—John D. Hertz has quit Paramount and Adolph Zukor is back again in the saddle. Which may mean that Sam Katz will return to the fold, from which he resigned some time ago, and it was understood that it was a series of disagreements with Hertz which brought on the resignation.

For some time it has been known that Hertz and Zukor were at loggerheads over the operation of the film company, with Hertz claiming that, as he represented the banking interests, almost dictatorial powers were invested in him. Recent developments, however, brought to a head this ill feeling, with Zukor asserting his powers of presidency over Hertz's objections. When the issue came to a breaking point and the question was brought before the banking interests, Kuhn, Loeb & Company, Chemical Bank and Trust Company and other bankers interested in the company, they are reported to have given Adolph Zukor the vote of confidence in view of his greater knowledge of the picture business.

Hertz was brought into Paramount's affairs in November, 1931, at the suggestion of Kuhn, Loeb & Company to act as chairman of the finance committee. It is understood now, contrary to popular impression that he did not bring any new money into the business. He is credited, however, with having been successful in effecting widespread economies, and his direct approach to the complex problems earned for him the respect of the important executives.

Hertz made a statement to the effect that "within the last week a question has been raised by the president as to the authority of the chairman of the finance committee to continue to function as he had up to that time. I felt I could not accomplish the purposes for which I came to the company unless I was permitted to so function and therefore there was no alternative for me but to tender my resignation, which I have done."

This statement was matched by one issued by the corporation to the effect that Hertz had accomplished much during his stay and that the officials regret very much his departure. The same going for Kuhn, Loeb & Company, who also voiced their regrets.

In the last 15 months there have been numerous changes among the officers of the corporation, three vice-presidents, Sidney Kent, Jesse Lasky and Sam Katz, having gone their way.

## San Antonio House Gets 'Flesh'

SAN ANTONIO, Jan. 7.—A new vaudeville policy went into effect at the Empire Theater yesterday when Fanchon & Marco sent their Rookies Idea here at the initial stage-show offering. Bills will be changed each week, and first-run pictures will be shown. Top prices will be 40 cents for adults, with children being admitted in any part of the house for a dime. Leroy Handley continues as house manager.

## Acquire Warner Houses

ELKHART, Ind., Jan. 7.—A. W. Sobler and Alexander Manta, who for a number of years have been associated in the management of theaters in Northern Indiana, have purchased the Warner and Bucklen theaters here from Warner Brothers and also the Jefferson Theater, at Coshen. It was announced. The new owners expect to effect a number of changes in the policies and programs.

## A New Warner

MEMPHIS, Tenn., Jan. 7.—William Kessler, Sing Sing parole violator, was arrested here by police who checked up on his pretension to being one "Leon J. Warner, of Warner Brothers."

Complaint was made to police by Howard Waugh, Warner manager, after he had received several inquiries from other sources here. Kessler was serving a term in Sing Sing for forgery. He is being held here for New York officers.



**THRU SUGAR'S DOMINO**

**A CRISIS FOR ROXY**

HOW fickle the public! How fleeting is fame! Both of these reflections have undoubtedly been drummed into Roxy's mind and soul by developments since the doors of Radio City Music Hall were opened December 27. We are witnessing—albeit it is hard to believe because we are so close to the heart of the matter—one of the most sensational developments in the show business: this vomiting of an overfed giant, this belching of the mammoth cornucopia conceived by Roxy, nurtured by RKO and supported by the Rockefeller. Now everybody on the street, in the offices and in your favorite "speak" is a spokesman of unmatched insight. Everybody knows exactly what could have been done to save Radio City from doing a flop at its debut. BUT UP UNTIL THE THEATERS WERE OPENED EVERYBODY WAS SAYING THAT ROXY IS THE GENIUS OF A NEW AGE. THAT HE ALONE WILL SURVIVE IN FAME THE PRESENT GENERATION OF SHOWMEN.

Roxy is no longer a myth; in fact, he might well be at this time a much-mattered person. Roxy is as real as a man can be who has been swelled to gargantuan proportions by the machinations of exploitation demons and swallowed whole by gullible scribes who would be glad to face a whole battery of bug-eaten city editors in exchange for a familiar greeting by Roxy.

Tropic it was that the New Roxy and its elephantine brother, the Music Hall, should have been opened to the public in the very midst of the most difficult phase of the old Roxy's struggle to survive.

This whole mixup is at once sad and ludicrous. On one side we have persons (See SUGAR'S DOMINO on page 12)

**GTE Receiver Sues**

WILMINGTON, Del., Jan. 7.—Chancellor Josiah O. Wolcott signed an order yesterday authorizing Daniel O. Hastings, receiver for General Theaters Equipment, Inc., to institute suits involving \$3,500,000 against the All-Continental Corporation, William Fox and Albert M. Greenfield, of Philadelphia.

In the petition of the receiver to the chancellor asking authority to start the case the All-Continental Corporation is charged to be the personal holding company of William Fox, C. L. Ward Jr., of New York, filed the petition.

WILMINGTON, Jan. 9.—Daniel O. Hastings has filed suit here against William Fox and the All-Continental Corporation for cancellation of \$2,300,000 of General Theaters notes held by All-Continental. This action is in accordance with the authorization of the chancery court.

**Loew Fires Opening Gun in Providence Price War**

PROVIDENCE, Jan. 7.—A theater price war appears in the offing here. Loew's State fired the opening gun with an announcement last week of a slashing of prices, cutting top admission from 50 cents to 25 cents, effective January 8. A few days later Paramount retaliated, announcing a price cut of 50 cents top to 40 cents and the adoption of a double-feature policy.

RKO is "standing by," and the Ed Foy-owned houses also have not entered the fray as yet, sticking to their 50-cent top admissions for night performances.

Loew's State is the largest theater in the city, with 3,700 seating capacity. Paramount has 2,000 seats. Whether the reduced prices will draw enough patronage to fill these seats remains to be seen.

**Stanley-Warner Cuts Prices**

NEW YORK, Jan. 9.—Stanley-Warner theaters in Philadelphia cut their admission scale this week. The downtown houses drop from a 75-cent top to a 55-cent one, while 10, 15 and 30 cents is the general new scale for the neighborhood houses. This new cut by the largest chain in Philadelphia is expected to force another price-cutting move by the rest of the local theaters.

**"Family" Closes as Chi Unions Walk**

CHICAGO, Jan. 7.—The Family Upstairs, of which Leonard Doyle is the producer, was forced to close Thursday night before the curtain went up when the six stagehands employed at the Garrick Theater walked out. Doyle, in a curtain speech, explained to the audience of about 1,000 that the show could not go on and that money would be refunded at the box office. The strike of the stagehands was called at the request of the Chicago Federation of Musicians, Doyle stated.

Raymond H. West, lessee of the theater, stated that the musicians' union had had a contract with Warren B. Irons. (See "FAMILY" CLOSES on page 9)

**M. A. Lightman Objects**

MEMPHIS, Tenn., Jan. 7.—Incensed at both Loew and Warner for their low-price double-feature policies here, M. A. Lightman, head of a movie house chain here and in Arkansas, charged that the circuits are "seriously jeopardizing the entire motion picture setup throughout this section."

Lightman, speaking as an individual theater owner rather than as president of Motion Picture Theater Owners of America, described as "high handed" Loew's action in installing duals at the State here with a 15-cent matinee house.

His and other neighborhood houses here were forced to buy Warner, Paramount and Metro product on an agreement not to double feature them and to maintain certain price levels.

"How in the name of common sense do they expect me to sell *Flesh* as a single feature for 25 cents 80 days after the State had played the Wallace Beery picture downtown for 15 cents with another feature picture?" Lightman asks. *Flesh* drew near-record business at the State here this week doubled with George O'Brien's *Robber's Roost*.

Lightman has canceled his Metro contract for the Arkansas houses as a retaliatory move, but expects to go ahead (See M. A. LIGHTMAN on page 53)

**F. & M. Chiefs in Chi To Discuss New Plans**

HOLLYWOOD, Jan. 7.—Miss Fanchon, Mike Marco, M. D. Howe, booking manager; Jack Ratcliffe, transportation manager, and Larry Ceballos, producer, left Hollywood yesterday for Chicago, where they will meet Jack Partington, their New York representative, and Harry Singer, Mid-West representative, for a discussion on the new regional production plans.

Meeting will concern future production and operation of Fanchon & Marco and plans will be formulated to install new types of shows in more than one house in each of the key cities. Fanchon, Howe and Ratcliffe will return to Hollywood immediately after the meeting, with Marco and Ceballos going on to New York, where Marco will remain the balance of the month. If plans materialize, Ceballos will probably be placed in one of the key centers to produce the de luxe regional shows.

**FWC Execs Are Cut Again**

LOS ANGELES, Jan. 7.—Additional wage cuts, clipping from 5 to 30 per cent off the wages of high-salaried Fox West Coast executives, went into effect this week. Circuit expects to save close to \$10,000 by the reduction, which is the third salary slash since November, 1931. New scale calls for a reduction of 5 per cent in salaries up to \$29 a week; 7½ per cent on salaries up to \$74 a week; 10 per cent up to \$125; 12½ per cent up to \$200; 15 per cent to \$300; 20 per cent up to \$500; 25 per cent up to \$800, and 30 per cent on all pay checks beyond \$800.

**Price War Looms in L. A.**

LOS ANGELES, Jan. 7.—With the Paramount, downtown de luxe, paring its admission scale, others are likely to fall in line, with a possible price-cutting war resulting. Paramount, which has heretofore asked 75 cents and \$1.10, has reduced its general admission evenings to 55 cents; matinees to 1 o'clock, 25 cents, and from 1 to 6:30, 40 cents.

SAN ANTONIO, Jan. 7.—The RKO Majestic, considered one of the finest and most modern theaters in the Southwest, has gone dark for an indefinite period. Since its opening the house has been a "white elephant" to its owners except the first few weeks, then the novelty wore off and business dropped.

**Radio City's Personnel Cut**

**Turner, Kaufman tender resignations—expect Roxy to kick, and maybe resign**

NEW YORK, Jan. 9.—Cuts in the personnel of Radio City, expected when M. H. Aylesworth, H. B. Franklin and the RKO cabinet took over active control of the development, are beginning to come thru, with James H. Turner and S. Jay Kaufman turning in resignations Saturday.

Turner was head of administration, while Kaufman was assistant to Roxy. Both were appointed, of course, by Roxy and were regarded by him as key men. In view of their ousting while Roxy is still in the hospital, some sort of blow-off from the latter is expected, with his resignation from the project as one possibility.

Resignation of Kaufman bears out reports that Radio City publicity will eventually be taken over by the RKO press department under Bob Sisk. Kaufman actively supervised work of Martha Wilchinski, publicity head of the Radio City house, who remains in her job at present writing.

**Police Close Erie Burly; Claim Show Was Indecent**

ERIE, Pa., Jan. 7.—Police closed the burlesque company at the Public Auditorium last night and the chorus and eight members of the cast were taken into custody, charged with giving an indecent show. Sergeant Oscar Robb, who led the raiding party, said he acted on numerous complaints as to the alleged indecency of the show.

Those nabbed in the raid and committed to the local jail were Samuel Gevertzman, said to have been the manager of the troupe; Dewey Michaels, A. E. Saunders, John Anderson, Bert Blake, Robert Snyder, Ray Varden, William Hayes, Ruby Shipman, Marion Kane, Betty Bratchie, Mrs. Kay Anderson, Ruby Long, Arlyne Varden, Angin O'Connell, Grace Summers, Peggy Layton, Hazel Smith, June Conroy and Grace Douglas.

Mrs. Harriet Powell, local social welfare worker, was instrumental in having the burlesque show closed.

**Freeman Off to Coast; Will See Hoblitzelle**

NEW YORK, Jan. 9.—Charles J. Freeman, former vaude booking chief for RKO, left here yesterday to return to the Coast, where he is talent scout for Radio Pictures.

Before he left Freeman admitted he would stop off in Dallas to see Karl Hoblitzelle and gave further indication to bear out the story in last week's issue of *The Billboard* that Hoblitzelle would shortly take back his interstate houses from RKO, and that Freeman would do the vaude booking of them as formerly.

**Guy Bates Post Gets Ovation**

CHICAGO, Jan. 9.—Guy Bates Post was given an ovation at the close of the first performance of his show, *The Play's the Thing*, at the Blackstone Theater last night. Show has an excellent cast. Play was enthusiastically received by a large audience.

**Young Framing Huge Show**

CINCINNATI, Jan. 9.—In a wire to *The Billboard* Ernie Young informs that he has just closed contracts for the largest floor show in America, to open at the Oriole Terrace, Detroit, January 21.

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Dancing Couples and experienced Single Dancing Girls, Dancing Comedians with partners, night-club Program and Banner Promoter (Jim Patrick wife), M. O. useful, experienced Marathon Artist. Prepay your telegrams. Transportation only to those we know. **CHIT Younger, Scotty McKay and Dutch wire JAMES STRATES, Address HARRY FITZPATRICK, Rathbun Hotel, Elmira, N. Y.**

**WANTED—CHORUS GIRLS**

Doing Tap. People all Bass write JACK BURKE, Manager "Lovely Girl Revue," January 11, Capitol, Leesville, Va.; 12, 13, 14, Imperial, Roanoke Rapids, N. C.; 16-17, Webb, Gastonia, N. C.; 18-19, Alva, Morganton, N. C.; 20-21, Bialto, Danville, Va.; 22-23, Century, Petersburg, Va.

**WANTED QUICK—Young Teen, Ingenue and General Business Man doing Specialties. Must have car. Co-operative Circle. No advance. FRANK SMITH, Mt. Vernon, Ill.**

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# VAUDEVILLE

Conducted by EUGENE BURR—Communications to 251 West 42d Street, New York City—SIDNEY HARRIS, Associate.

## Twenty-Five-Cent Top Vaude May Start "Flesh" Revival

*Cooper and Carrol, operators of New York Hipp, said to be plotting circuit at quarter top—understood to have taken over two houses and allied with Midwest*

NEW YORK, Jan. 9.—Twenty-five cents top for pictures and good vaude is being recognized more and more by showmen as the only hope for a revival of vaudeville. Vaude must come down to the new income levels and still remain good vaude. It is pointed out, but how to attain this change is admittedly the big problem. Altho the circuits have managed to squeeze thru 40-cent top vaude-film policies in isolated spots, circuit vaude in general, it is claimed, is too expensive today to attract masses. It has been left to the independents to experiment with 25-cent top vaude-film policies and lead the way to bringing the public back to vaude houses.

The few indie spots that are trying out films and vaude at 25 cents top have been generally successful and are being looked upon as preceding a new era in vaudeville. The success of one indie experiment, the local Hippodrome, for example, has already led to talk of a circuit of such houses. Altho the plans are being kept under cover, it is understood that A. J. Cooper and William Carrol, operators of the house, have taken over two more theaters and have also allied with another operator in the Midwest to work out a circuit based on the Hipp policy.

The success of the Hipp, which RKO could not operate profitably, has caused enthusiasm for the 10-15-25 policy. If and when such a circuit is laid out, it is intended that cheap vaude units, staged here, will be sent out on tour. In the meantime the trend toward lower admission scales by vaude-filmers, especially by indie houses, continues. It is acknowledged by showmen that good vaude and good pictures at 25 cents top is a policy that fits in perfectly with depression conditions and that should draw, but there are many obstacles in adjusting operating budgets to allow for such a low scale.

Circuit houses in general, burdened by home office costs and impersonal management, cannot cut their overhead sufficiently to allow for such a low admission scale and still run vaudeville. Indie spots are in a better position to do this, altho they, too, have their difficulties. In some situations the policy is impossible, due to the size of the house and other conditions. In others, the theater still has to tackle certain problems in adjusting its operation to a new policy.

High union wages that are not in line with the falling income levels are a big problem. High property rentals and increasing taxation by city, State and Federal governments; high salaries for name acts, and film rentals that are still at the 1929 level are other problems. Perhaps the biggest obstacle to the adding of vaude by picture houses is the percentage exhibition contract. Under this arrangement, the theater pays the producer a percentage of the gross. If the theater adds vaude, the film producer gets a bigger slice of the increased gross, altho the film did not really earn this added margin. These factors keep operation costs up and make drastic cutting of prices almost impossible, in addition to making vaudeville an element difficult to handle in theater operation.

### Acts in British Air Jam

LONDON, Dec. 23.—Falling some arrangement with the General Theaters Corporation, the British Broadcasting Corporation will have to seriously consider whether it will abandon its vaudeville programs. The GTC has pointed out to the BBC that for some years there has been a clause in the contracts of artists playing for the GTC which forbade them going on the air without permission. This clause is being rigidly enforced.

STERN & GREEN has been out of existence for about two years, and RKO's assignment of the New Year's booking of the Hamilton and 125th Street theaters, New York, was given to David S. Stern, Harry and Will Green, formerly Stern's partners, are running their own office.

### Shine 'Em Up

NEW YORK, Jan. 7.—There was heavy opposition for the shoe-shine privilege in the RKO Office Building in Radio City, but Garibaldi Grosso won out over the field. He held conferences with all the circuit officials this week while rubbing their shoes and proposed the matter be taken up at the regular cabinet meeting. This was done yesterday and the cabinet voted for Garibaldi, who has had the RKO concession for many years.

### Cosmopolitan Goes RKO On \$800 Weekly Budget

NEW YORK, Jan. 7.—The Cosmopolitan Theater in Columbus Circle switched today from Arthur Fisher vaude to that of RKO, revealed as a possibility in last week's issue. Same policy remains, Saturday and Wednesday changes, with five acts each half. Booking is being done by Dolph Leffler, who is allowed \$800 on the week for 10 acts.

Fisher notified the operator of the theater last week that he would like to have the house taken from his book, and the change was brought about when RKO consented to do the booking. The latter came despite the fact that RKO owns the Colonial, a straight picture stand, which is opposition to the Cosmopolitan.

## Broadway Houses in Price War; Admissions Being Cut Heavily

NEW YORK, Jan. 7.—Because of the abnormal crowding of theaters into the Rialto section of this city, aggravated by the openings of the Radio City International Music Hall and New Roxy, the box-office scales of all theaters in the area have been trimmed to new lows to attract patronage which ordinarily stays away from Broadway amusement because of the prices. Led by Publix's new price scale at the local Paramount and several minor houses, the other Times Square houses opened yesterday and today with new prices. As a result practically every house in the neighborhood broke attendance records.

The Paramount, Capitol and New Roxy are all playing to 85 and 99 cents tops week days and holidays, respectively, with the "early bird" 35-cent draw. Paramount took the initiative in setting the new prices against the protests of the other theaters, which had no alternative but to follow suit. The Music Hall adopts the same prices January 11. The biggest play is being given these theaters on the 35-cent admission, and yesterday all played to standing room at that price.

The Palace, Old Roxy and Hippodrome, other "flesh" houses in the area, are lower still in their prices. Palace, resuming with a combo policy today, asks on week days 25 cent from opening until noon, 25 to 35 cents until 5 o'clock, and 35 to 55 cents from 5 until closing. The State (Loew) is following suit with the Palace prices. The Old Roxy inaugurates new prices next Friday, selling balcony seats at all performances on week days for 35 cents, in addition to permitting smoking



**GARDNER QUADRUPLTS** (Ann, Milly, Betty and Kay), formerly the Reeve Quadruplets, who are doing a new act, which they are working in the East. Recently they did an act with Warren Harriman.

### Return of Commercial Acts Still Unlikely

NEW YORK, Jan. 9.—The possibility for a revival of commercial acts in vaude is once more slim. Loew's informal negotiations with a hair-wave company having grown cold. Loew had opened informal discussions with the Joucar Hair Wave Company whereby its weekly broadcasts would have doubled into Loew vaude, the hair-wave company paying part of the act's cost. Loew has a tieup with the company, which sponsors the Loew Theater Matinee of the Air Sundays over a CBS network.

Negotiations had started a month ago. Loew being willing to play the act with its commercial label, but the hair-wave company balked at paying part of the act's salary. This leaves commercial acts once more a dead issue, altho they have been threatening to reappear constantly since their brief spurt of popularity a year and a half ago.

## Vaude Indie Folds; To Sue

*Shubert, Newark, closes—Allen threatens circuits with anti-trust suit*

NEWARK, N. J., Jan. 7.—Jack Allen, one of the operators of the Shubert Theater, stormy petrel in the local situation the past 15 weeks, says the theater's vaude-film policy folds tomorrow night because the circuits conspired to shut off his film supply. He says he has put the matter in the hands of his lawyer and is already gathering evidence for a big suit against the producers and distributors charging restraint of trade.

Allen has been operating the house thru the Justmore Corporation and its association with Leo Juskowitz and the Schlesinger Brothers since early September, when they installed pictures and eight acts on a split week. It was the only vaude house in this city, the three circuit houses having dropped vaude in June because the musicians' union demanded an eight-piece band in addition to the regular 10-piece pit orchestra. The union allowed Allen one man less in the pit than circuit requirements.

Allen says the house made a profit every week since it opened except the week before Christmas, and that RKO, Loew and Publix were forced to resume vaude in their houses Christmas week because his house was doing such good business with vaude. When the theater continued to do good business after the circuits resumed vaude, according to Allen, the circuits realized they could not squeeze him out thru vaude competition. Allen claims he then began to realize a shortage of film product. Whereas before he could buy fairly good pictures, now he could not even get bad pictures. The distributors told him, he claims, that they had already sold to the circuit houses. Allen further claiming the circuits control enough local houses to play, thru double featuring, all the available product and leave nothing for him. After not knowing what his films would be from day to day this week-end, Allen says he threw up the sponge.

### Child Labor Suit On

WORCESTER, Mass., Jan. 7.—A fine of \$50 was levied in District Court several days ago in the case of Ralph W. McGowan, district manager for the Arthur Theaters Corporation, on a charge of violating the labor laws by employing a five-year-old child on the Palace Theater stage. As McGowan was not present, being represented by an attorney, the case was put over for final disposition January 13. Instructions were given by the judge to have McGowan present.

State Inspector John D. Hasset informed the court after a plea of guilty had been entered that McGowan had agreed not to use the young dancer, Theodore McDaniels, of Cleveland, but that after Hasset had left the boy was put on. The inspector also stated that Robert Portie, manager of the Palace, used McDaniels in consequence of orders from the district manager. The child had a part in the unit Ted Lewis and His Jubilee Show.

### South Bend Vaude Good

SOUTH BEND, Ind., Jan. 7.—Featuring the only vaudeville presentation in South Bend for Christmas week, the Arno Theater played before packed audiences almost every matinee and evening during the week. Four acts of vaudeville were presented, and on New Year's Eve fire horns and noise makers were given the patrons. Two feature-length pictures completed the program.

### Vaude at Civic, Akron

AKRON, O., Jan. 7.—The Civic Theater, which closed three weeks ago, reopened January 5 with vaudeville and pictures. There are four acts and three shows a day. William Bennett is manager and Edward Marquardt orchestra leader.

# Friars May Be Private Hotel

**Marcus dickering—members would have quarters—foreclosure continues**

NEW YORK, Jan. 7.—Negotiations looking toward the conversion of the Friars Club into a privately operated hotel are reported nearing completion. Jack Marcus, who controls the Stanley Hotel, has made it known thru his attorney, Benedict Ginsberg, that he is angling for terms with officials of the Bank for Savings, whereby he hopes to get over the proposition. Should the deal materialize, Marcus claims, the Friars Club would continue to function in its present quarters as tenants, but would confine occupancy to a portion of the building especially set aside for the membership. The social hall, scene of many occasions sponsored by the celebrated theatrical club, would also remain available for their use.

Despite the negotiations under way with Marcus, the law firm of Cadwalader, Wickersham & Taft, which represents the Bank for Savings, is proceeding with litigation to foreclose the bank's mortgage on the building. The foreclosure action was instituted shortly after the structure was put into receivership. Associates of Hyman Bushel, receiver of the property under a \$25,000 bond, stated today that they were in no way perturbed by the pending negotiations, the matter being "entirely discretionary with the mortgagees."

## Linder Has New Plan

NEW YORK, Jan. 7.—Contending that the usual 5 per cent for bookers provides insufficient income these days, Jack Linder is abandoning this policy with the new year in favor of working on a guarantee and percentage basis. Linder has been experimenting with this idea in recent weeks, and claims the arrangement is not only proving mutually profitable to house and booker, but is helping materially in the revival of flesh. As a case in point, Linder mentions the Majestic, Jersey City, which, under a straight picture policy, was in the red. Early in November he took over the house, installed six acts, three splits a week, in addition to films, and says he succeeded in putting the house on the right side of the ledger. Other houses he claims he is now booking on percentage are the Ransom Theater, Newark; Elmore, Greenpoint, L. I.; Playhouse, Union City, N. J.; Maratuck, Moratuck, L. I.; Sanders, Brooklyn, and West End, Newark.

## Dick Henry Wins Suits

NEW YORK, Jan. 9.—Dick Henry, foreign booker for the William Morris Agency, has won two judgments against Michel Czernow and Teddy Ehrenthal, who operate the Universum Agency in Paris. The case came up in Municipal Court, Henry having reduced his claims to \$1,000 and less in order to come under this court and get quicker action. Henry won one judgment for \$1,000 against Czernow and Ehrenthal on charges of commissions due on Henry's acts in Europe, and a second judgment for \$100 against Czernow on Henry's claim that it was a personal loan. The action was not defended.

## Dows Get Jersey City

NEW YORK, Jan. 9.—Morris Ginsburg bought out Jack Linder's interest in the Majestic Theater, Jersey City, last week and has turned over the vaude booking to the Dows. Linder took a financial interest in the house a couple of months ago, booking it in addition. House will continue its policy of three changes a week, Sunday, Monday and Thursday.

## Framing Novelty Vaude Show

HOT SPRINGS, Ark., Jan. 7.—A novelty vaudeville and minstrel road show of 14 people is being formed here by Billy Mack and Billy Smith, vaudevillian and song writer. Both are in Hot Springs. Mack and Smith announce they have already signed Walter C. Kelley, "Virginia Judge"; the Bin-Bom-Brur Trio; Marie Gordon, whistler, dancer and blues singer.



LOUISE HENRY, who has appeared in "Carrick Gaieties," is now touring Loew's Circuit. She is appearing in a singing act, accompanied by a male pianist.

## No Old Roxy Deal With Chatkin-Feld

NEW YORK, Jan. 7.—Answering persistent reports that David J. Chatkin and Milton Feld would take over the old Roxy Theater, Receiver Howard S. Cullman denied that he has either seen or spoken to anyone on changing operation of the theater. It had been rumored that Chatkin and Feld, who quit Publick December 6, had approached the theater for a deal under which they would turn the house into a 15 and 25-cent all-film grind.

Cullman once more denies that an all-picture policy is contemplated and says the house is all set on shows the next five weeks. Pictures for the next five weeks are already booked, he says, answering reports that he could not get desirable film product since the RKO Music Hall closed a deal with Fox for first choice of its product this year. In the past Fox has supplied most of the Roxy's pictures. The theater is now relying on Warner and the independents. Sam Katz had been reported behind the Chatkin-Feld negotiations, but both the Katz office and Cullman deny this. In the meantime the theater has trimmed its overhead to the bone, and despite the new opposition from Radio City has rung up profit-making grosses the last two weeks.

## Weaver Bros. Will Tour Independently

CHICAGO, Jan. 7.—Weaver Brothers, Elvry and the "Home Folks," headliners for years for Keith-Orpheum, Moss Empires of England, and RKO, have just completed an important change in their booking and transportation arrangements. With the completion of their contracts this week at Nashville, Tenn., they will for the first time in 12 years book independently. In the future all of their bookings will be handled thru their personal representative, Walter M. Roles, a showman of wide theatrical acquaintance and experience.

The new arrangement will enable the Weavers to carry out a long-cherished desire to play independent theaters that have made them flattering offers time and again, but which heretofore could not be considered owing to existing contracts.

The Weavers have taken another important step in motorizing their act. Hereafter they will tour the country in their privately owned de luxe bus, and also will transport their scenery, properties and baggage in their own high-powered trucks.

The act, consisting of 21 people, will present a full hour's entertainment.

## 2 RKO Agents Given Own Franchises Back

NEW YORK, Jan. 7.—Milt Lewis and Charles Wilshin are once again operating on individual RKO agency franchises. Recently Lewis was associated with Max Gordon, while Wilshin worked out of the Eddie Keller office.

George Oberland, an associate agent, has changed his connection, moving out of the Larry Puck office into that of Mux Richards.

# Cantor - Jessel Road Show Set

**Starts end of month on one-nighters thru South—opens January 28**

NEW YORK, Jan. 7.—The Eddie Cantor-George Jessel road show, sponsored by the William Morris Agency, will get under way the end of this month on a string of one-day stands which will take it thru into Florida. So far the sponsors and principals are content with the three weeks already contracted, but it is probable that they will pick up more time en route. All dates are on percentage, with two shows a day. With the exception of a two-day stopoff in Miami, the engagements are for one day only.

The show intends to open in Scranton January 28, but up until today the contract for that engagement did not come thru. The other dates are Keith, Rochester, January 30; Palace, Albany, January 31; Century, Buffalo, February 1; Shrine Auditorium, Pittsburgh, February 1; Rajah, Reading, February 3; Mecca Temple, Richmond, Va., February 4; Auditorium, Roanoke, February 6; Auditorium, Raleigh, February 7; Auditorium, Atlanta, February 8; Auditorium, Macon, February 9; Auditorium, Savannah, February 10; Auditorium, Orlando, Fla., February 11; Florida Theater, St. Petersburg, February 13; Victoria, Tampa, February 14; Olympia, Miami, February 15-16; Auditorium, Daytona, February 17, and Auditorium, Jacksonville, February 18.

Up to today the show has not been entirely lined up for its tour and so far in addition to Cantor and Jessel has only the Benny Meroff Band. The balance of the show will be started on soon so that there can be a complete two-and-a-half-hour entertainment. The box-office top in the towns will vary at \$2 and \$2.50. Considering the capacity of the theaters routed, the Morris office expects to gross approximately \$60,000 a week.

Louis Epstein, associated with Al Jolson for many years, is traveling with the show as business manager. He looked after the route, Benny Holzman, Cantor's general manager, will also travel with the layout.

Cantor and Jessel are currently playing picture houses alone. Two weeks ago at the Earle, Philadelphia, they grossed \$29,000 for the week, whereas the house's capacity is but \$30,000. At the Paramount, Brooklyn, last week the duo broke the house's attendance record by playing to about 126,000 people on the week, and yesterday, when opening at the local Paramount, they broke attendance records for any four shows opening day.

## VAF Protests Solos By House Musicians

LONDON, Dec. 31.—The Variety Artistes Federation has made a spirited protest, on behalf of its members, against certain stage bands to combat the evil developing in cinemas arising from individual members of stage bands endeavoring to give performances of a vaudeville nature.

The V. A. F. considers that these bands are virtually house orchestras and as such they should confine their activities to their own sphere. The present idea of individual musicians doing comedy and dance solos is causing a displacement of many vaudeville singles.

## Leffler Stays as Booker After Subbing a Few Days

NEW YORK, Jan. 7.—Dolph Leffler was reinstated permanently as an RKO booker last week by Martin Beck after he had pinch hit for a few days for Bill Howard, who was ill. He has resumed booking the houses he had up until the time he was let out a few weeks ago in an economy shakeup. For the time he was out Leffler agented acts out of the Weber-Simon office.

With Leffler back on the books there will be an early rearrangement of houses to relieve the burdens of the other bookers, Arthur Will and Bill Howard.

## Aza Out as Booking Manager

LONDON, Dec. 23.—Bert Aza, well-known agent, has resigned his position as sole booking manager of the Leicester Square Theater.

## Opportunity

COLUMBUS, O., Jan. 7.—Opportunity bobbed up in mere ways than one to the youthful troupers appearing in the RKO National Revue which wound up in Minneapolis Thursday night. To several it not only provided a chance to appear before the footlights, but meant romance as well.

Jane Ruby, winner in Fort Wayne, Ind., married Raymond G. Binkley, advertising man of Dayton, O. And it is expected wedding bells will also toll soon for Joe Warren, of Grand Rapids, Mich., and Larry Lee, of Cincinnati. The couple announced their engagement at a New Year's party given by the RKO National Revue Company, of which both are members.

## Sherman Quits Park, Reading; Claims Grief

PHILADELPHIA, Jan. 7.—Eddie Sherman, local indie booker, has dropped booking the Park Theater, Reading, Pa., claiming it owes him back commissions and that it has not been paying off his shows in full. His last show closes there tonight. Sherman having already notified the theater of his withdrawal.

The theater was recently leased by Rudolph Fried and Morris Fisherman, local boxing promoters, who also run the Coconut Grove Cafe in the same building. Some of the acts on each bill contracted to give an extra show in the cafe after the vaude performances. This caused much trouble, according to Sherman. Fletcher Henderson and Joe Sheffel's Revue played the house week of December 12 at \$1,500 and \$550, respectively. Fried and Fisherman accused the acts of playing without authorization at a near-by club, claiming breach of contract and paying them half salaries only, according to Sherman.

Sherman says Dean and Joyce were paid off by check instead of cash last week and that the week before Van Cello was seriously hurt while playing the theater and was stranded in a Reading hospital. According to Sherman, the theater refused to pay Van Cello pro rata for the performances he had played, and Sherman himself had to give the act \$20 to get it out of town. Sherman further claims the theater owes him back commissions amounting to \$255. Arthur Fisher has taken over the booking of the house, beginning Monday.

Sherman is still dickering with the Locust Street Theater here, which was to have opened Christmas Day with a heavy vaude budget booked by him. He is asking for a \$7,500 bond for the vaudeville. The new operators of the house failed to put up the bond and the theater did not open. It is slated to start next week, and Sherman may book it if his terms are met. He had a big vaude bill penciled in for the original opening, but withdrew the show when the bond did not come thru.

## Harriet Hctor Prosecutes

NEW YORK, Jan. 7.—Harriet Hctor, dancer, directed her attorney, Robert Mahon, to "go the limit" in prosecuting sponsors of the act which, it is alleged, recently played the Allyn Theater in Hartford under the billing of "Harriet Hctor Ensemble," with the underline "direct from Earl Carroll's Vanities." The Metropolitan Booking Office, Boston, is said to have booked the act in that theater.

According to Harry Krivit, the dancer's manager, neither he nor Miss Hctor granted permission for this billing. Krivit added "there never was a troupe of Harriet Hctor girls in Earl Carroll's Vanities. There is only one troupe and this one appears with Miss Hctor in person. The old troupe was disbanded last July."

## Clarke and Brice Now

NEW YORK, Jan. 7.—Mae Clarke, featured movie player, returns to vaude January 27 at the Palace, Chicago, in an act with her old partner, Lew Brice. RKO has given the act a six-week booking, with the Weber-Simon office doing the agenting.

## Riverside, Milwaukee, Dark

NEW YORK, Jan. 7.—The RKO vaude books will lose a full week January 19 when the Riverside, Milwaukee, throws out its vaudefilm policy and goes dark. The house has been playing shows booked from here by Bill Howard.

## NEW ACTS

Reviewed in New York

### Paul Ash Orchestra

—With—

Corinne Gibson, Cy Cahn, Hal Menken and Ethel Novins

Reviewed at the Capitol. Style—Musical, singing, dancing and comedy. Setting—Full stage (special). Time—Twenty-six minutes.

Paul Ash's new band act is superlative entertainment and it looks as tho it should help towards regaining some of the prestige and many bookings that Ash had when he was the toast of the Chicago de l'uxes. He's surrounded himself with an excellent group of musicians and specialty people, in addition to doing a good staging and routining job. The act runs smoothly and interestingly for 26 minutes, which isn't long for an act of this type.

As for music Ash waves the baton over 20 bandsters, placed effectively on the stage. Their music is faultless and it's about even-Stephen on the brass and strings. The outstanding musical ability of the band is furthered by the fact that the repertoire has been carefully chosen. Such numbers as *It Don't Mean a Thing, Lullaby of the Leaves, Play on the Strings of My Heart and Let's Put Out the Lights and Go to Sleep* are offered. Besides, the band does great accompaniment for the specialties. And Ash's leading is perfect.

For specialties there are a flock of them of the first order, several landing healthy wallops. In the latter category can be included that boy's novel stair dance, which is done brilliantly, and the song special, *Radio Romance*, delivered by Cy Cahn and a girl. That number affords many laughs. A colored girl serves a hot song-dance to the tune of *I Hate To See the Evening Sun Go Down*. Other singing with the band is done by the trumpeter and clarinetist, and it's okeh.

Closed the big show at the Capitol and did a grand job of that spot. In addition, Ash had the duty of announcing in emceeing the show. S. H.

### Eddie Parks

Reviewed at the Prospect. Style—Comedy and dancing. Setting—In one. Time—Twelve minutes.

Eddie Parks is back again with a new fern partner named Betty. There is considerable merit to the turn, material and delivery being refreshingly different from usual run in nabe houses. Its one failing, however, is its slow tempo. Eddie is a comic with native ability and can hold his own in matter of footwork. Fom is vivacious blonde, a cute dresser and dovetails her clowning and hotcha hoofing neatly with his.

Standout bit is a slow-motion golfing exhibit by the pair. It's sure to draw the laughs anywhere, especially with the aid of Eddie's dead-pan mugging. Deuced here and caught a fair hand. D. C.

### Al Siegel

—AND—

### Lillian Miles

Reviewed at the Paramount. Style—Singing, talking and piano. Setting—In one. Time—Ten minutes.

Al Siegel, discoverer of Ethel Merman and Lillian Shade, is back with a new "and." This time it is Lillian Miles recently in pictures and a 1933 Wampas

baby star. She has good appearance, a vivid personality, confidence and a fair voice, but doesn't quite make the grade. She is still undeveloped and her present routine is far from surefire. Did three numbers here, two with Siegel and one with Holtz, and made only a fair impression.

With Siegel at the piano and giving her wonderful accompaniment, she comes out in a becoming black gown and starts off with a fast jazzy number. This she follows with a novel arrangement of *Underneath the Harlem Moon*. The song is broken up by kidding with the orchestra, dramatic gesticulations and poses, and even includes a silhouette effect bit. Siegel goes off for a third number and Miss Miles cloaks with Holtz and sings *Say It Isn't So* to him. This number, sung without too many fancy frills, was more effective than the other two.

Miss Miles may develop into a comedienne rather than a straight singer, but in the meantime, her routine is such that neither her singing nor her acting efforts are strong enough to sock her over. She obviously has talent, but needs a better routine to bring it out. P. D.

### Lowe, Burnoff

—AND—

### Wensley

Reviewed at Loew's State. Style—Dancing. Setting—Full stage. Time—Eight minutes.

This trio has hit on a bright idea and constructed a neat turn around it. By converting an innocuous ballroom specialty into a mirth-stirring travesty, the three steppers have passed up mediocrity and cleared the path for a rise among the topnotchers. Lineup embraces two males and a fem.

Act opens with conventional ballroom stepping, which soon goes awry. The three purposely miss their cues and go thru a cross between a ballroom and adagio routine. Their bewildered mugging and seemingly unintended spills are productive of laugh paroxysms.

Loon antics fail to cloak the trio's real ability as steppers. More frequent playing dates will doubtless help to make the "lost" cues appear more authentic. Drew a salvo of plaudits in the try spot here. D. C.

### Joe Holmes and Floyd Sisters

Reviewed at the Grand Opera House. Style—Acrobatic, dancing and comedy. Setting—In one. Time—Six minutes.

Holmes and the Floyd Sisters make a mild combination, their act falling in consistent appeal. Holmes, a fine acrobatic dancer, is really the whole act, the girls merely supplying some feminine flash and filling out the waits between Holmes' numbers. With stronger support Holmes would have a much better act. As it is it is just about gets by and in duce spot here it drew a fair hand.

Holmes specializes in comedy eccentric and acrobatic dancing and knows how to take falls for laughs. He works energetically to put over his acrobatics and gets good response from his comedy antics. The girls first come out in overall costumes for some comedy, and later return for a singing and dancing number in which they are interrupted by Holmes' comedy acrobatics. The girls are nice to look at, but only so-so on talent. P. D.

### Kawana Trio

Reviewed at the Grand Opera House. Style—Bisley and juggling. Setting—In three. Time—Eight minutes.

Three Japanese males form this one. They do Risley and foot and hand juggling and go over fairly well. Nothing sensational to their routine, but it is strong enough to get a few snickers and holds fair interest. In opening spot here they got by.

The routine includes Risley work by two of the men, some very weak ball-and-stick juggling and balancing by one of them, juggling up with foot juggling of a barrel by two of the trio. The act doesn't really hit on all six until the closing number, in which two of the men foot-juggle a barrel in rhythm, teasing it to each other with their feet and intentionally missing for laughs. The few laughs coming in at the end help to put the act over. P. D.

### Sid Gary

Reviewed at Loew's State. Style—Singing. Setting—In one. Time—Thirteen minutes.

This polished radio baritone is a welcome addition to vaude. He possesses an ease and presence uncommon to mike performers, and his dulcet notes are audible to pewholders in the fur-

thestmost reaches. There's also a wide selection to his repertoire.

Opens with off-stage warbling, and rise of curtain finds him before a mike. Sells a number of pop songs to good effect. Then delivers *Why Darkies Were Born* away from the mike to convince he doesn't need the instrument. He really doesn't.

Winds up with impersonations of radio favorites—The Street Singer, Sing-in' Sam, Morton Downey and Harry Richman. Auditors expected him to fall down, especially on Downey, but he came thru with colors up on all.

They mitted him heavily here in the duce spot. D. C.

### Tony Canzoneri

—AND—

### Orchestra

Reviewed at the Academy. Style—Band flash. Setting—Full stage. Time—Nineteen minutes.

Tony Canzoneri makes his vaude debut as the baton wielder for a 12-piece orchestra. He warbles a pair of pop numbers in a voice that's husky, and toward the close engages in a bit of footwork suggestive of his agility in the fistic ring. Outside of that it's his name that counts.

It is within the grasp of Canzoneri to develop the current vehicle into something better than mediocre. One way is not to wait for the near-finish to swing into his shadow-boxing method of leading the orchestra, but to open that way and continue it thru. More judicious grouping of the ensemble will also help.

Kay Spangler, a comely blonde, contributes a vocal selection and high-kick specialty to the turn. The bleak-looking indigo house drop was no asset. Keyed in the farewell spot here, the act was heavily mitted, chiefly because of Canzoneri's name. D. C.

### Good Philly Vaude

PHILADELPHIA, Jan. 7.—Last week was a clean-up week for vaudeville in Philly. With the Cantor-Jessel bill keeping the police busy holding back the crowds at the Earle, the house grossed in the neighborhood of from \$28,000 to \$30,000 on the week, more than double the average take.

Keith's started off with its low box-office scale vaudeville and landed an estimated \$11,500 on the week with a 35-cent top. Walnut, with a 25-cent top, is also reported to have done a good opening-week business.

### Bellit's Vaude Time Gets a Few More Nights

NEW YORK, Jan. 7.—Henry Bellit's small-time vaude tour now comprises six one-nighters and one three-day stand, which all play five acts on a very low budget.

The one-nighter tour now comprises Greenpoint and Orpheum, Brooklyn; Capitol, Union City; Rialto, Poughkeepsie; Broad, Trenton, and West Orange, N. J. The three-day house is the State, New Brunswick.

Bellit claims these dates serve the purpose of break-in time, and that RKO cooperates with showing dates when he believes an act is ready to do that.

### New Acts Booked

Hildegard, singer, Orpheum, New York, first half of January 20 (Loew).

Four Albee Sisters, quartet, last half of January 20, Albee, Brooklyn (Loew).

Carl Freed and Company, band flash, first half of January 20 at the Gates, Brooklyn (Loew).

Gardner Quadruplets, singing, dancing, comedy, last half this week, Orpheum, New York (Loew).

Sharon de Vries, musical comedy sketch, at the Boulevard, Bronx (Loew's) first half this week.

### Comerford's Plans Indefinite

NEW YORK, Jan. 9.—The outcome of the Comerford Circuit's experiment with vaudeville in six theaters during the holiday weeks is still doubtful. The American, Shandooah, and the Strand, Williamsport, Pa., which tried one vaude bill Christmas week, are definitely back to straight pictures. The grosses did not come up to expectations. The future policies of the Strand, Hazleton, and Capitol, Pottsville, last halves, and the Capitol, Scranton, and Penn, Wilkes-Barre, Pa., full weeks, are in doubt. All four houses played two vaude shows, but continuation of vaude this week is not set. Adjustments with the unions figure in the situation.

## Loew Penciling in Acts Weeks Ahead

NEW YORK, Jan. 9.—Loew is loading up on standard acts and names and penciling them in several weeks in advance. Some acts are being penciled in 9 and 10 weeks ahead, altho in practically all instances the bookings are subject to polley switches, holdover shows and any other changes cropping up. A few acts like Bill Robinson, Frank and Milt Britton and Buck and Bubbles are penciled in for almost the whole Loew time, while acts like Irene Beasley, Charles King, Arthur and Florence Lake, Lina Basquette and Belle Baker in for several dates each.

In addition Loew continues to book money acts for its full-week stands, having lined up for the next few weeks such turns as Bob Hope, Nicola, Nick Stuart and Sue Carol, Larry Rich, George Price, Boswell Sisters, Belle Baker, Peter Higgins, Three Sailors, Armidia, Bill Robinson and Roscoe Arbuckle. The only Loew house not being booked much in advance is the Capitol, where the uncertainty of film bookings and the inability to dig up draw names easily has always held up the vaude.

## 7 More Arb. Cases Settled by Agents

NEW YORK, Jan. 7.—At the weekly arbitration meeting of RKO's Artists Representatives' Association Thursday seven cases were up before the body. Four of them involved the Curtis & Allen office. That office's controversy with Phil Bloom over the Runaway Four was tabled, while they lost out to Weber-Simon on the Max Thelton Troupe, with the latter getting all commissions and the right to agent the act. They won out over Weber-Simon, tho, on Nellie Armat and Brothers when the act wanted to leave them. In the case of Jude Purcell claiming Curtis & Allen represented her without authority, the office settled it by withdrawing.

Other cases were James Plunkett against NBC over Frances Langford, which was tabled; Wayne Christy's dispute with Bentham & Wiener over Ralph Cooper's Band, settled by splitting commissions on a week's booking and giving the authorization to Bentham & Wiener, and Bob Murphy being refused a release from Harry Fitzgerald.

## Riviera Acts Get a Break

PARIS, Jan. 7.—Up until the holiday week few "name" bands or vaudeville acts were working at the Riviera resorts, but Christmas Eve marked the real start of the season with the inauguration of the new Sporting Club at Monte Carlo. Besides ornate gambling rooms the new club boasts a night club and huge restaurant. Bert Firman's band from London furnishes the music for the opening bill, which features the American xylophonist, Fred Sanborn, and the Rowe Sisters.

At Nice the Kentucky Singers, Newmann Brothers, Parker and Babe Ellis are appearing with Andy Jordan's Band at the Grand Cercle, Teddy Muth's Band is at the Ferret, while Gregor's Orchestra is at the Negresco. Ben and Anne Litt have opened a new de luxe club, Hollywood.

Jeanette MacDonald assisted at the Christmas gala at the Ambassadeurs in Cannes. Ward and Mitrena appeared at the Casino Municipal, as did the Skating Hamiltons.

## More Percentage Units

NEW YORK, Jan. 9.—Harry Rogers is now handling two vaude units for percentage dates, the Hugh Skelly unit and the Billy Furl show. Skelly has been on the road about four weeks, while the Furl unit has been wildcatting for months. Rogers is booking them mostly in the Pennsylvania territory.

Alex Hanlon is sponsoring Larry Rich's new 36-people unit, which opened today on a string of percentage dates in Elmira and continues up-State.

## F. & M. Plays Bklyn Para

NEW YORK, Jan. 7.—The current stage show at the Paramount, Brooklyn, is a Fanchon & Marco unit, which marks the first time that house ever played an outside show. Unit comprises Monte Blue, Monroe Brothers, Annette Ames, Kirk and Lawrence and Fretty Company. Public saw it two weeks ago in New Haven and in Boston last week.

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**VAUDE NOTES**

**DOROTHY LULL** and **Sonny Joy**, recently with the *Radio Rhythm* unit, have teamed in a dancing, comedy and singing act. Their bookings are being handled by Harry Pentell.

**ROGER GERSTON**, manager and leader of the *Hollywood Collegians*, has broken up that band and organized a musical group instead of a novelty as the Collegians were.

Borrowing **Walter Winchell's** expression, scallions to *Radio City* for its heartlessness in not taking care of former *RKO* employees. Applications for jobs were made by former *RKO* acts let out because of money shakings, for any kind of job, from usher up, but none of them connected. **Martin Beck** was probably right when he said some time ago "corporations have no heart."

**JANE HERBERT** and **Reynard** and **Stacia** opened their flash in the up-State New York territory this week. They've added **Jimmie Givens**, formerly of *Rio Rita*, to the act.

**HIPPODROME** (New York) prides itself on the fact that it is a mecca for acts finding it tough to get work or breaking in.

Show business has its funny twists. Seasons back there used to be an act billed **Law Brier**, with **Miss Clark**, but now that same act is returning to the field after being extinct for some time billed as **Miss Clark** and **Law Brier**. The switch in billing honors is the result of the fair measure of success **Miss Clark** has had in the movie-acting field.

**CHARLIE MORRISON** presented his star act, **Milton Berle**, with an expensive Christmas gift. It is a beautiful pocket watch and has a sentimental inscription.

**PEGGY HEALY'S** opening at the *Regent* in her home town, **Paterson, N. J.**, the last half of last week brought record-breaking business the opening day. Everybody was there from the mayor of the town to **Paul Whiteman**, her sponsor, who was given a key to the city.

*RKO* agents are plenty scarce of *Radio City* whenever a bid is made for any of their acts to play the two theaters there. An example of this was evidenced when **Berte and Mann** were pulled out of *Freeborn's*, Newark, to go into the *Musie Hall*, where their agent, **Russ Harris**, loudly lamenting on the booking floor that it was not to be booked direct.

**JIMMY BOHN**, tenor, current at *Schwab's Moonlight Ballroom*, Baltimore, is booked to open for *RKO* at the *Prospect*, Brooklyn, January 21.

**JOSEPH MONUEH** and his *Musie* Masters will begin an indefinite stay at the *Oxford Theater*, Plainfield, N. J., January 14. *Oxford* is a *Paramount-Public* house.

One of the reasons that the *NVA* is not launching its annual drive early this year is that the circuit executives who would be placed on committees cannot be relied upon. This year, more than ever before, circuit execs are fired and hired with unusual frequency. Placed on committees on a long drive, many execs would be dropping out before they got to work. By making the committee's work last only a month or so, the chances of getting consistent work are greater.

**LEO SINGER** sailed Thursday night on the *Bremen* for Germany. He's making it a short trip, spending but 10 days in Berlin.

**MACK RAYMOND** says he is anxious to slip off to Hollywood, where he intends to announce his engagement to **Sylvia Mitchell**, sister of the *Mitchell* of *Mitchell and Durante*. She was formerly a secretary in theatrical offices and has been in Hollywood the last two years.

**KATHLEEN HOWARD** has replaced **Marie Walsh** in the *Lydeil* and *Higgins* act.

There is a growing sentiment among leaders in vaudeville that a low admission scale is the key to a revival of vaude and to the pulling of theaters out of the red. **Major J. O. Donovan**, of the *VMA*, for example, thinks that vaudeville and pie-cakes at 25 cents is the only hope, since good entertainment must come down to the income level of the public. That admission scales should come down in proportion to the terrific drop in incomes is hardly debatable. But the big problem is: how to cut the overhead when the unions want prosperity wages. Film rentals are still too high, salaries for vaude names are still skyrocketed, and theater rentals and taxes are, way up.

**BUDDY FISHER**, former vaude m. c. and now free-lancing as a film actor, is paying Broadway a visit. He will return

to the Coast the middle of next month, at which time he expects to land a publisher for his book on Hollywood titled *Reel People*.

One of the things that must be adjusted before theater operation can see black ink on high theater rentals. Many theaters built in the frenzy of prosperity were saddled with big office buildings. The office buildings were intended to relieve the theater of the high ground cost. But now that most office buildings are losing propositions, theaters saddled with them have to carry a double burden. The real estate departments of circuits are to blame for many of the ills of theater operation today.

**SAMMY COHEN** has completed his vaude tour and has signed with *Fox* for the comedy lead in the coming *James Dunn* film, *Bad Boy*.

THE *TAB* VERSION of *Vanities* was booked Tuesday into *Loew's Paradise*, Bronx, this week, and pulled out the next day.

THE *DUNCAN SISTERS* have reunited and open for *Loew* in *Newark* January 20.

**GEORGE POLI** booked the *Middlesex Theater*, Middletown, Conn., New Year's Eve. Future policy of the house indefinite.

THE CASE OF **ALEXIS RULOFF**, who was indicted August 10 of second degree grand larceny on charges of acts that he defrauded them on European bookings, has been put on the calendar of the Court of General Sessions in New York.

AMATEUR NIGHT IN LONDON has been revived after being on the shelf the last four years. The cast, consisting of **Nick Nazarov**, **Billy Kelly**, **Charles Homer**, **Tommy Havel**, **Hazel Dell** and **Julia Dolara**, is the same. It shows for *RKO* in *Paterson* this last half.

**Santa Smiles on Paris Vaude**

PARIS, Jan. 2.—Christmas Eve went over with a grand bang, practically every theater, music hall, picture house and cabaret turning away customers in spite of extra performances, and in most cases augmented prices. Vaudeville and cabaret acts were forced to do extra shows and in many cases to double or even triple between theaters and cabarets.

The straight vaudeville houses offered rather weak bills, but the picture houses and cabarets used good "flesh" in their bid for trade. The new *Rex Theater*, with a holiday stage presentation featuring **Geraldine** and **Joe**, **Ned Wayburn's Rhythm Dancers** and the *Rex Mangan Stars*, remained open all night, as did the *Paramount Theater*, with **Olympie Bradna** and the *Albertina Rasch Paramount Hollywood Girls*. *Rox* orchestra and stage show doubled at benefit dinner at the *Clardige*.

**Hazel Mangan Girls** and **Irene Hilda** shared honors with **Roland Dorsey's Cadets** at the *Gaumont Palace*, while **Babe Egan's Redheads** were at the *Elysee Gaumont*. The bill at the *Lido des Champs Elysees* included **Tamara**, **Darlene Walders** and the **Corvey Brothers**. At the *Plantation* were the **Malinoff Quartet** and **Fannie Cotton**. **Barbara La May** did her stuff at the *Coliseum* and **Betty Rowland** ditto at the *Bal Tabarin*.

**"Prince Romanoff" Takes \$500 for N. Y. Palace Week**

NEW YORK, Jan. 7.—**Michael F. Gruguson**, widely publicized as "Prince **Michael Romanoff**," opens for *RKO* at the *Palace* next Saturday instead of today, as was revealed in last week's issue. He's to get \$500 for the week.

**Martin Beck** thought well of booking the "Princes," and **Terry Turner**, *RKO's* exploitation head, looked after the rest of the deal. **Turner** had to secure his release from the immigration officials on *Ellis Island*, and to this end posted a \$2,000 bond. **Turner** will exploit him for a full week.

**F. & M. Execs Meet In Chi for Confabs**

NEW YORK, Jan. 7.—**Fanchon & Marco** officials will meet in *Chicago* Monday to hold conferences on their recently planned new setup of production and distribution. **Mike Marco** and **M. D. (Doc) Howe** will stop off there on their trip in from the Coast. **Jack Fartington** leaves here tomorrow for the *Windy City* to meet them, while **Harry Singer** will come there from *Milwaukee*.

From all indications the proposed setup is going thru as planned, with the officials enthused over its possibilities.

**Berkeley Vaude Again**

OAKLAND, Calif., Jan. 7.—Vaudeville again invaded Berkeley, near here, when no less than 10 acts were presented at the *United Artists Theater* this week. On the bill were **Edna Fischer**, radio pianist; the *Coquettes*, *NBC* artists; **Johanny O'Brien**, the "harmonic king"; **Earl Hodgins**, *NBC* actor; **Hi Brown** *Giri Revue*, booked by **Fanchon & Marco**; the *Herculean Trio*, acrobats; **Halloway** and **Le Loring**, dancers, and an accordion trio.

**"POSTAL CONVENTION"**  
(Continued from page 3)

the novel plan which **President Hunt** has worked out are several thoughts. One is that he desires at this time, particularly, the completest possible discussion by all circus owners and agents of questions of moment to the industry. Another is that, realizing conditions brought about by the depression would make impossible a complete attendance of members, he will, under the plan adopted, enable such as would not be able to attend a regular convention to have opportunity for full presentation of their views touching pending questions.

While under the nonassembled plan it will not be possible to hold the annual banquet, a day will be selected by **President Hunt** for the observance of such celebration, and each owner or group of owners will be asked to observe the occasion simultaneously in the various parts of the country. The still further fact some of the members of the association would have found it necessary to travel practically across the country to attend a convention of the usual sort serves to emphasize the timeliness of the new plan, and particularly for this year. In explaining the plan in detail, **President Hunt** stated:

"Of all years this is one when a full and complete attendance at a convention is most necessary. Our problems are many. They involve the matters of conflicts between the States in reference to motor licenses, hostile advertising regulations and local licenses and lot fees, which are troublesome in the extreme. I am happy to report that our convention this year will not be compelled to take up the matter of unfair practice among showmen. There is no unfair practice among showmen any more. We have eliminated the particular problem ourselves. But as a united group we must face the problems of the continuance of our business. I think very few showmen expect to make a profit during the coming year. We must, however, hold our organizations together and carry on the best we can. "I have established an office in Washington, in the *Evans Building*, and am giving most of my time during the winter to the affairs of the association. We are preparing plans for our postal convention and I shall write each circus owner and agent listed as a member of our association very shortly. In the meantime I wish that all circus men would write to me. There are but three railroad circuses left in the United States, and the circus as an institution may be said to be almost completely motorized. Therefore those problems affecting motor transportation directly affect the circus as an institution. By presenting a united front and considering our problems as common problems we can save this institution for the better days to come."

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**"FAMILY" CLOSES**  
(Continued from page 5)

West's predecessor, to employ five musicians whenever the house was open. This contract expired in September, he said, and was not renewed.

"The show does not need any music," West explained, "and we cannot afford to have any. We have been trying to arrive at an arrangement with the union, but it refused to compromise, demanding that five men be employed at a cost of \$500 a week, with **Peter A. Vavallo** as leader. We offered to engage one or two men to play in the lobby or to donate 25 per cent of the house profits to idle musicians, but they turned down the proposition and we have been running without music since Christmas."

"We have but one stage set and don't need many stagehands, but we have been paying them \$418 a week just to appear for duty. Thursday night **Al Rackett**, vice-president of the union, and **George E. Howe**, business agent of the stagehands, went backstage together and **Brown** told his men to strike the set and get out, which they did."

**Doyle** stated Friday that an effort was being made to move the show to the *Adelphi Theater*. If such an arrangement does not go thru today the company will be taken back to *New York*. He

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said. Steps also were being taken to ascertain whether the walkout came under provisions of the federal laws against restraint of trade, and indications were that damage suits might be filed. Inquiry at headquarters of the stagehands' union Friday elicited the information that **George Browne**, business agent, would not be at the office during the day. **Frank C. Olsen**, secretary-treasurer, told *The Billboard* he knew nothing of the case, as it was being handled entirely by **Browne**. No statement could be obtained from the musicians' union, as it was in executive session all day Friday.  
**CHICAGO, Jan. 9.—The Family Upstairs**, which closed at the *Garrick* last Thursday because of union trouble, moved to the *Cort Theater* Saturday. No musicians are being used.

## Palace, New York

(Reviewed Saturday Afternoon, Jan. 7)

The Palace is back in the fold after a brief session with first-run films. It's back in the fold, but that's about all that can be said just now. The stage show which runs in conjunction with *Rockabye*, the flicker, is composed of five vaude acts—two of them dancing turns and two of them comedy—and an hour-long percentage unit condensed to 30 minutes for vaude dates, and not condensed nearly enough. Without the latter there was a five-act layout running just over an hour. Two acts originally booked for the Radio City Music Hall and then canceled were given time at the Palace, and while both acts are outstanding in themselves they conflict on a short bill. Until the Palace is booked as a vaude house, with balanced bills sent in on their entertainment value, the house won't have a fair chance. To judge vaudefilm chances on this week's show—with its weird booking and the routing that it had at the first performance today—is nothing short of crazy. Total running time is an hour and 41 minutes.

Cherry and June Preisler, the sensational kid dancers, open grandly. No matter how many times this reporter sees the turn he's always willing to come back for more. The youngsters are sensational, with Cherry one of the loveliest kids that weary eyes can rest on, and June dancing in a manner that can be the envy of adult performers.

The Vanderbilt Boys are on next with their singing and zany antics and got a nice response from the few scattered customers who were in the house at the early hour. The lads work hard and perform nicely.

Hal Sherman follows with his familiar clowning and dancing, in which he is assisted by Beth Miller. The customers weren't awake yet and much of the comedy fell dead—but that wasn't Sherman's fault.

Kirkwhite and Addison, English dance team, who, along with the Preislers, were supposed to show at the Music Hall, follow. They are excellent hoofers, with Addison's whirrs and Miss Kirkwhite's sensational toe tap standing out. A swell turn, the effect of it was slightly dulled here by the previous appearance of the Preisler kids.

Ken Murray socks over in fifth place. With Helen and Mill Charleston and the elongated stooge named Al Ricker lending valuable assist, he blasted the customers out of their apathy and had them in the aisles. You don't have to be told by this time that it's one grand act. The Vanderbilt Boys came back to help out, and the whole thing as usual developed into a mad, merry and entirely infectious whirl.

*Carnival of Fun* (38 minutes of it, no less) closes and fails to live up to its title. It is a percentage unit that has been cut down for regular vaude dates, featuring Dave Lee, Herbert Faye, Dennis White, Lyda Sue, Billie Burns, Bonita Frede, a company allegedly of 25 and Sammy Kahn's Orchestra, the latter getting separate billing in order to stretch the lineup to the seven acts that are announced. The various people try hard, but that's about all. Featuring the talents of Lyda Sue and further cut down until it approximates the usual flash act, *Carnival of Fun* might do. But certainly 99-100ths of the so-called humor should be cut.

It seems funny not to see Lou Forman's bald dome sticking out of the pit. With Forman at the Broadway, the Palace job is being held down by Charley Stein, whose 10 boys are energetic and excellent. The new house manager is Fred Cruise.

Attendance as the first show opened was painfully weak, but it built to a comfortable two-thirds before the end.  
EUGENE BURR.

## Mainstreet, Kansas City

(Reviewed Saturday Afternoon, Jan. 7)

After being dark two weeks and then two weeks of straight pictures, the Mainstreet this week resumes its former policy of stage and screen attractions. The stage bill is Fanchon & Marco's *Whoopie*, with a cast of 69 talented performers, starring Bobbe Arnet, whose song and dance numbers elicited favorably and won numerous loud hands.

Buddy Doyle plays the principal comedy role and likewise handled it in a most capable manner. The supporting cast includes Pietro Gentili, as Wanenis, the Indian lover; John Rutherford, as Sheriff Wells; Jane Lee, as Mary Custer. Others cast in less important roles are Virginia Lee Bouldin, Gene Gehring, Eddie Abdo, William Dyer, Howard Nugent, Juan Villalobos and Carter De Haven and a mixed chorus of 32. The settings and wardrobe are typical

of other Fanchon & Marco units, elaborate and beautiful, with novel ideas predominating. The production is presented in 10 scenes, with the finale scene, the Indian village, a dazzling array of beauty in every detail. The leading musical numbers, *Whoopie*, sung by the comic, and *Red Ross*, by Bobbe Arnet and Gentili, stopped the show. A tap routine by the male chorus received a fair hand, as did the song and dance by the juvenile team, Virginia Bouldin and Carter DeHaven. Particularly noticeable for talent and charm was Jane Lee, whose work as Mary Custer in the comedy assist and in leading numbers was deserving of the loud plaudits received. Three girl harmony singers and a male quartet from the chorus offer several musical numbers to neat hands.

The production moves swiftly, is superbly dressed and carries a satisfactory amount of thrills and entertainment.

The scenic is *No Other Woman*, co-starring Irene Dunne and Charles Bickford. Business very good.

GREGG WELLINGHOFF.

## Loew's State, New York

(Reviewed Friday Evening, January 6)

Presence of N. T. G. and his eye-fuls is generally occasion for a lobby display studded with nudes. This week there's an ostensible attempt to tone down the exhibit, but the tantalizing costumes create the desired effect. Layout is down to four acts, running 55 minutes, with a chunk of 29 consumed by N. T. G. and his cohorts.

Granlund's warble-and-hoof girl revue is doubling from the near-by Paradise Club. Mounting smacks of the palatial supper club. Costumes and those who fit into them are alluring. But obviously the jaded business man is not too fussy about his entertainment; it's woefully feeble. Thanks to last-minute additions of George Tapps and Birdie Dean, neither of whom is from the Paradise, the vehicle escapes the complete doldrums.

Paul and Nino Ghezzi shove the bill off to a good start with seven minutes of corking hand-to-hand balancing. The brothers handle their intricate routine deftly. Wind up in sock fashion, with one doing several twirls on the floor while balancing the other. Drew a heavy miffing.

Bert Frohman, assisted by Madelyn Kileen and a male piano accompanist, follow. Frohman offers a brace of songs, sold to good effect. Chatters with the fem, who affects a Dumb Dora role and delivers despite the handicap of poor material. After several josh attempts, she warbles a ballad that's a treat. Off to a warm hand.

The Yacht Club Boys fars nicely next-to-closing. Foursome breeze across the boards, togged natively in supper clothes, and warble a cycle of comedy songs in pleasing manner. Fifth member of the lineup, hidden from view, pounds the ivories. The five boys also take a hand in the next turn and help enliven it.

N. T. G. and his Paradise Stars fill the shut spot. Billing calls for 12 girls, but there were no more than eight or nine at this showing. Several came on and off during the proceedings, which precluded an accurate check. There's a maze of warbling and legging, but the turn is largely an eye feast. George Tapps and Birdie Dean, inserted to bolster the revue, come thru with tap and acro dances, respectively, that stop the show. The girls seated at the tables in night-club fashion were inanimate, and there was nary a laugh in a carload of N. T. G.'s introductions.

On the screen is *Flesh*, featuring Wallace Beery. Biz was brisk.  
DAVE CANTOR.

## Riviera, Chicago

(Reviewed Friday Afternoon, Jan. 6)

This is one of the Balaban & Katz outlying houses trying week-end vaudeville booked by the William Morris Chicago office. The experiment, now in its second week, apparently has caught on, as inquiries revealed that showgoers of the neighborhood are enjoying the change and increased business is the result. Art Frask, formerly of the State-Lake, is the orchestra leader.

Roy Zastro Revue started off, with the entire ensemble doing an opening song and dance chorus. A diversified array of dancing followed. Ann Knell, Eddie Braah and Roy Zastro did an acrobatic tap routine. Eugene Twins sang *Our Racket*; Eddie Braah contributed a clever eccentric comedy dance; Zastro and "Sunny" Schuck did a ballroom adagio waltz; Ann Knell came on again for a dandy acrobatic whirlwind tap; the Eugene Twins for a few syncopated steps and a fast finale by the entire company. Individually and collectively, all came in

## Palace, Chicago

(Reviewed Saturday Afternoon, Jan. 7)

Green and Jenkins, familiar black-face the bill a good start. To tune of *Sleepy Time Down South* the trio went thru a neat soft shoe routine. Gloria followed with a solo dance, featuring high kicks, front fish rolls and somersaults. The Sherr Brothers then sang a catchy tune and put over a clever drunk number. Gloria on for a toe tap stair dance that got a big hand. The last offering before a minstrel drop had the Sherr's singing *Heary Leves Date Tonight With Mandy*, with all doing some fast stepping at the curtain. Act clicked.

Glenn and Jenkins, familiar black-face chatter team, were next. Opens with one of them playing the guitar and singing *I'll Be Glad When You're Dead You Rascal You*, with the other doing a few syncopated steps. Then into their comedy talk, which was a trifle long and would be more effective if they split it with a song or instrumental number. However, they got many laughs and their guitar and harmonica bits, their song *We Is the Men* and the "street brush" dance to the tune of *Darktown Strutter's Ball* put them over to a good hand.

Sylvia Froos, petite radio songstress, delivered several melodies accompanied by Charlie Bourne at the piano. Opened with *Fit as a Fiddle*, followed by *I'll Be the Meanest Girl in Town*. Her next was a ballad, *The Street of Dreams*. A piano interlude of popular tunes by Charlie Bourne and Miss Froos was on again for her last number, *Underneath the Harlem Moon*. Altho this song has been done here four times in the last three weeks, Sylvia made it sound different by interpolating a chorus of *Puffin' on the Ritz*. Excited to heavy hand. Four bows and a curtain speech.

Harry Burns and Company had next-to-closing spot. Act is divided into two episodes, the first being *Pardon Me*, in which Harry and his friend try a bit of flirting. The second is the familiar *I Think You Touch*, with Harry as a balloon seller. Burns is an Italian dialect comedian who gets plenty of laughs with his twisting of the English language and clever lines. A man and two girls assist. Big applause.

Buddy Rogers and his Orchestra (13) closed. After a short speech Buddy plays *Liebestraum* on the trombone both straight and with muted syncopation. Accompanying himself on the piano he sings *My Future Just Past*, with the assistance of a girl in an upper box. Some patter between Buddy and a plant in the audience gets some laughs and is followed by a burlesque picture-shooting scene and a movie trailer showing Buddy making love. A fast orchestral number then gives him an opportunity to show his versatility in playing several instruments. He won the audience with his gracious personality and talent and left amid a tremendous salvo of hand-clapping. A sock hit.

F. LANGDON MORGAN.

for a good share of applause and they exited to a generous hand.

Joseph Griffin, on second, accompanied by Benny Sands at the piano, offered a pleasing selection of songs in his robust tenor. Joe has played all the presentation houses here, is known for his radio work and is a big favorite. *I'm Falling in Love With Someone* opened his program. *Here Lies Love* with a couple of interpolated choruses was next, then *That's Why Darkies Were Born*. Encored with a dramatic rendition of *Brother, Can You Spare a Dime?*, that set him off to loud applause. Responded to curtain speech. A hit.

Joey Ross and Gladys Bennett had a tough time getting started. Their opening comedy patter is pretty mild. Joey's dance is the best part of the act and contains some new twists, splits and high kicks. His method of working is a composite of Richy Craig Jr., Joe Penner and others whom he has evidently studied and used a bit of each in framing his own routine. Gladys Bennett is a clever little comedienne and an able foil, but suffers with Joe for lack of better material. Two bows.

Johnny Mason and Company, a roller-skating act composed of Johnny, Mary Mason and Al Claret, closed the bill. After a few whirlwind spins by Mary and Al and some comedy falls by Johnny volunteers are sought from the audience to take a few spins. A man, a little boy, a girl and a woman respond and much laughter is caused by their antics while dizzy after having had their ride. A punch closing was furnished by Mary Mason when, suspended by her foot from a strap around Al Claret's neck, she twirled much on the order of the iron-jaw performers. Good hand.

F. LANGDON MORGAN.

## Albee, Cincinnati

(Reviewed Saturday Afternoon, Jan. 7)

Colby and Murray, including, besides the standard bearers, Billy Gibson, hoof, and two unbilled girls, opened the bill, and a delightful dance offering. Colby and Murray offer first a waltz routine with a whirlwind finish, which brought them a sound hand. They then launch into a novel bit of competitive work, which is one of the highlights of the turn. In addition to serving as emcee, Billy Gibson contributes a series of fast and intricate steps to good results. One of the girls does a rhythm routine that gets over nicely. Gibson and the two girls also work together in several spots to advantage. All are on for a fast finish. Sound and prolonged applause at the windup.

Boyce and Marsh, a hefty brunet and a slight red-headed miss, have a comedy offering that is neither here nor there. Material is woefully weak, while the big girl's (Boyce) comedy attempts are crude and worked with a noticeable degree of self-consciousness. Best thing in the turn is Miss Marsh's acrobatic dance while playing the fiddle. It would be more effective, however, without Miss Boyce's aside clowning. Miss Marsh's specialty sent the duo off to fair hand-clapping.

Leon Errol came on to a nice welcome hand. Act is worked before an interior setting, with the necessary vases, statuary and bric-a-brac scattered about for Errol to do his drunk stagers and rubber-leg business around. Laughs are liberally distributed thruout the turn, and Errol gets some grand support from the male who plays the part of the nerve-wracked butler. While the turn seemed to get over okoh the applause at the bows was only fair.

Ruth Royce, singing comedienne, warbles and mugs her way thru three ditties, *Everything's Going To Be All Right*, *When Frits Begins To Blow on His Piccolo*, including a verse in German, and *Wattin' for the Robert E. Lee*, the latter with a bit of darky shuffling. She also indulges in a brief spell of fairly funny chatter directed at the pit leader. Just a fair turn, but it seemed to please. Miss Royce was given a prolonged hand at the finish and forsook an easy encore.

The Three Swifts, club throwers and jugglers, copped the laugh honors of the afternoon with their highly amusing and entertaining turn. These boys don't merely have a clever club-tossing routine, but they have taken the turn out of the "dumb" category by smarting it up thru adding a bit of novelty in working and by inserting some good comedy stuff. As it is, it'll fit in any spot and please any kind of an audience. Dressed continuous laughter thruout the running and pulled a neat finish hand.  
BILL SACBS.

## Earle, Philadelphia

(Reviewed Friday Afternoon, January 6)

While there's no Cantor-Jessel combination on hand this week to panic the customers past the turnstile, the Earle offered a bill which should sustain the enthusiasm generated by last week's sensational business. If there is any virtue in such a big splurge with its "revivalist" results among the patrons the new program should keep the fans interested. Business today was good, and while it lacks the long lines outside the box office it clicked nicely.

"Name" acts will be continued as in opposition to the lower-price programs of Keith's and the Walnut. Bernice Clark and Alexander Gray are scheduled next week with the Boswell Sisters. Lita Grey, Chaplin and Roscoe Ates penciled in for later bills.

Opening number this week is the tap dance act of Edler and Reed Brothers. Edler is an attractive redhead with a good variety of steps, while the brothers offer a precision drill in tapping that won much applause. Opening in naval officers' uniforms, with natty mess jackets and with a backdrop representing a huge ship, the trio dress their act well. Deuce spot is Syd Gray, radio baritone, who won with his singing, especially with the popular *Brother, Can You Spare a Dime* number. He also gave a series of imitations of radio stars which were quite realistic, mimicking Barbasol Sam, the Street Singer, Harry Richman and Morton Downey.

The popular combination of York and King return with some new variations of the "Tintypes," supported by these clever juveniles, two boys and a girl. Scene opens in an old-fashioned opera house, with Miss King as the singer (York) and York as a kibitzer from the box. Scene ends when Miss King is suddenly revealed in the red tights of an old-fashioned burlesque queen and pranced off the stage. Another funny spot is

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slight-ride episode, while the finale is the familiar stunt in which Miss King interrupts York's talk with the audience with her array of Beatrice Lillie clowning. Of the juveniles the girl is a good-looking blonde with a nice voice, one of the men is a clever acrobatic dancer and the other a pianist.

Joe and Pete Michon followed with their neck-breaking acrobatics and daredevil nonsense. Their act has the audience gasping as Pete Michon risked his neck with his funny falls. The boys worked in their usual gob costume, sprinkling plenty of comedy patter with the work.

Finale is a well-staged musical number presented by Vincent Lopez's Debutantes, a girl jazz band that has plenty of speed and novelty. The girls mixed good comedy effects into their playing, including a bit about the "Northwest Mounted," a number in which the fact that radio heroes lose their lure when they begin to talk about soap, malt and yeast, and a corking finale with *All-American Girl* as the song. In this number the girls play a medley of college songs while a newsreel flash of a football game is flashed on the backdrop. With the band also is Lulu Jarvis, who presents a "hot" combination of rumba and hula which made the front rows take notice.

The film is *The Half-Naked Truth*.  
H. MURDOCK.

### Academy, New York

(Reviewed Wednesday Evening, Jan. 4)

Between Tony Canzoneri as flesh and *Sport Parade* on the screen house is set for tremendous biz this half. Ring addicts are extremely populous in this neighborhood and at the current showing they overflowed the pews on the lower floor and shelves. Mob was in its element greeting the lightweight champ's initial appearance before the footlights. His 12-piece orchestra fairly strong layout, running 71 minutes.

Besides appearing with Charlie Stuart in a comedy act next to closing, Harry Lash holds down the m. c. post. His clowning adds zest to the proceedings and helps sustain a breezy pace.

Max Thielan Troupe opens the festivities with a versatile routine. Lineup embraces five males and two females, working in colorful Russian toggery. Warbling a native number, gals strumming banjos

and following with a Russian hockstep. Forte of the turn is its acro work, with the males doing a stand-out routine.

Roxy LaRocca and Novia are a let-down in the duce spot. Vivacious brunet offers a group of pop numbers and a dose of footwork and catgut scrapping. Attempts at warbling and comedy by male harp accompanist are feeble. Rowdy auditors did not help his efforts any.

Arnaut Brothers strengthen the mid-sector with their familiar pantomime clowning and love-bird whistling. Pair intertwining their arms while working the catgut provoked bales of laughs and their skillful whistling found the auditors equally receptive. Assisted by a fem who handles a small bit pleasingly.

Stuart and Lash follow with 15 minutes of sure-fire drollery. Lash opens by warbling a parody medley in sock fashion. The pair then break into a round of lively chatter and nut tunes. They're aces in delivery and they corral a din that's amply merited.

Tony Canzoneri and his orchestra fill the farewell spot. Group is handicapped by an indigo drop that produces a cold, bleak effect. Ensemble itself is ordinary. Standard bearer warbles two numbers, but the fact that it's Canzoneri warbling is what matters. His fistic efforts are confined to shadow boxing and stepping across the stage as tho it were a ring. Kay Spangler, a tall blonde, varies the turn with a vocal number and inter with a high-kick routine. Canzoneri registered heavily with the ring fans here.  
DAVE CANTOR.

### Boulevard, Bronx

(Reviewed Wednesday Evening, Jan. 4)

Still undergoing thoro renovations here, with the house open for business, but it might have been better to have closed during the remodeling job. Not atmospheric at all to be seated under a boarded ceiling and such, in addition to experiencing other annoyances. For example, tonight the picture program went floozy because of some mechanical defect, with the result that the audience was in a rowdy mood by the time the stage show started.

The usual five acts for the vaude bill, and as yet evidencing the spending of little do-re-mi for them. Investing all that dough to make the house a showcase, the booking office might be al-

lowed a higher budget to put an attractive display into it. A lot of showing acts play here. Picture was Joe E. Brown in *You Said a Mouthful*, and the business was about half on the lower floor.

Sue Hastings' Marionettes opened nice enough. Something vaudegoers seldom see and it's fair entertainment. The marionettes are put thru concert and vaude paces, with a male and female voice supporting them from backstage. Mitted okeh as Miss Hastings took the bows.

La Marr, Kramer and Richman, youthful mixed trio, followed with slapstick piled on thick and with utter disregard of their physical beings. They're a neat working trio and garner sufficient laughs, but their intent to please results in too much hoke and a disregard of proper routing. Laughs poured in galore, but the applause didn't measure up.

Four Sharps, harmony singing boys with a touch of the Mills Brothers, got by nicely, but should have done better. These youngsters are good harmony warblers, use neat arrangements and can mimic musical instruments. However, by using a p-a system there's little need for that exaggerated hotcha delivery.

Clifford and Marion scored the hit of the bill in the next-to-closing frame, and they're the only real standard act on the show. Really a funny turn, made that way by the excellent comedy of Miss Marion and the splendid support given by Clifford.

John and Edna Torrence, aided by a pair of male pianists, closed with a mild dancing flash. The billed couple dance gracefully enough, but the routines are hardly outstanding. Aside from their dancing there is a piano duet and John's clever bow scraping of the song *Trees*. Got fair to middlin' returns.

Whole show ran 62 minutes.

SIDNEY HARRIS.

### DE LUXE SHOWS

#### Old Roxy, New York

(Reviewed Friday Afternoon, Jan. 6)

The show here is rather anemic, as de-luxe entertainment is figured. About the only thing that can be said for it is that it is put on with good taste. How

this house figures it can get away with such fare is beyond all comprehension, what with such stiff competition on all sides. There isn't a standout on the bill, and whatever good stuff there is on the stage is good only because there isn't any high criterion to compare it with. From a production standpoint it also suffers, for the settings are meager. There should at least be an attempt to bolster up the show with some unique scenic effects. Stage show is split half-way by a cartoon short and *Pathe News*. This doesn't help much to make it a smooth-running affair. Business at this show wasn't bad considering the shows one could buy for a few cents more along the street, so it must have been the picture, *Frisco Jenny*, with Ruth Chatterton, which drew the one-third house in.

Off to a slow start with a piano and violin duet by Nicolet Kopetkine at the keys and Mischa Violin scraping the bow, and the orchestra chiming in at the finish to introduce a nice little scene done by the ballet girls. Catherine Littlefield contributes a tasteful dance with her customary gracefulness and is ably abetted by an unbilled male partner. The Singing Ensemble gave forth from the bottom benches of the orchestra pit, but not too effectively. This part of the program was cute to look at, but somehow didn't arouse any excitement.

After some time off for the showing of the news and a short, the show resumed with Cambria's presentation of a bit billed as *Morning, Noon and Night*, "a jolly revue in three episodes." It wasn't so jolly and in fact quite dull. There was a pointless scene laid in a subway train that just didn't make any sense, but did serve to introduce Billy Rolls with his rather effective acrobatic dancing, assisted by an unbilled girl. Team suffered a little because of poor staging.

The second part of the revue brought on Red Donahue and muls. Pal. This entire bit of business brought about a laugh and a half, that coming at the close with the act rating poorly. And it was not until the next scene that anything in the way of smartness was experienced. This section had for its sock the exotic Tamara, who is the goods for a smaller house; but here, even with the aid of a mike, she is simply wasted. Even at that her distinct personality came over to some extent. A godly part of this scene was given over to Ayres and Rene, assisted by Rasch and

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Martin, who drew the only real applause of the show.

The 31 Rockettes were in evidence throughout the program, but they didn't add much either from the beauty or grace angles. JACK MEHLER.

### Capitol, New York

(Reviewed Friday Afternoon, Jan. 6)

Current show was booked in at the last minute after Loew changed its mind about holding over last week's show. Evidently too much competition on the Main Stem for a holdover. And this week the circuit has for the first time "flesh" to make way for the Norma Shower and Clark Gable film, *Strange Interlude*, which ran so long at the Astor Theater. Stage show comprises Benny Meroff's Band, Molly Picon and the Ritz Brothers. At the first show opening day the lower floor was full thanks to the 35-cent bargain price.

While hedging on the stage program, Loew nevertheless provides some name representation in booking the three acts that it did. Skinny tho, when compared to last week's array of Phil Baker, Boswell Sisters, Frank and Milt Britton, Rex Weber, George Givot and the Yacopis. And the current layout only runs 55 minutes. Meroff does m. c. and fills two spots with his band, the opening and closing portions.

The Meroff crew do the launching job for about five minutes, and it's just a warmup. The play hot rhythm tunes and Benny displays a bit of his versatility, such as juggling, in addition to a dash of strut-dancing spotted in by a blond girl.

Molly Picon follows with her familiar and entertaining turn, which at this show pleased the customers so much that they palmed her to a show-stop. She's a clever entertainer and fortunately has splendid material. Two of her specials are humdingers. *It All Comes From de Tonails* and *Rhapsody of Working Girl's Daily Life*.

Ritz Brothers, working in their usual delightfully crazy fashion, rolled up a prolonged mitting as well. The boys have changed their act around a bit, but it's all old stuff except for the Roman bit used for the opening. They go so far as to use even that Scotchman-celebrating-New Year's gag. Still the boys make it funny, and it's all in the handling. They dish plenty of laughs with the Jekyll and Hyde bit.

Benny Meroff brings his 14 boys back on to close with 19 minutes of all-round amusement. Led by Meroff, who can do everything, the boys wade thru a flock of well-played tunes, solo with musical, legging and warbling, and hand out much nonsense that's good for laughs. Leaders in the latter are the fat boy and trombone blower. Meroff is certainly talented—he's a nifty stopper, juggler, musician and what not. The audience went big for the act.

Housing two bands this week, Meroff's on the stage, while Yascha Bunchuk's bunch are in the pit.

SIDNEY HARRIS.

### Paramount, New York

(Reviewed Friday Evening, Jan. 6)

The Cantor-Jessel combine, which broke records at the Earle, Philadelphia, and the Brooklyn Paramount the last two weeks, is here this week and will undoubtedly draw big business. The reduced admission scale, 35-55-85, will help, altho the picture, *The Billion-Dollar Scandal* (Paramount), means little. Cantor and Jessel are being played up over the picture and billed as "America's greatest entertainment combination." That's putting it on pretty thick, altho Cantor and Jessel really do put on an amusing show, pulling the laughs right along.

At this performance the theater was filled except for a small section in the second balcony. Altho the house will undoubtedly do fine business this week, we are not so sure the customers will be entirely satisfied. Talk and singing predominate, and, to the balconies, some of the talk becomes inaudible and the singing loses its effectiveness. Cantor and Jessel's energetic efforts to build up an air of intimacy are partly ruined by the size of the house.

As for the show itself, Bobby Bixler, a young dancer, steals the biggest individual hand. He is a youth with nimble rubber legs and lots of personality. Did three numbers and stopped the show. Cantor and Jessel, of course, are on almost continuously. Cantor expresses love for Jessel. Jessel grows affectionate over Cantor, both praise Rubinooff, and all three become enthusiastic over the Chase & Sanborn radio hour. That's the comedy idea. All for one and one for all, and how the customers loved it!

The Cantor-Jessel comedy consists of gags spilled in machine-gun fashion, horseplay with Amazonian Coletta Ryan,

a travesty on the love scene in *Grand Hotel*, kidding with Rubinooff and, at the very close, a sentimental little ditty, about their famous friendship, called *Pale*. The comedy is often coarse, but apparently it's what the public wants.

Filling in when Cantor and Jessel rush out to catch their breath are Coletta Ryan, a good straight woman; Bobby Bixler, dancer; June Knight (not the one in *Take a Chance*) and Jack Holland, who do an effective Spanish dance; Rubinooff, who offers two appealing violin solos, and the David Bines Ballet, 20 girls. Boris Petroff staged the show, which is unpretentious and relies entirely on comedy rather than flash for effectiveness. PAUL DENIS.

### SUGAR'S DOMINO

(Continued from page 5)

representing probably the world's greatest monopoly on salable brains permitting a project to be launched that was doomed from the start. A project as far-fetched as a manufactory of Palm Beach suits for local consumption in Labrador. But there is some semblance of harmony in the whole arrangement. There is concord in superlatives. RKO's press ace want us to know that the Music Hall is the BIGGEST theater in the world. They want us to acknowledge Radio City as the LARGEST amusement project in the history of the world. They impress upon us that the Music Hall has the HEAVIEST AND LARGEST curtain of any theater in the world. There are the LARGEST ballet corps, the LARGEST stage, the MOST artistic interior and so on ad absurdum.

As smart as Roxy and his conferees are supposed to be, in their outpourings of souls and delicious dashes of hokum in connection with the materialization of Radio City they had evidently forgotten to cope with human trends. Any kid knows by now that the public no longer glories in the greatest, biggest and "bestest." It wants simpler things, feels better in more intimate surroundings, lavishes its affection on a Colonial cottage, this affection that was once unwillingly but in deference to the Joneses directed at modernistic furniture, impressionistic painting and Eugenie hats.

We haven't yet—that is, since December 28—met anybody with a white collar who has failed to offer some suggestion for the occupancy and exploitation for profit of the Radio City Music Hall. In our desire to be different we offer no remedies, alternatives or outlines of new policies. Only we hope for RKO's sake that some kindly gentleman with a Van Dyke and a professional air will pick up the limp form of the patient and assure him that it was all a bad dream; that the thing that sent him howling thru the corridors of the country club was only a figment of the imagination. . . . Radio City was only a bad dream, a nightmare that should be dismissed from the mind quickly. It is bad for little boys who want to keep their score down in golf.

SCRIBES MISCELLANY — Within a fortnight the special NVA Fund committee consisting of Moe Silver, Sam Scribner and Major L. E. Thompson will visit Saranac Lake, accompanied by William J. Lee. They will take up recommendations in *The Billboard* report on conditions at the Lodge. . . . We know quite definitely that they will do everything in their power to make conditions better in an institution that is now one of the finest of its kind in the world. . . . We predict that the toast of Broadway, when toasting becomes legal again, will be Eleanor Powell, that beautiful, personality packed machedan in George White's *Music Hall Varieties*.

Hall to Burns Mantle, who wrote recently in his column in *The Daily News* "If I were the manager of one of these costly enterprises (theaters like the Paramount and Capitol, New York) I think I should be on the trail of all the retired vaudeville acts I could get track of and be scouting for novelties here and abroad as no manager ever scouted before." . . . About a year ago Mantle would have been looked upon as a heretic, expressing those thoughts. . . . Of late there have been such expressions appearing in print frequently. . . . Only an old salty can see it, but as sure as you're a foot high the tide is turning! . . . We found out something interesting last week. Something we should have known before: Gabo Yorke, Fox Film's advertising manager, is the son of Gus Yorke, of that famous comedy team of another generation, Yorke and Adams. . . . See ye in vaudeville . . . and this time no foolin'!

# Exhibitor's Weekly Digest of Film News

## THE EXHIBITOR

Allied States Association board of directors postpones its scheduled meeting at Washington. Delay caused by inability of certain members to attend because of pressing business in their territories.

A. W. Sobler organizes circuit of seven houses in Chicago territory in association with Alex Manta and J. C. Chrissis. Sobler formerly a Warner zone advertising and publicity head.

W. M. Miller, Cloquet, Minn., confirming reports he is behind a new exhibitor organization in opposition to Allied in the Northwest territory, says proposed unit will not be affiliated with any national or regional body. He opposes Allied's legislative program and says smaller town exhibitors do not have sufficient voice in present organization.

Senator McKellar of Tennessee moves that Brookhart Bill be held over by Senate in deference to sponsor of measure, who is now confined in a hospital. Bill will come up again when calendar business is resumed.

Howard S. Cullman, new director of Seventh Avenue Roxy, New York, invites a group of prominent women to serve as advisory committee on film selection for the house. Committee will meet weekly, all with the management at advance showings and have a definite voice in selection of films.

Robert Robins, secretary of American Society for the Protection of the Motion Picture Theater, writes exhibitors, urging them to consult with him before signing equipment contracts.

Memphis exhibitors adopt policy of watchful waiting regarding out-rate dual bills at downtown Loew and Warner houses. Agree to a drastic bargain policy if the two houses continue policy.

Ontario police conduct special investigation following five outbreaks against theater owners in Toronto recently.

Newton Theater, Newton, N. J., now running Sunday shows without interference from authorities. House is operated by Sidney E. Samuelson, Allied vice-president and president of Allied Theaters of New Jersey, who reports Sabbath business as good.

New England District of IATSE, meeting in Worcester, Mass., adopts resolutions condemning blue laws. Special committee named to seek their repeal in Massachusetts. Convention next year will be held in Boston June 6.

Regular bulletin of Allied of Iowa and Nebraska, circulated among members, lists following items for discussion in commenting on general exhibitor activities: Group insurance for theater employees, sponsored reels, legal service and trailers.

Little Cinema Theater in Trenton, N. J., suffers bomb explosion, with two persons injured and windows shattered.

## DISTRIBUTION

Universal completes a deal with Entco Film Productions of Australia for distribution of six features and a number of short subjects in England. Emil Rosenbaum lines up 12 foreign features and 64 domestic shorts for release by New Era Film Exchanges during 1933-34.

P. A. Powers forwards new terms aimed for an agreement with John Maxwell, head of BIP, whereby Powers Pictures would renew American distribution of BIP products.

City censors of Atlanta ban showing of *Goona Goona* at the Fox. D. N. Thomas, First Division president, is seeking to secure reversal of the decision or an injunction, but hope is slight. Oscar E. Hanson, head of Empire Films, Ltd., Toronto, accepts duties of B. F. Lyon, general manager, resigned. Lyon has returned to New York.

Address all communications on Film Matters to Elias E. Sugarman, 281 West 43d Street, New York City.

## HIGHLIGHTS

**FEDERAL JUDGE BALZELL**, sitting in U. S. District Court for the Southern District of Indiana, at Indianapolis, instructs the jury to return a verdict in favor of ERPI in the suit instituted by Henry Muller, Anderson, Ind., exhibitor, alleging restraint of trade, monopoly and violations of the Clayton Act. The action, originally started October, 1930, against ERPI, Fox, Universal, UA, Pathé, RKO and Tiffany, sought \$600,000 damages.

**DAVID O. SELZNICK** will make no more than 18 new pictures under the terms of his new RKO contract, which runs until February 28, 1934. Other Radio releases will be made by independent units at Pathé. B. B. Kahane is expected to open negotiations at once for additional product produced by independents.

**THREE MAJOR FILM COMPANIES** give formal approval of the new standard exhibition contract and National Appeal Board. Fox will put contract in force February 1, and MGM and Educational-World Wide plan to make it operative February 15. Paramount expected to follow shortly.

**JOSEPH SINGER**, theater operator in Peckskill, N. Y., testifying in the Quittner-Paramount case in Federal Court, New York, charges Loew with buying all available product in that city and leaving him without ample films. Similar testimony given by E. Thornton Kelly, operator of the Grant-Leg at Palisades, N. J., and active in the affairs of Allied Theaters of New Jersey. Illness of Butler Graham, counsel for Quittner, is temporarily holding up further hearings in the trial.

**ALLIED LEADERS**, meeting for an informal discussion in Washington, agree studios are turning out better product than hitherto. In a consensus on companies turning out best quality product, from a box-office standpoint, Warner-First National receives first rating; Paramount, second; MGM, third, and Fox, fourth; followed by Universal, Columbia, World Wide, United Artists and RKO. Date of regular meeting of Allied board, which was to have been held last week, will probably be called about January 15.

## PRODUCTION

Robert T. Kane, in charge of foreign production for Paramount, sails for the Joinville studio, near Paris, to resume his duties, setting to rest reports of his joining Fox.

Marlene Dietrich says her dispute with Paramount, which recently withdrew its suit against her, arose because she believes role assigned her in *The Song of Songs* is unsuitable.

Vivian L. Stanley, secretary of Georgia prison commission, files two suits against Warner for libel in *I Am a Fugitive* film, seeking \$1,000,000 damages in each instance.

Differences between American producers and Tobis-Klangfilm over istitude given German electricians in territorial agreement signed by American electricians in Paris several years ago will be discussed at a conference in Paris shortly. Joseph H. Seidelman, of Paramount, will represent producers here.

RKO announces release dates on nine features. List includes *Lucky Devils*, January 13; *The Past of Mary Holmes* and *Cheyenne Kid*, January 20; *The Great Jasper*, February 17; *Topaze*, March 3; *The Great Desire*, March 17; *Sweepings*, March 24, and *Our Betters*, March 31.

Cecil B. De Mille, attacking the influence of the bankers on film business, says: "When picture men ran the industry films took in more than they cost. When men not picture men stepped in costs outran grosses. The leaders in the industry are competent enough to pull the business out of its present perilous position."

RKO working on plans to produce two musical pictures of different types. One will be musical romance, with Francis Lederer, of the stage, and other will be a full-length musical comedy by Louis Brock.

Sam Machnovitch resigns as secretary of Educational.

MGM will produce from 20 to 30 films in Italy, and a similar program is scheduled for France. New Paris studio will be ready in several months.

William V. Collins, in charge of Better Business Bureau of New York's financial department, says bureau's complaints concerning fraudulent film company stock cases are practically nil.

Fred S. Meyer, president of MPTO of Wisconsin, expresses commendation for

courage and industry of Hollywood producers in continuing to turn out product at same pace as last year despite fewer open theaters and smaller audiences.

Lester Cowan, executive secretary of Academy of Motion Picture Arts and Sciences, predicts total savings for producers and distributors of several hundred thousand dollars a year as a result of standardization of reel lengths to 1,700 feet now being effected under Academy's sponsorship.

Paramount has production dates scheduled on 25 features between now and May 22 in addition to half a dozen features just launched.

MGM will start production shortly on four stage adaptations. They are *The Debt Passes*, *Turn to the Right*, *Another Language* and *Reunion* in Vienna.

Eyes of industry are directed on Jesse L. Lasky, B. P. Schulberg, Charles R. Rogers and other producers operating their own units. Caliber of their pictures will guide other major companies in considering feasibility of decentralizing their production control.

## CHICAGO EXHIBS

*Maedchen in Uniform* returns to Chicago January 14 and will be shown at the Roosevelt (B. & K.) Theater at popular prices. The picture was recently shown at the Apollo at \$2 top.

Al Jolson did a midnight show at the Chicago Theater January 4, the first midnight show B. & K. have ever given on other than Saturdays or holidays.

Nat Sobel, who managed the McVicker's Theater for B. & K., has been transferred to United Artists, since B. & K. relinquished their lease on McVicker's. *Smith's Thrill* and *Trouble in Paradise* apparently are among the most popular pictures in the neighborhood houses just now, each showing in 21 houses the past week.

Enlaban & Kats are negotiating for personal appearances of the artists taking part in the Chase & Sanborn broadcasts. These include Eddie Cantor, Rubinioff and Jimmie Wallingford. Whoopie, in tabloid form, will open at the Chicago Theater January 13.

The Cinema Theater had an exhibition of paintings by the ambidextrous Swedish artist, Signe Palmblad, last week in connection with the showing of a Swedish tale.

At least 14 movie houses here are using vaudeville acts one or more nights a week. Others are using an act occasionally. Probably half of the acts used are from the radio.

## NEW FILMS

*Goethe's Great Love* (German silent picture, with German songs and English titles). Story concerns the romance between the young Goethe and Friederike von Besenheim. Acting is good, photography is first rate and the synchronized music helps immensely.

*Frisco Jenny* (First National). Ruth Chatterton, Louis Calhern and Donald Cook. Miss Chatterton in a new version of the *Madame X* role that originally put her over in pictures. It's the *Madame X* story all over again, Miss Chatterton playing a red-light queen who is tried for murder and prosecuted by her own son, who does not know her. Familiar stuff, but Miss Chatterton's performance makes the picture interesting.

*The Mummy* (Universal). Boris Karloff, Zita Johann, David Manners and Arthur Byron. Another attempt at a spine-shaking horror picture, with Karloff as the bogy man. The picture, however, drags and does not quite hit the mark, despite a fine characterization by Karloff and the good direction and photography. Karloff, the horror angle and the title should draw if exploited properly, altho the film itself is only fair.

*Laughter in Hell* (Universal). Pat O'Brien, Merna Kennedy and Gloria Stuart. Following the new chain-gang story cycle, this one makes only so-so entertainment. It is a picturization of Jim Tully's novel and far inferior to *I Am a Fugitive*. Photography is excellent in spots, but the story moves slowly and its too realistic details detract rather than aid interest. Timeliness of subject is the picture's main virtue.

*The Billion-Dollar Scandal* (Paramount). Constance Cummings, Robert Armstrong, James Gleason, Frank Morgan, Warren Hymer and Irving Pichel. An unconvincing story about a big swindling oil deal being exposed by an ex-convict and a crusading editor. Dialog is snappy and Armstrong gives a swell performance, helping to make the dull plot somewhat interesting. Just a fair program picture.

*Men and Jobs* (Soyuzkino Productions). Russian talkie, with some English dialog and all-English titles. Propaganda film glorifying the machine and telling how the gigantic Dnieprostoy dam was built two months ahead of schedule. As Russian pictures go, this one is above average.

*The Unwritten Law* (Majestic). Mary Brian, Greta Nissen, Skeets Gallagher and Lew Cody. A melodrama involving murder and suicide on the high seas and a movie company on location. Direction and acting are only fair, and the story hardly holds close interest. Fair program film.

*Capitadee* (Fox). Clive Brook, Diana Wynyard, Ursula Jeans and a large English cast. Noel Coward's London stage hit made into an impressive, spectacular and beautiful film. Story concerns two British families, one aristocratic and the other its servants, and follows them thru an entire generation. It's a spectacle film, punctuated by highly dramatic large-cast scenes and fine acting all around, the story itself holding close interest thruout. Properly exploited, this one should draw big grosses.

**THEATRE EQUIPMENT NEW & USED**

MOVING PICTURES, SHOWBOARDS, SOUND EQUIPMENT, OPTICONS, FLOORS, GRASS, SPOTLIGHTS, STAIRS, W. P. GENERAL CERTIFICATE, 1875, REFLECTORS AND LAMP, SERVICE, VENTILATING, LIGHT, CURRENT, FILM COUNTRY, THEATRE, BARRICA, LAMP AND REFLECTOR.

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# RADIO-MUSIC

Conducted by M. H. SHAPIRO—Address Radio, Music and Orchestra Communications to 251 W. 42d St., New York City.

## Free Radio Shows on Coast Attract 15,000 Each Week

*Seven big programs of one-hour duration are drawing tremendous crowds at studio auditoriums—one sponsor donates passes with gas purchases—theaters up in arms*

LOS ANGELES, Jan. 7.—More headaches for the theater interests were added this week with the beginning of two more free show programs over radio stations. First, the *Happy-Go Lucky* hour, a presentation of the 12 stations of the Columbia-Don Lee chain every afternoon from 2 to 3, started at the KHJ studios Tuesday. Feature has originated in KPRO, San Francisco, for the last four years and is presented five afternoons a week. The public is invited free and the first day 11:30 o'clock, altho the program was not announced to start until 2 o'clock. People began arriving at 9 a.m. and hundreds were turned away. Extra elevators were placed into service to get the crowds up to the second floor studios.

Other new free show starting this week was the *Gilmore Oil Circus*, sponsored by the Gilmore Oil Company of California and broadcast over all NBC Coast stations from KFI. Oil firm has leased the 1,400-seat Beaux Arts Theater for each Friday night and is admitting the public for the broadcast—one person free for each 10 gallons of Gilmore gas purchased. Feature, heretofore a half-hour program, has been extended to an hour and will use extra vaudeville acts weekly to augment the regular staff talent. Present group of artists are all ex-vaude people and include Duke Atterbury, Ken Gillum, Paul Taylor's Quartet, Lawson's Negro Male Chorus, Marcy Klauber, Ra'oh Scott, Al Gayle, Little Joe Warner, Bob Burns, The Three of Us, Helen Handin and Genie Noble.

In addition to the two new programs there are now five other radio shows being presented each week to which the public is admitted free and which are hurting the neighborhood theaters as well as the downtown houses.

Foremost of the others is KPWB's *Hijinks* program on Sunday night and *Big Show* on Wednesday nights. Both programs are presented on the sound stages of the Warner Bros. picture studios on Burbank which can accommodate almost any size audience. Recently the *Hijinks* was presented at Warner's de Luxe Western Theater with no "admish" charge when house was dark between pictures.

In addition to these KFI offers a *Fun Factory* program on Monday nights to which the public is urged to attend. KHJ presents a one-hour *Merrymakers* program on Sunday evening that always draws a thousand people and KTM offers a *On With the Show* revue to which the public is also invited.

In all these free shows at radio stations are drawing in the neighborhood of 15,000 people weekly, and in a number of cases directly drawing them from theater attendance, with the result that dozens of theaters in the metropolitan area are up in arms over the wholesale distribution of free entertainment by the radio stations.

### KFPY Prepares for Telly

SPOKANE, Wash., Jan. 7.—Station KFPY, making extensive studio alterations, is including arrangements for television broadcasts as soon as such become practical. Alterations will be completed by January 16. Included in the equipment arrangements will be preparations for originating and rebroadcasting the look-and-listen programs. KFPY is tied in with the Don Lee and Columbia systems. Tom Symons is owner and operator.

### Ashley Joins Agency

NEW YORK, Jan. 7.—Arthur H. Ashley has joined Alfred J. Silberstein, Inc., advertising agency, as vice-president in charge of the radio department. Ashley was formerly with the William Morris offices for some time.

EARL BRANES and his orchestra, who have been playing at Rainbow Gardens, New Orleans, have moved to Paradise Beach, near Pensacola, Fla., for an extended engagement.

### Mills Bros.' Earnings Pass \$200,000 Mark

NEW YORK, Jan. 9.—Statistics compiled by Columbia Broadcasting System statisticians are to the effect that the Mills Brothers, who sprang into radio fame overnight, have earned more than \$200,000 since their debut over the CBS network, taking into consideration vaudeville, pictures and phonograph records. Debut was made on WABO in October, 1931.

Four brothers have played 55 out of the last 60 weeks in vaudeville and picture houses and the CBS artist bureau believes this is an all-time record, considering that the quartet played its first theater date within a month after it hit the network; others have played around the theaters for years before setting such a pace.

### Karl Knipe Joins CBS

NEW YORK, Jan. 9.—Karl Knipe has been appointed sales manager of the Columbia Broadcasting System, having been taken on by H. K. Boice, CBS vice-president in charge of sales. Altho new to radio, Knipe has had wide experience in selling, promotional work and advertising. Starting on *The Philadelphia Evening Bulletin* editorial staff, he subsequently went to the advertising and agency field and at one time was with the J. Walter Thompson agency.

### "Easy Aces" 4 Years To Their Sponsors

NEW YORK, Jan. 9.—Lavoris Company renewing its contract with the Columbia Broadcasting System brings to light the fact that Goodman and Jane Ace, doing the *Easy Aces* program, have been signed to a four-year contract by this sponsor. The duo, presenting their comedy on American home life, will be heard earlier in the evening after January 28. Going on now in the East at 10:15 p.m., they will be heard after this date at 8 to 8:15 p.m.

## New Writer-Publisher Contract Is Finally Accepted and Printed

NEW YORK, Jan. 9.—New official form of standard contract between the writer and the publisher has been definitely endorsed by all parties concerned, namely, the Songwriters' Protective Association, the American Society of Composers, Authors and Publishers and the Music Publishers' Protective Association.

Contract, while it is being accepted by all hands, is said to not exactly be pleasing to some of the publishers, but in order to avoid continuous squabbling and get the matter to a head those who believe further revision is necessary are overlooking these differences in opinion. One legal-sized sheet of paper, both sides utilized, contains the entire agreement between the writer and publisher, while an additional sheet is the new standard form of royalty statement that the publisher is to render each writer.

Altho the chief object of the contract was to obtain a better break in royalties,



HARRY RESER, whose *Clicquot Club Eskimos* have been renewed again by the sponsor to start a new series January 23, when the program in new setting switches to the NBC-WJZ network from WEAF. It is the oldest continuous network broadcasting group extant. The familiar banjo orchestra strains will be augmented with additional strings for a softer and fuller type of music.

### Roark Bradford's Yarns Dramatized for CBS Run

NEW YORK, Jan. 9.—Roark Bradford's Negro folk legends will be heard on a new Columbia Broadcasting System series of sustaining programs beginning January 15.

The series built around the "John Henry—Black River Giant" and will be on each Sunday night. Juano Hernandez, of "Foggy" fame, will head a cast of eight, to which artists may be added on occasion.

Rose McClendon, colored actress, will have the feminine lead.

### WLW Inaugurates a New Program Angle

NEW YORK, Jan. 9.—New York offices of Station WLW, headed by J. Ralph Corbett, representative, will inaugurate a new angle in program planning today when a meeting of an advisory committee of an important sponsor is held in the Far East Room of the Hotel Vanderbilt.

Program planned is along the lines of "March of Time." Editors and radio editors of 35 well-known publications are being invited to attend. Mr. Corbett spends about one day a month here and the rest of the time in Cincinnati, where all artist selections are handled.

## Los Angeles Notes; CBS Reaching Asia

LOS ANGELES, Jan. 7.—The regular audience of CBS now extends to Asia, according to Dick Evans, publicity director of KSL, Salt Lake City. Recently the new 50,000-watt drew favorable comment in *The Japanese Advertiser*, published in Tokyo, and *The Home Journal*, of Melbourne, N. Z.

After a week's huddle from Anson Weeks and his orchestra in New York, NBC is featuring Johnny Hamp and his orchestra over the Coast-wide network each Saturday night at 9:30-10 P.M. Program originates at KFO, San Francisco, and is fed to all NBC Eastern stations.

Unknown Hands, Beech-Nut Gum's electrical transcription program, now on 17 Coast stations, is a test proposition for Beech-Nut, inasmuch as it marks the first time the gum firm has tried radio advertising on the Coast. If series "clicks" it means the company will go into radio advertising in a big way featuring individual programs rather than transcriptions.

KFRC, San Francisco, is auditioning talent for its *Blue Monday Jamboree* feature since a number of its star people are now at KHJ, Los Angeles, where the daily *Happy-Go-Lucky Hour* is originating. Period was formerly released from San Francisco and moved south last week, leaving KFRC with a lot of vacancies on its staff. Al Pierce, Norman Neilson, Brother Cal, Tony Romano, Hazel Warner and Maury Amsterdam are (See LOS ANGELES on opposite page)

### Dramatic Sponsor Message

CHICAGO, Jan. 7.—The Pepsi-Cola Company this week began using a new form of sponsor message on its Amos 'n' Andy program, the message being presented in a dramatic form over three days. The subject matter for these brief dramas is suggested by dentists and the continuity approved by two doctors before being released on the air, according to NBC. This innovation utilizes four dramatic artists: Harvey Hays, Art Van Harvey, Bernardine Flynn and Paul Todd.

### Jane Froman in East; May Locate in New York

NEW YORK, Jan. 7.—Jane Froman arrived here from Chicago yesterday with her husband, Don Ross, with the former scheduled to return to the Windy City today, while Ross remains for the time being.

Both are expected to locate here permanently within the next several weeks. Miss Froman's artist managerial contract with the NBC Chicago office has not been renewed, her *Iodent* program having recently gone off the air.

Ross is connected with CBS in Chicago.

### WIBO Moves Into Former NBC Studios

CHICAGO, Jan. 7.—A. E. Nelson, general manager of Station WIBO, has announced that during the coming week the station will move into the former NBC studios at 180 N. Michigan avenue and will occupy practically the entire second floor of the building by increasing the former NBC space one-third to accommodate the executive offices of the station.

This announcement confirms plans for expansion which WIBO made last autumn pending confirmation of its wave length by the U. S. Court of Appeals at Washington, favorable decision on which was handed down last month. The station will, thru this move, be enabled to enlarge its studio equipment, make refinements in technical installation and provide special de luxe quarters for program artists and a model office layout.

To the original 5,200 square feet of the old NBC headquarters is being added more than 1,700 square feet for the station's business offices. A new studio, 18 by 22 feet, is being added to the two formerly used by NBC and will be devoted exclusively to spot broadcasting. An organ room, 10 by 17 feet, with a three-manual organ, also is being added (See WIBO MOVES on opposite page)

# Television

By Benn Hall

## Conservative "Hello"

The greeting extended television at the turn of the new year was cautiously cordial. No wild predictions were made for televiz's immediate perfection. People quoted were generally quite frank and all too willing to grant that television is on its way in, but no one could say when or where it might do. No statements such as William S. Paley, prez of CBS, made some time ago were uttered. Paley said: "I believe television will be in operation on a commercial basis by the end of 1932." But television, unfortunately, is not.

One thing is clear. Despite any and all prophecies, television will not be here until the depression bye-byes and normalcy is approached. This does not mean necessarily that a business uplift will ballyhoo in television. It does mean that many companies are laying low, quietly experimenting, and expecting to continue to lay low until economic conditions start a climb uphill—should they ever. We will not have televiz before general conditions make a change for the better.

## Columbia and Columbia

Columbia University recently sent a letter to Columbia Broadcasting System's W2XAB. And when Columbia meets Columbia—there's generally a story in it. This time Lucy Katz, a future journalist now studying at CU, dropped in at CBS to see if there really was such a thing as television. She discovered that there was—wrote a story about it—and sent us a copy. It was so refreshingly to read something that somebody else wrote about television—something nontechnical and yet quite comprehensive. The piece is far too long to be quoted here, but I am going to post it on the W3XAB bulletin board—I'm sure it will give many televiz artists an idea of what television appears to be like to an observing stranger. Incidentally, Miss Katz enjoyed the whole thing, and her article expresses this enjoyment.

## A Celebration

Ten years ago C. Francis Jenkins, w. k. inventor, televised a picture of President Harding from Washington to Philadelphia. A tremendous event at that time, when radio was still crude, when picking up a program from another city was a sure-fire thriller. Radio's made huge advances since then: television—slow, crawling, timid steps, but we're getting there.

## Boston Visitor

A. M. Morgan, of the Shortwave and Television Corporation, of Boston, visited W2XAB last week. Morgan was especially pleased with the moving sign that makes visual station announcements and which may be used for televising news flashes. Sign somewhat resembles the news bulletin electric light ribbon on *The Times* building in New York at night. Morgan expects to install a similar sign announcer in his Boston station, W1XAV.

## Telling Visions

Grace Voss at W2XAB gave one of the best dramatic numbers I've seen as yet on televiz. . . . last Wednesday night. . . . Simple, almost trite tale of a woman at her first prize fight. . . .

**EDDY--BURTON**  
AND THEIR ORCHESTRA  
11th Consecutive Week  
OVER STATION WOR  
STEBENS TAVERN  
NEWARK

**EDDIE and RALPH**  
SISTERS of the  
**SKILLET**

Featured on Armour Hour NBC  
—9:30 P. M., E. S. T.  
Coast to Coast.  
NBC ARTISTS' BUREAU

Without the use of props or other devices Miss Voss put on a solo-woman show that held one's interest to its finish. . . . An example of the type of material and playing that will click on television even in this experimental stage . . . something every other dramatic act should study. . . . Levine Radio Electric Company, of Des Moines, supplied many State fairs last year with their televiz equipment. . . . Here's a large field for alert manufacturers. . . . W9XAL, Kansas City, Mo., offers radio-televiz technical course, \$345. . . . Let's watch to see how the fireworks at Radio City will affect television's status there.

## Air Briefs

By JOE HOFFMAN

Among new accounts signed by NBC last week were Spratt's Dog Foods, once upon a time on CBS network and more recently on WOR, which will join the NBC-WJZ chain on January 30. Benjamin Moore & Company commenced a series of programs for 26 weeks over the WEAF network January 3. Worcester Sait Company engaged Station WJZ only for 18 weeks, from January 7, featuring Paul Victorine's Orchestra. Thomas Cook & Sons will sponsor a series of travel talks by Malcolm La Prade over WJZ beginning February 12. Borden Company renewed with NBC for another 26 weeks on Saturdays and another 52 weeks on Wednesdays.

CBS has signed the Tangee Cosmetic Company, which commences a series of bi-weekly programs, Tuesday and Thursday, January 17. Will feature Keller, Sergeant and Ross. Socony Vacuum Corporation goes on CBS, beginning January 27, for 52 weeks with a program to be called *Inside Story*, a script with incidental music. Kolynos, sponsoring *Just Plain Bill* on WABC only, will use the CBS network, beginning January 17.

Vick's Vaporub, which started on the CBS network last Wednesday with the *Romantic Bachelor* programs, signed its CBS contract only the preceding day. . . . Frederick William Wile Sr., CBS political analyst, confined to his bed with gripe and can't leave his Washington home. . . . Arthur Tracy, now vacationing, begins his CBS sustainings January 14 and will be heard each Saturday and Sunday. . . . The Boswells launch their CBS sustainings January 18 and will also be aired twice weekly, each Wednesday and Saturday. . . . Tydol Jubilee, on CBS, shifted its talent, formerly consisting of the Three X Sisters and Paul Specht's Orchestra, to Dolph Martin's Orchestra, Claire Willis and the Travelers Quartet. Entire production by Rocke Productions, Inc. . . . CBS claims that it beat NBC on the announcement of Calvin Coolidge's death. CBS announced it at 1:58 p.m. and NBC at 2:10. . . . Andrea Marsh, featured songstress with Ted Weems' Orchestra, is making quite a hit via the airwaves. . . . Three X Sisters booked by Warner for Washington the week of January 20. . . . Ray Perkins m. c'd. the special inaugural program for the opening of the Automobile Show Sunday night over WJZ. . . . Mildred Bailey, who is part Indian, has been awarded a land grant in Idaho. . . . Morton Downey has been booked into the Ritz, Elizabeth, the week of January 17. He will remain at the Central Park Casino indefinitely. . . . Tommy McLaughlin has a repertoire of over a dozen songs in Gaelic. . . . The wife of one of Jack Denny's musicians gave birth to a boy, and Denny presented them with a crib made out of a large bass fiddle. . . . Jack Fulton pals out with his p. a., Ed Dukoff. . . . Johnny Marvin just finished counting the 7,000 cards he received from fans. . . . Some gagster sent Cliff Hall Jack Pearl's straight man, three copies of Baron Munchausen and Hall gave them away to whoever was present at the time. . . . Gordon Graham, one of the CBS Funnyboners, was operated on for sinus last week, but continued singing with the trio as usual. . . . Carson Robison, who is heard with his pioneers on the WEAF network, is the son of Bert Robison, cowboy fiddler of Kansas. . . . Earl Ferris, Harry Rose's p. a., states that Rose runs two miles every morning near his home in Pelham, N. Y., to keep in condition, but fails to state that Rose is forced to do this to catch his train mornings. . . . Leo Reisman is of the opinion that some scientific way ought to be devised to measure the entertainment value of broadcasts. . . . Lennie Hayton, musical director for the new Chesterfield series, made 18 special arrangements for the new series. . . . Frances Langford is being featured over WJZ with the Jesse Crawford organ

## Gracie Won't Find "Brother" at NBC

NEW YORK, Jan. 7.—Rather brilliant idea that emanated from the J. Walter Thompson agency is not so hot with John Royal, program director of National Broadcasting System. The "idea" was to have Gracie Allen, of Burns and Allen, find her lost "brother" thru the medium of visiting and guest-starring on several important programs, networks and indie stations, particularly on the periods sponsored by the agency's clients, Burns and Allen, of course, are on the Robert Burns program.

Seems that CBS publicity department whispered the plan to radio editors of the dailies, altho the agency wanted the thing to proceed as a surprise to the listeners. One paper printed the idea in part, and when John Royal discovered that another network's artists were appearing with Rudy Vallee last Thursday, he put up a decided howl. When Gracie mentioned her lost "brother," the control room did a temporary fadeout, with the result that if Gracie finds her relative it won't be in the NBC studios if Royal can help it. Future visits are out. In the meantime smaller stations are not hiding their disregard about the lost one, but admit they won't pass up a chance to play the team for nothing.

periods. . . . George Price returned from a trip to the West Indies sporting a coat of tan. . . . Gertrude Thomas has started a sustaining period over WGV, being heard three times weekly, singing low-down blues.

## LOS ANGELES

(Continued from opposite page)

ones KFQC is seeking to replace. Bud Edwards has been appointed librarian for KFI, succeeding Ruth Clark, who goes to RCA Victor's Los Angeles office in the production department. Edwards was with KFI prior to Miss Clark's arrival.

When Carlos Molino's Spanish Orchestra left the Biltmore last week KHJ and the Don Lee stations were left without any local dance bands. KDB, Santa Barbara, was pressed into service and is now supplying Frank Greenough and his orchestra each evening. Presentation marks first time KDB has produced for the chain of 12 stations.

Tom Brenneman has resigned as station manager of KFAC, Cord station in Los Angeles. No successor has been appointed.

Paul Roberts, staff artist at KFI, claims the world's record for a long-time "radio crush" admirer. For more than nine years Roberts has been receiving letters almost daily from his recent feminine admirer, and each Christmas receives valuable gifts. This year it was pretty silk underthings and plenty of them.

KNX, Paramount pictures station in Hollywood, has Peter G. Crotty preparing a serial along the lines of *Once in a Lifetime* and entitled *Hollywood Daze* to start over the station at an early date. Stories will deal with a couple of boys playing extras at the various studios.

Edwards Mortuary program over KFI has the unique feature of originating at two different places at the same time. Organ, located in the Mortuary, and the two violins, male quartet and piano in the station studio, are blended and broadcast as one.

Skippy Fleming is the new orchestra conductor for the *Happy-Go-Lucky Hour* over the CBS. Fleming was formerly with Stanley Smith and his orchestra at the Los Angeles Biltmore.

## WIBO MOVES

(Continued from opposite page)

to the existing facilities. Technical equipment is being installed on a special plan devised by WIBO's engineers, which will provide control from three points. The engineers also are improving the ventilating system.

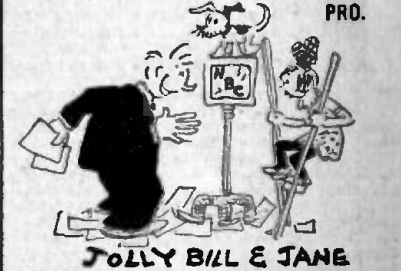
The station is giving up its offices on Wacker drive and will concentrate all its activities at the new studios. The existing studio arrangements in the Chicago Theater for Balaban & Katz direct broadcasting will continue as they are. WIBO putting on the B. & K. programs from the theater direct. WIBO has taken a five-year lease on its new headquarters at undisclosed terms. H. O. Trench representing the Lake-Michigan building in the negotiations.

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### Whiteman Concert Set for January 25

NEW YORK, Jan. 7.—Paul Whiteman's next concert, the second of the current season, will be held at Carnegie Hall January 25. Program will include *Night Club*, by John W. Green, which comprises six impressions for orchestra with three pianos. Furde Grofe's recently completed *Tabloid* will have its premiere performance, the four movements being *Running the News*, *Sob Sister*, *Ballyhoo* and *Going to Press*.

Another first performance will be that of *Land of Superstition* from Africa, by Bill Still, colored composer and arranger. Two movements from Grofe's *Grand Canyon* suite will follow, and the third of the first performances will be Louis Alter's *A Harlem Nocturne*. Concert in Jazz, by Robert Braine, while *Tales From the Vienna Woods*, a modern arrangement of the Strauss waltz, completes the present lineup. Several novelties will also be introduced.

By coincidence the date set conflicts with other affairs, including Walter Damrosch's concert for the unemployed at Madison Square Garden. Last concert date set by George Engles, NBC artist service head, battled the Peacock Ball at the Waldorf and the Canzoneri-Petrolilli fight.

### Eppinoff Returns to Bismarck

CHICAGO, Jan. 7. — Ivan Eppinoff, young Russian violinist, whose orchestra has become a favorite dance band of society crowds here, opens a return engagement at the Bismarck Hotel January 17, replacing Art Kassel and his "Kassels in the Air," who go on tour for MCA. Eppinoff was engaged to play for the smart Bal Tabarin crowds after leaving the Bismarck and his programs over WMAQ resulted in a large radio fan following. He will again be heard over WMAQ and an NBC network.

## Orchestra Notes

By BILL SACHS

**CLOSING OF THE** Chamberlin Hotel, Old Point Comfort, Va., last week necessitated the switching of Benny Moten's Orchestra, scheduled to play there, to the Warwick Hotel in Newport News, Va. The Warwick is using a floor show, featuring the Three Ink Spots and Mary Nixon, torch singer.

**MICHAEL BONNELLI** and his orchestra have opened a series of engagements at the George Vanderbilt Hotel, Asheville, N. C. Bonnelly's band will be a principal attraction at the Saturday night club at the George Vanderbilt and will also appear at several outside locations during the winter season.

**CLARENCE REYNOLDS**, former organist at the City Auditorium, Denver, is now solo organist at the Ogden Theater, that city.

**LLOYD SNYDER** and his orchestra played the governor's inaugural ball at the La Fonda Hotel, Santa Fe, N. M., New Year's Eve. Booking was arranged thru Taft Schreiber, of the Los Angeles MCA office.

**EARL BURTNETT** has left Los Angeles for Chicago to organize a new orchestra to open at a Kansas City hotel. The old Burtnett band, which broke away from Burtnett while at the Mark Hopkins, San Francisco, recently, opened at the Biltmore Hotel, Los Angeles, New Year's Eve, with Jess Kirkpatrick leading. Band replaced Stanley Smith and his boys, who have been featured for the last 10 weeks.

**ALBERT A. LEVY** has been elected president of the Musicians' Mutual Protective Union, Local 174, American Federation of Musicians, New Orleans. (See ORCHESTRA NOTES on page 21)

### Sosnick for Chi GM Exhib

CHICAGO, Jan. 7.—Harry Sosnick and his orchestra have been engaged thru MCA to furnish music for the General Motors annual exhibit at the Stevens Hotel during the week of January 28 to February 4. Sosnick, composer, pianist, arranger and director, will present the same orchestra which has been featured on the "Parade of Melody" broadcast each Sunday night over the Coast-to-Coast network of Columbia stations from Chicago.

### Kennaway Booking Chi Spots

CHICAGO, Jan. 7.—Kennaway Attractions is starting off the new year with some 15 orchestras, many of them quite well known, playing some of Chicago's choicest spots, and officials of the firm are well pleased with the outlook for the year.

Among Kennaway's best-known bands now playing Chicago are Charlie Agnew, at the Prolics; Mark Fisher, at Edgewater Beach Hotel; Don Pedro, at Terrace Gardens; George Devron, at Stevens Hotel; Sweet Hogan, at Beach View Gardens; Clyde McCoy, at Drake Hotel, and Dana Russo, at Canton Tea Gardens. Playing single engagements around Chicago are Jack Chapman, Lew Diamond, Johnnie Jack Chapman, Art Peterson and Joe Roberts, Carl Moore is on tour; so also is Dell Coon, while Johnnie Burkhardt is at the Brown Hotel, Louisville.

CHICAGO, Dec. 31.—Devoting almost a lifetime to one occupation is a distinction possessed by F. L. Dalheim, one of the heads of the Dalheim Company, printers, lithographers and engravers of musical scores. During his 40 years of active work in the business Mr. Dalheim has encountered almost every problem that could possibly arise. His suggestions and help have proved invaluable to many of his customers.

## Ballrooms

By BILL SACHS

**SAN ANTONIO, Jan. 7.** — Danceland Ballroom has been featuring Wardell and his 11 Black Diamonds. The dancant is operated by Dock Shaw. Joyland, a newly opened dancant on Austin street, is now billing Jerry McRae and her Rangemates. Irving Rose and his Orchestra is set for the winter at the ballroom atop the Hotel Plaza. Combo is heard over KTSa.

**SOUTH BEND, Ind., Jan. 9.** — Les Shepherd and his orchestra furnished the music New Year's Eve at the Palais Royale, South Bend. On New Year's Day and January 2 Hal Denman and his band supplied the dance music.

**SMITHVILLE, Tenn., Jan. 7.** — Edward (Eddie) Bethell Jr., erstwhile showman, who took over the management of the Seven Springs Hotel here last spring, has made plans for the construction of a large ballroom to take up the entire second floor of the hotel. The dancant is expected to be completed in time for the opening of the season here May 15. Bethell will feature traveling orchestras and floor attractions.

**PORT WAYNE, Ind., Jan. 7.** — The Lincolndale Ballroom, Northwest of Fort Wayne, is one of the most popular dance resorts in that vicinity. Emil Sanders is owner and manager. Dances are held on Saturday, Sunday and Thursday nights. Traveling and local orchestras play the spot.

**AUBURN, Ind., Jan. 7.** — Forest Winters and his 11-piece outfit furnished the New Year holiday music at the Silver Moon Ballroom, located three miles (See BALLROOMS on page 21)

## Night Clubs

**PROLICS OAPE**, 13th street and Causeway, Miami, opened New Year's Eve with a gala floor show and Joe Reichman and his Music, with Dave Harmon as guest conductor.

**THE CARLING HOTEL** supper club, Jacksonville, Fla., which opened December 26, is getting a big play from dog-track devotees and others. Pierre Dale's 11-piece band, featuring Wally Jackson, and the floor show have merited nice raves from local dailies. Ann Burrell, blues singer, and Juanita Paskell, dancer, are on the current bill.

**THE MONTMARTRE**, New Orleans, opened December 30. The night club is housed in the building formerly occupied by Fabucher's Rathskeller. The Montmartre strives to live up to its Parisian name. Decorations are in black and silver, relieved by red lanterns, and with the costumes of its "Apaches," playing under the baton of Johnnie Miller, affording a striking bit of color. General outlines of the old rathskeller have been preserved, with a new dance floor erected in the middle of the huge room. The club is being operated by L. M. Steinberg and Harry Frank, both of St. Louis, with L. E. Babcock as manager. Billy Thomas is master of ceremonies. The entertainers were recruited locally.

**THE SILVER SLIPPER** Supper Club, Miami, opened Christmas Eve. It is under the management of Miami residents and is planned as a year-round club. Marnie Gates and his orchestra supply the music. Don Lanning is master of ceremonies.

**KARYL NORMAN** announces a new floor show entitled *Hollywood Parade* for his La Boheme night club in Hollywood. Norman will be featured in a new impression of Joan Crawford in *Rain*. Charles Gaylord and his orchestra have been signed to furnish the dance music with the opening of the new show.

**HARRY JAMES** had a gala opening for his Studio Club, New Orleans, recently. Among those that helped Harry open the club were Dorothy Dell, Bill Coker, George McQueen, Mary Lee, the Terrell Redheads, Henry Halestead and his band Johnny DeDroit and his band, Tom Hill, Phyllis Hunt, Winnie LeBlanc, Freddy Bernard, Salvatore Roman and Louis Scribes. Harry has an interesting show, including Bella and Verda Stone, Tessie Hayes, Dorothy Ryan and Tony Bellini (See NIGHT CLUBS on page 21)

## PROGRAM REVIEWS

### Chesterfield Programs

Reviewed Monday, Tuesday and Wednesday 9:15 p.m. Style—Stagers and comedians. Sponsor—Liggett & Myers Tobacco Co. Station—WABC (CBS network).

In the new Chesterfield lineup Ruth Etting is the only holdover, going on Mondays and Thursdays. Tom Howard and George Shelton, with Elizabeth Bartels, singer, do their stuff Tuesdays and Fridays, while Bing Crosby is heard Wednesdays and Saturdays. Monday evening Miss Etting was her usual pleasing self, singing several slow-tempoed ballads, including new and favorite tunes. In excellent voice, she was heard to better advantage than ever. Lenny Hayton and Orchestra did the accompaniments and revealed an excellent combination of picked men. His style, however, proved to be slow and sweet, offering no contrast to the singing of Miss Etting. While this may be in keeping with the sponsor's idea of a program that satisfies, it would seem that a hot number by the orchestra would have been more appropriate.

Tom Howard, comedian, originating in burlesque, but of recent years in musical comedy and movies, was heard Tuesday evening, with George Shelton as straight man, and Elizabeth Bartels as the vocalist. Howard and his partner offered a few bits right out of burlesque and did very well, but nowhere near the point they are capable of and will, no doubt, reach. Howard on the radio corresponds to the dead-pan comic of the stage. It seems that he should catch on easily enough, but in this particular broadcast the duo did a bit of odd-job stuff, stalled a little unintentionally since it is their radio debut, but wound up on time by a hair's breadth. This resulted in the final gag being lost to some extent. But it is plainly evident, with the wealth of material at Howard's disposal, the team will build powerfully. Miss Bartels offered *Fit as a Fiddle*, which she did very nicely. Band obliged with incidental music and accompaniments.

On Wednesday night Bing Crosby made his initial appearance and traveled along in laudatory style, in good voice and pleasing tunes. As in the case with Miss Etting the Hayton Orchestra obliged with a slow tune, *Let's Put Out the Lights*, rendered in excellent rhythm, but not in a way that can jazz up a program. However, as mentioned above, the program manager probably wants it that

way. Norman Brokenhire, announcer, who has been handling the periods for some time, is now doing the sales talks as well as having been given free way in this respect. And he handles the commercial credits in marvelous style. In the new setup Chesterfields have at least sufficiently diversified programs, as against the former lineup of all singing periods, and the talent is such that there should be no slippage. M. H. S.

### Downey and Novis

Reviewed Wednesday 9:30-10 p.m. Style—Musical romance. Sponsor—John H. Woodbury, Inc. Station—WJZ (NBC network).

The peculiar but probably clever idea to book two w.-k. tenors on one program is in itself sufficient to attract die-hard turners to the opening period, which is half the battle won in many cases. Those who have been harping on the "battle of the tenors" gag were no doubt sorely disappointed that a free-for-all did not develop before the end of the broadcast. "Battle of the tenors" hell, it wasn't that kind of a show at all, but an ingenious script revealing a romance in Vienna, wherein the old Count finds his old flame more lovely than ever and presses his suit, ever trying to find out how come she is still so beautiful. This duo weave in and out of the program, which is interspersed with songs by the tenors and music by the Leon Bolasco Orchestra. At times the talk gets too gushy and is not exactly clear, but the basic idea is good and in keeping with the product the advertiser wishes to sell.

The introductory remark about the event of the two leading tenors appearing together never having occurred before is quite correct. Morton Downey heralded each of his songs with his whistling feat and offered the lighter ballads, while Donald Novis came in less frequently with selections from *The Merry Widow* and Kreisler's *Old Refrain*. The orchestra handled the accompaniments nicely and obliged with the incidental music on the Viennese order. Theme song done by Downey was *Loneliness*. An imaginary trip to a Vienna skin clinic is worked in nicely.

Sales talk was to the effect that request for samples be sent direct to the concern's Cincinnati offices only and apparently there will be no slippage in checking the program's pulling powers. Since the appeal is mostly with the women in mind, the entertainment value seems to be okoh. M. H. S.

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PROVINCETOWN

Beginning Tuesday Evening, January 3, 1933

FANTASIA

A modern drama by John Edison Fillmore. Staged by Donald Lamotte Hathaway. Settings by Bernard Frank Brooks. Presented by the Provincetown Playhouse Guild.

ACT I

Wendell K. Phillips... Lawrence Menkin... Willton Grant... Frederic Flint... Albert Drew... Charles Brown... Joan Meyer

ACT II

Dorothy Nodine... Sylvia Tree... Grace Carney... Katherine MacDonnell... Sarah Elton Glass... Elaine Eldridge... Max Beck

ACT III

Muri Diamond... Lawrence Menkin... Frederic Flint... Valerie Shinn... Ralph Young... Wendell K. Phillips... Claron Drayd... Wilton Hunt

ACT IV

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

ACT V

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

ACT VI

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

ACT VII

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

ACT VIII

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

ACT IX

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

ACT X

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

ACT XI

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

ACT XII

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

ACT XIII

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

ACT XIV

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

ACT XV

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

ACT XVI

Miriam Treisman... Betty Doyle... Max Beck... Frederic Flint... Albert Drew... Wendell K. Phillips... Claron Drayd... Ralph Young... Max Beck

THE NEW PLAYS ON BROADWAY

LYCEUM

Beginning Monday Evening, January 2, 1933

SAINT WENCH

A play by John Colton. Staged by Charles Hopkins. Scenery by Robert Redington Sharp. Costumes by Mme. Valentine Kaschouba. Presented by Helen Menken.

A Poppy Water... A Man With Twisted Spine... A Boy With Devils... A Man With Wooden Limbs... A Voyager From Caspia... The Duchess Icaro of Barabala... Her Child

ACT I—Ten o'clock of an Autumn Evening in the Home of Councilman Nikola. Inside the Walled Town of Trabia in the Hierarchy of Croatia. The Period is the Byzantine in the Early Part of the Seventeenth Century.

Whether a play lists a character such as Kristian, the Wolf (who is at present to be found in Saint Wench, John Colton's play, presented by Helen Menken at the Lyceum), this irreverent reporter can't help thinking of one of Stephen Leacock's Nonsense Novels—the medieval one, in which the gentlemen bear such names as Beowulf the Bradaw and Rollo the Rumbottle.

Saint Wench, says the program, is "a Byzance comedy" which details "intimate and hitherto unchronicled chapters in the early life of Saint Mara of Trabia."

Mr. Colton's drama, the program continues, was suggested by a Croatian play, Gat Incarna, from the pen of Millman Bergovic. It is possible that Mr. Bergovic (whoever he may be) had an idea to start with.

Saint Wench depicts the struggle between good and evil in the soul of Mara, who didn't know whether she was a good woman who loved evil or an evil woman who loved good.

This, in spite of her expectations, Mara does. At the end of that time she has become something of a holy lady, with Josef's healing powers, for some reason known only to Messrs. Bergovic and Colton, transferred miraculously to her.

This is the ninth production of the Shakespeare Theater, which is, incidentally, now in its eighth week and is at (See SAINT WENCH on page 68)

CASINO

Beginning Monday Evening, January 2, 1933

GEORGE WHITE'S MUSIC HALL VARIETIES

(SECOND EDITION)

With sketches and music by Cliff Friend. Herb Magidson, Irving Caesar, Harold Arlen, George White, Carmen Lombardo and Sam H. Stept. Costumes designed by Charles LeMaire. Orchestra under the direction of Louis Oress. Curtains and materials (in lieu of scenery) by Darius. Presented and staged by George White.

GEORGE WHITE'S DANCING BEAUTIES—Barbara Pepper, Florence Hesley, Betty Alic, Marjorie Haglin, Lita Manor, Lela Manor, Marian O'Day, Beverly Gordon, Kay Michels, Pearl Bradley, Myra Gerald, Rita Mackin, Helen Dell, Nancy Nelson, Betty Sundmark, Dorothy Daly, Pearl Harris, Amy Weber, Jewell Morse, Julia Milton, Sylvia Spencer, Marie Graham, Leonora McDermott, Joan Marsh, Chic Jordan, Eleanor Witt, Peggy Seal, Madeline Lawson, Connie Alderson, Gwen Tremble, Edna Eustace and Dorothy Phillips.

This is supposed to be a second edition of the Music Hall Varieties, but to this observer it turns out to be simply the same old dish with a little dressing. The dressing is the Brothers Howard, replacing the lovely Lily Damita, who didn't do anything much in the first show. The Howards are, as usual, terrific laughgetters, but sandwiched in between Richman and Lahr they are simply wasted.

The show itself isn't anything to go into hysterics about despite the collection of names, and the very fact that White was forced to declare a new deal with this second edition because the first didn't click any too big is proof that even names won't draw without (See GEORGE WHITE'S MUSIC on page 55)

SHAKESPEARE

(FORMERLY JOLSON)

Beginning Thursday Evening, January 5, 1933

MACBETH

A play by William Shakespeare. Directed by Percival Vivian. Costumes by Charles Christie and Company. Scenery built by the Shakespeare Theater (Percival Vivian, producing director, and Julius Hopp, managing director).

Duncan, King of Scotland... Harry Joyner Malcolm, His Young Son... David Fressman Helen, Queen of Manhood... Leslie Austin Donalbain, His Son... Hugh P. Noall Macbeth... Ian MacIntyre Banquo... Charles Dingle Noblemen of Scotland... Curtis Cooksey Lennox... Robert Hamilton Ross... Richard Malbaum Menteth... Howard Bailey Anan... Horace Pollock Fleance, Earl of Northumberland... Ruth Vivian Sward... Charles Dingle Young Sward... Percival Vivian Seyton... Irving Morrow A Doctor... Percival Vivian A Porter... Percival Vivian Lady Macbeth... Agnes Elliot Scott Her Gentlewoman... Mary Bone First Witch... Irving Morrow Second Witch... Herbert Palmer Third Witch... Frederica Goinz Bleeding Sergeant... Horace Pollock First Apparition... Evelyn Byrd Second Apparition... Jacqueline Hoyt Third Apparition... Catherine Ann Carr First Murderer... Howard Bailey Second Murderer... Hugh P. Noall Messenger to Macbeth... Percival Vivian Messenger to Lady Macbeth... Robt. Noack LORDS, LADIES, ATTENDANTS AND APPEARERS... Paul Hirsch, Curtis Goinz, Catherine Carr, Jacqueline Hoyt, Evelyn Byrd, Ruth Outerman, Natalie Childers, Edith Meerson.

ACT I—Scotland and England. ACT 2—Scene 1: A Heath Near Forres. Scene 2: A Park Near Forres. Scene 3: Forres. Scene 4: Forres—The Palace. Scene 5: Inverness—Macbeth's Castle. Scene 6: Court-yard of Macbeth's Castle. ACT II—Scene 1: Forres—The Palace. Scene 2: A Park Near Forres. Scene 3: Forres—The Banquet Hall. ACT III—Scene 1: A cavern. Scene 2: England—Before the King's Palace. Scene 3: Dunstane—A Room in the Palace. Scene 4: The Country Near Dunstane. Music by the Strolling Minstrels.

This is the ninth production of the Shakespeare Theater, which is, incidentally, now in its eighth week and is at (See MACBETH on page 61)

BOOTH

Beginning Friday Evening, December 30, 1932

GIRLS IN UNIFORM

A play by Christa Winsloe, in English adaptation by Barbara Burnham. Staged by Frank Gregory. Scenery from the Joseph Tichener Studios. Girls in uniform by H. Fraulien Von Nordeck, Headmistress.

Excellency Von Ehrenhardt, Manuela's Aunt... Edith Greenham The Grand Duchess, Patroness of the School... Charlotte Walker Countess Kernitz, Court Lady... Ethel Jackson Mistresses: Fraulien Von Bernsburg... Rose Hobart Fraulien Von Gerschner... Edith Greenham Fraulien Von Keaton... Jane Seymour Mademoiselle Alaret... Andree Caron Miss Gibson... Velma Roberts Fraulien Von Alams... Matilda Baring

Manuela Von Meinhardt, Florence Williams Marga Von Rasso... Wauna Lidwell Ilse Von Treischke... Margaret Olver Ilse Von Westhagen... Florence McGee Lilly Von Kaitner... Marcella Abels Ode Von Oldenstien... Lily Marie Kleigard Countess Margde, Lady Jean Anneliese Von Beckendorf... Rose Uedar Mia Von Wollen... Dana Hughes Paula Von Bley... Barbara Hunter Oreta... Jonathan Jones Jose... Charlotte Bilton Maria... Jane Jonson Frau Alden, Ballet Mistress... May Edith Frau Lehmann, the Portress... Hope Landen Martha, Wardrobe Mistress... Clara Thropp Hand Nurse... Jessamine Newcombe Johanna, Chambermaid... Elizabeth Uptegrove PUPPILS—Cathleen Barrett, Sarita Coffyn, Marjorie A. Cushman, June Cox, Olive Cori, Renah Homer, Nancy Hughes, Tonya Jeff, Janet Lyon, Thelma Dyer, Lynn Dyer, Jean MacIntyre, Wanda Perry, Beverly Roberts, Gretchen Rouchelle, Ruth Ryan, Elaine Stagers, Boyna Staff, Joan Tompkins and Elizabeth Townsend.

ACT I—Scene 1: The Reception Hall. Scene 2: The Wardrobe Room (or, the Sewing Room). Scene 3: The Reception Hall. Scene 4: The Dormitory. ACT II (Some Weeks Later)—Scene 1: The Girls' Common Room. Scene 2: Fraulien Von Bernburg's Room. Scene 3: The Girls' Common Room. ACT III (One Morning)—Scene 1: The Sick Room. Scene 2: The Reception Hall. Scene 3: Fraulien Von Bernburg's Room. TIME—Today. PLACE—A Town in the North of Germany.

It may be that some of the edge of Girls in Uniform has been taken away (See GIRLS IN UNIFORM on page 18)

BROADWAY RUNS

Performances to January 7, inclusive.

Table with columns: Dramatic, Opened, Perf. Lists plays like 'Present Father', 'Another Language', 'Anybody's Game', etc.

Abbey Theater Irish Play (return engagement)

Table with columns: Play, Date, Perf. Lists plays like 'Autumn Fire', 'Big House, The', 'Far Of Hills, The', etc.

Civic Repertory Theater

Table with columns: Play, Date, Perf. Lists plays like 'Alice in Wonderland', 'Camille', 'Clay Boy, The', etc.

Shakespearean Repertory

Table with columns: Play, Date, Perf. Lists plays like 'A Midsummer Night's Dream', 'As You Like It', 'Comedy of Errors, The', etc.

MARTIN BECK

Beginning Wednesday Evening January 4, 1933

THE BIG HOUSE

A play in four scenes by Lennox Robinson. Played by the Abbey Theater Irish Players. Preset by Alber & Wicket by special arrangement with the Irish Free State Government. (Special return engagement.)

Alkins... P. J. Carolan Michael... Michael... F. J. McCormick Kate Alocok... Eileen Crowe SL Leger Alocok... Barry Fitzgerald Van O'Neill... Arthur Shields Mrs. Alocok... May O'Grady Anne D... Rita O'Grady Some Young Men... Dennis O'Dea, U. Wright

The Irish Players suffered a lctdown with their production of Lennox Robinson's The Big House. It turns out to be a long-winded and for the most part boring play which might be interesting to those familiar with the political affairs of Ireland during the past decade, but proves to be positively dull to those not up with such politics. And when one is seeking to be entertained one would like a more universal subject. The dialog rambles on and on with no apparent end in sight for long periods. True, the play at times becomes somewhat melodramatic what with sudden pistol shots and house bombings, but these bits of action seem foreign to the story itself and are rather jarring. The acting in all the other plays in the repertory, but even this does not (See THE BIG HOUSE on page 63)

# LEGITIMATE

Conducted by EUGENE BURR—Communications to 251 W. 42d Street, New York City.

## Agent Brown Starts Plenty

*Takes Ambassador and plans new show each week, with opera, concerts, etc.*

NEW YORK, Jan. 7.—Chamberlain Brown, the casting agent and sometimes producer, has again thrown in his gauntlet in the production ring. Beginning January 16 he will give a series of new plays, grand opera, revivals of old-time favorites, vaude on Sunday afternoons and evenings, and plays for children to be shown on Saturday mornings. All this to take place at the Ambassador Theatre.

According to Brown he has for the past month been outlining his plan at various public meetings and made many private addresses to clubs, and at present has received over 2,000 pledges of support from theatergoers. The policy calls for a new production every Monday and if, in the opinion of the subscribers, the show merits it, it will be shown during the following weeks in repertoire. Auditions are going on constantly, according to the impresario, to find new talent in singers, pianists, violinists and harpists. These will be incorporated into musicales on Tuesday mornings and Friday matinees, with a series of grand opera performances on Thursday matinees. All and all it looks like a busy week for the theater.

The direction of the first two plays will be under the wing of Messrs. Leo Flinore and Charles Scofield, while special revivals will have the benefit of Rollo Peters' care. Brown furthermore promises that directors for future productions will be selected from groups worthy of an opportunity to present new ideas to the theater.

All this will be offered to patrons for the low admittance price of \$1 top.

## Hammerstein in Court Again

NEW YORK, Jan. 7.—The Hammerstein family is in the courts again. This time Arthur Hammerstein was directed by Supreme Court Justice Cotillo to show cause January 12 why he and his treasurer, Hugh A. Grady, should not be punished for contempt of court for refusing to obey an order issued last June in a suit by Cecelia S. Breuer against Hammerstein, the Rose Marie Company, Grady and others.

The order was issued in an action in which the plaintiff alleged that she owned half of the stock of the Rose Marie Company, and that Hammerstein had transferred the ownership of the productions from that company to others in violation of her rights. Miss Breuer now charges that the defendants have ignored an order directing them to turn over all the properties of the 21 plays to T. K. McCarthy as receiver for the plays pending trial.

The plays include *Rose Marie*, *Song of the Flame*, *Wild Rose*, *Golden Dawn*, *Ballyhoo*, *Fire Fly*, *High Jinks*, *Katinka* and *Wildflower*.

## Jed Harris Pays Claims

NEW YORK, Jan. 7.—Jed Harris settled several of the contracts arising from failure on his part to do the play *Overnight* within the Equity time limit. Play is by Mildred Harris, sister of Jed, who wrote it in collaboration with Harold Goldman. Among those engaged for the play were Kenneth McKenna, Ika Chao, William Lynn and Georgette Harvey. Underwood Harris never got the third act to suit him.

## Carroll Moves Again

NEW YORK, Jan. 7.—Earl Carroll, who has occupied five different offices in the past year, has again packed up his belongings and now has hied himself and staff to a suite in 7 West 44th street. That makes it from the old Carroll to the new Carroll, to Fifth avenue, to the Manhattan Theatre, to the Broadway and his present spot.

## GIRLS IN UNIFORM—

(Continued from page 17)

by the previous showing here of the German talking picture made from the play; it may also be that the picture has merely whetted the appetites of those playgoers who realized the passion and tenderness of Christa Winsloe's story and who missed the full import of the German dialog. To this reviewer, at least, a tale is more moving, more vital and altogether more interesting when seen in flesh and blood, and there is the added fact that the picture version pulled its punch and failed to face squarely little Manuela's death.

There are faults in *Girls in Uniform* when it is judged as a play. It has long stretches that are, undoubtedly, dull; the interest rests chiefly in the problems presented and not in the play itself, and, at least here in America today, it spends its time tilting with a very ancient windmill. But the tenderness and truth, the passion and consuming fire that Miss Winsloe has injected into her writing so carry away an audience that mere faults in play construction are forgotten. *Girls in Uniform* can hardly be classed as a good play—but it is an exciting and absorbing evening in the theater.

The tale tells of little Manuela, placed in a school in which all the traditions of the old Prussian monarchy are upheld, a small oasis of Junkerism in a republicitized Deutschland. Everything is subordinated to the machine, all hearts wait for that day when the Emperor and his aristocracy will return to rule, all ends are merged in the overwhelming aim of creating girls capable of becoming Prussian women and the mothers of Prussian soldiers. A political theory becomes in practice a religion.

The girls are, of course, held down in every way under a discipline which approximates the soul-breaking routine of the old Imperial army. It is an interesting picture, and, one supposes, true enough and probably prevalent under the old regime, but entirely foreign to us in this particular form. The play stands as an indictment of a system which is, to all intents and general purposes, dead—and it is only by inference and implication that the similar and still-living discipline of church schools is attacked.

Manuela, hungry for love and at an age when it is necessary, finds none of it; instead, she is in the midst of a bleak gray atmosphere of repression. The kits bestowed upon her by her dormitory mistress—a young and lovely girl—fills her starved heart, and she develops what is known in our most nearly similar institutions as a heavy "crush" on the young teacher. It is merely her heart's craving for the love of which she is starved, finding its outlet in the only half-opened channel.

At a party at which, raised to an emotional pitch, she gets tight on the punch provided by the school she blurts out her great love. And the institution, confronted with the situation that it has itself created, is horrified. The headmistress, of course, puts the wrong and obvious interpretation upon Manuela's pitiful harangue, and the girl is condemned to ostracism. The young teacher, realizing the harmless truth of Manuela's attitude and the harmful stringency of the school which may force it beyond its ordinary bounds, tries to soothe the girl, but in the end, and for her own good, she tells her that they must not see each other again. And in the scene which contains most of the play's meat she attacks the head for the repression which causes a natural love-craving to run in so nearly perverted channels. The conversation is interrupted by the news that Manuela has thrown herself from a window to death in the court below.

The production that Sidney Phillips has provided is splendid. Direction by Frank Gregory gives full value to the many emotional overtones and the cast acts beautifully. That last is a further tribute to Mr. Gregory, since the players are all women.

Florence Williams does Manuela with truth, sincerity and a huge amount of dramatic effect. Among the many school-girls, Helen Claire and Florence McOee stand out, the first for a sympathetic portrayal of a sympathetic role and the second for a grand piece of comedy acting. Miss McOee (if it is Miss McOee—the program is rather vague)—had a fat part, but she most emphatically made the most of it.

Roberta Beatty, as the Head, was splendid, and Rose Hobart, as the young

teacher, came thru in the last act to do the best work, so far, of her career. Miscast at the outset, she struggled thru the first two acts, but did a really fine job at the end. Jane Seymour, as the Head's chief assistant, acted like the comedy relief of a mystery meller.

It may only be a windmill at which *Girls in Uniform* tilts—the implications come nearer home—but it tilts passionately and beautifully. It may be rather dull in spots, but it possesses the fire of a fine indignation and the burning, heart-breaking clarity of a very human document. EUGENE BURR.

## American Academy Students Give "Thing Called Love"

NEW YORK, Jan. 7.—Yesterday afternoon the American Academy started this winter's series of trial performances for members of its senior class, giving its new crop of youngsters experience on the stage and a brief season of glamour before it sends them out to face the heartbreaks and defeat that wait for them on Broadway. The opening bill was made up of the first act of *Anna Christie* and Edwin Burke's *This Thing Called Love*.

For one the curtain raiser was infinitely better than the afternoon's chief play. In it Garson Kanin, Helen Wright and Ilya Zorn all did good work and managed to make it sound far better than you'd think *Anna Christie* could sound when presented by the graduating class of a dramatic school. Kanin, faced with the almost impossible job of bringing belief to the George Marion role of Chris, did very well with it, and Miss Wright was grand as Marthy. Allan Stuart and Stanley Gorham also appeared. James Backus did well with a bit.

*This Thing Called Love* suffered terrifically under playing that lost line after clever line, and even on occasion lost entire situations. And, to make matters worse, the uncredited direction would be fortunate if it could be rated on a par with the acting.

John Bryard worked heroically to lend a bit of life and sparkle to the piece in the small part of Normie, but he was sucked under in the general maelstrom. Jean Blakeslee, a fine figure of a lass, showed a surprising lack of acting ability as Ann (a fat part if there ever was one), and Clyde Turner was just as bad, as Tice. Neither of them showed any undue familiarity with the lines.

John Swan did sufficiently, at least, as Harry, and Robert Thomsen was amusing in the easy role of the butler. Helen Thomas, Edith Tachna, Ralph Shipman, Nancy Barnwell and Lorna Volare were also in the cast. There was no chance to see what Miss Volare could do; she was assigned to a walk-on as the maid. EUGENE BURR.

## Stage Society Shows Play

NEW YORK, Jan. 7.—The Stage Society presented as its first tryout of the season at the Times Square Theater a play understood to be authored by Gretchen Damrosch, altho, in accordance with the policy, no one was credited and the play was simply known as Play No. 1. It was staged by F. Cowles Strickland. Only three performances of the production were given, and the audience was restricted to members of the organization and their guests.

Play concerns itself with the rather fantastic idea of a Soviet invasion of the United States and the subsequent happenings. Action revolves mainly around the family of Frederick Gardiner, supposedly wealthy manufacturer and a Russian who has been sent by the Soviet Government to study the automobile business in America. He turns out to be the main cog of a great and ambitious scheme to overthrow the government. The attempt gathers momentum and for a time seems to be successful. Then the author tries to show the falsity of such theories as applied to American life and therein lies the mistake. For had the play simply rested on the showing of the horrors which would arise if such a rebellion would take place the simple melodrama would have been effective enough, but when a sugar coating was given it the play resolved itself into so much hokey.

Consensus of opinion had it that the idea of the play was similar to that of William Bolitho's *Overture*, but greatly inferior to that work. J. M.

## Stage Whispers

By JACK MEHLER

Unless this observer is wrong, things are beginning to perk up in the legit. The casting agents report that they are receiving scripts from producers who are readying shows. The playbrokers declare that the producers are no longer stalling around and that a goodly number of them really have bankrolls. And what really makes it look that all this activity is actually a reality is the report from various scenic studios to the effect that the managers have contacted them for studio times. Added to all this is the news from the Shubert and Erlanger booking offices that advance bookings are being made. So, adding all together it seems to spell a lot of productions.

The usual trepidation on the part of the managers about doing shows right before Lent seems to have disappeared.

The producers claim that, after what they've been thru, religious holidays can't faze them. . . . Sam H. Harris is the latest victim to have been attacked by a gripper. . . . Vivian Cosby has a kick to make against the movies. . . . She claims that she isn't getting any credit for her work on the pictures, *Just a Pal*, *Trick for Trick* and *The Mind Reader*. . . . And the gal is going to do plenty kicking until she gets what she's after. . . . Betty Raskin has dropped her orchestra venture. . . . Harry Bannister's first legit try is costing him a pile of jack. . . . That postponement running up tremendous bill for the stagehands. . . . Frieda Hempel thinks the music in *The Dubarry* is just "wonderful." . . . Anyway, Tallulah Bankhead did. . . . She got Arch Selwyn to sponsor it after Bill Harris Jr. put thumbs down on the proposition. . . . Pat McNutt, who used to do a lot of producing, is now ballyhooing for John Golden and doing a good job of it. . . . Gene Rodney, the author of *Whisper*, which Dick Herndon is doing on dough bankrolled by the author, declared several weeks ago that if he ever wrote a play it never would be a flop. . . . The play wasn't written at that time. . . . Maybe now he isn't so emphatic, in anticipation of the reviews. . . . Rose Albert Porter is vacationing in New England, and Norma Terris is ditto. . . . A popular sport nowadays in legit offices is the rather useless idea of trying to figure out how Max Gordon is liable to make any profits from sponsoring the Coward show. . . . As if that concerns anyone but Herr Max. . . . The most optimistic guy in show business is, was and always will be Marcus Helman. . . . John Colton has finally gotten around to rewriting *Nine Pine Street* for Ray-Hewes. . . . The Ed Davidow office has a commission squabble with Helen Jackson and is serving a summons on her in an attempt to collect. . . . It seems that Helen Menken's show, *Saint Wench*, was angled by the Cabots of Boston. . . . Or, rather, by one feminine member of that illustrious family. . . . The actor that Chet Erskin is seeking high and low for must be on a par with either Paul Muni, Eddie Robinson, Oggle Perkins or either of the Barrymores. . . . The column may be shooting at the moon, but it has it from certain sources or other that Herr Max Reinhardt, the German impresario, who is on the high seas bound for these gold-coated shores, is going to be asked to put his hand in on the staging of shows for Radio City. . . . Someone suggested to the Stage Relief Fund that it ought to petition the two popular legit speaks, Tony's and the Twenty-One Club, to give up a certain percentage of their receipts to the fund. . . . But no one seems to have done anything about it. . . . That big room in Equity's office seems strange since Sam Coit passed away. . . . We miss him. He was a swell guy. . . . Even the agents over whom he ruled with a kind but firm hand thought so. . . . News comes from Hollywood that Arthur Lubin is being sued by Jerry Sackheim for back royalties on *When the Bough Breaks*. . . . The mystery to this department is how come there were any royalties to pay. . . . Isabel Stone, the lass from Florida, is back again as Arch Selwyn's press agent. . . . Irving Cooper and Marcel Strauss are constantly together, and rumor has it that Cooper may do Strauss' play. . . . It's been dug a long time now.

# Actors' Equity

## Officers

- FRANK GILLMORE, President;
- ARTHUR BYRON, Vice-President.
- FLORENCE REED, Second Vice-President.
- GEORGE FAWCETT, Third Vice-President.
- HARLEY SADLER, Fourth Vice-President.
- PAUL DULLZELL, Executive Secretary-Treasurer.
- CHARLES DOW CLARK, Recording Secretary.
- PAUL N. TURNER, Counsel.

## Offices

- 45 West 47th Street, New York.
- Capitol Building, Chicago.
- Theo. Hale, 369 Pine Street, San Francisco.
- 6636 Hollywood Boulevard, Los Angeles.

## Equity Shaken by Coit's Death

Equity was severely shaken by the death of Sam Coit January 1, for until 24 hours before the end he had seemed likely to win the battle with pneumonia, which had kept him from the office since Christmas.

For nearly three years Sam Coit had been a member of the headquarters staff of the association, in charge of Equity's relations with agents and personal representatives. He had resigned from the Council to accept that position and, with the exception of a few months when the agency policy was at a standstill through legal complications, had handled that delicate post with great skill, tact and efficiency.

Back of his official service had been more than 30 years on the stage in a number of character and comic parts which testified both to his ability as an actor and the charm of his personality.

He was greatly interested in the welfare of his less fortunate companions of the theater. For six years he had been a trustee of the Actors' Fund of America. And his standing in the theater is further attested to by the fact that he was serving his third term as president of the Actors' Order of Friendship.

The Council of the association at its first meeting after Mr. Coit's death adopted a resolution expressing its sense of loss at his death, which was forwarded to Mrs. Coit, who, as Estelle Davis, is well known as a writer and teacher. In this expression of bereavement Equity joins the Council.

## Fund's Far-Flung Activities

It is, of course, generally recognized that in such times as have beset the theater in the last three years the calls upon the Actors' Fund of America have been more numerous than ever. But Equity does not feel that its scope and the volume of its business is a thing generally known to the people of the theater.

For instance, the number of casual cases which were considered at the weekly meeting of its executive committee for December 22 involved the expenditure of \$2,810. The Fund classifies as casual cases those for whom immediate help is required and which are not on a permanent basis. Many of these casual cases, however, probably are destined to develop into permanent cases.

At the end of the last month for which a complete report was available (November, 1932) the Fund had 160 cases on a permanent basis which were not being cared for in any hospital, home or institution.

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**BROOKS** NEW YORK

There were 11 patients being cared for in insane asylums.

There were 14 patients in homes for incurables about the country.

Sixteen other theater people were placed in homes of other sorts throughout the country.

Thirty-four guests were enjoying the hospitality of the Actors' Fund Home at Englewood, N. J.

Fifty-six others were guests of the Percy Williams Home at East Islip, L. I., the upkeep of which is shared between the Fund and the Lambas.

Seventeen more were on a monthly basis instead of a weekly basis. These were mostly in the West.

All of these activities involved the expenditure of more than \$200,000 a year.

Under these circumstances Equity finds it difficult to see how any actor can fail to be aware of the value of the Actors' Fund or for the necessity of supporting its activities by a membership which costs no more than \$2 a year, and by doing such other things as the Fund may indicate from time to time would be of help to it.

## Pays in Thousands of Ways

An interesting sidelight on the indirect value of Equity to its members was contained in an article in a motion picture fan magazine (*The Photoplay*), describing the rise of Boris Karloff, the movie-star menace at the moment.

Karloff arrived in Los Angeles 15 years ago with 9 years of experience in stock. And he had a rough time first as an extra and then an even more precarious time as a bit player. And then Ruth Rankin told him he got his real start:

"The turning point came when he went to the Actors' Equity office in Los Angeles one day for his English mail. At the foot of the stairs he paused and thought how futile it was to climb the long flight. He had been there the previous day. He debated whether to inquire or to go on for his walk. Something urged him up the stairs. There was no mail, but the girl at the desk told him that a downtown theater was casting a play called *The Criminal Code*. He landed an important part and played it superbly. Later a picture version was made and he was cast in the same part. Things began to move."

And here is the happy ending which is not always supplied even by the motion pictures:

Boris Karloff is still a paid-up member of the Actors' Equity Association.

## Security Necessary—Now

A producing manager who came in to Equity to talk about a new production was questioned about his security. But, he said, he thought he would not have to attend to that until later. In the past that had been allowed him.

So it had, but in the meantime the failure of certain of his ventures had left him in debt to Equity members. These circumstances now necessitated his posting security and arranging for the liquidation of his indebtedness like any other producer.

ACTORS' EQUITY ASSOCIATION.

## Chorus Equity Assn.

DOROTHY BRYANT, Executive Secretary

One new member joined the Chorus Equity Association in the past week.

We are holding checks in settlement of claims for Iva Butonka, Charlotte Davis, Toula Deslators, Gladys Harris, Marge Hylan, Marion Hylan, Elizabeth Huyler, Fred Holmes, Nadia Pomocheff, Robert Rochford, Neida Snow, Hazel St. Amant, Alexis Vassilief and Panla Vassilief.

It is with deep regret that we report the death of Fred Gregor in December, 1932. Mr. Gregor joined the Chorus Equity Association in July, 1920. He worked in *The Cocoanuts*, *The Desert Song*, *The Student Prince* and *Animal Crackers*.

On January 31, 1933, all mail received in the Chorus Equity office prior to July 15, 1932, will be returned to the post office. A portion of the mail held here will be listed alphabetically each week. Mail is forwarded on the request of the member only. If you cannot call at the Chorus Equity office for your mail, write and ask that it be forwarded.

We are holding mail for Rose Armond, Jimmy Ardell, Jean Adams, Betty Andrews, Sarah Allen, One Anderson, William Baden, Dawn Brooks, Faith Bacon, Emily Burton, Jack Bauer, George Bernis, Ann Brown, Geneva Butler, Alla Ben Hara, Ethel Britton, Jane Buchanan, William Burdes, Betty Baker, Renee Bonnie, Jack Bower, E. Berle, Chester Bree, Eleanor Buffington, Dorothy Barton, Dolores Bard, Betty Blake, Donald Black, Julio M. Bocerra, Fred Bush, Ruth Culliffe, Anna Marie Cotter, Patricia

Clarke, Adelaide Candee, Catheryn Cale, Rudy Chavis, Kay Curl, Wally Coyte, Jack Coogan, Marie Clyde, Joyce Collins, Janet Currie, Teresa Carlson, Beverly Coniff, Francis Conway, Marion Costello, Donorah Costello, Thomas C. Connor, Harriet and Gretchen Davidson, Dorothy Dobson, Nydia DeGrant, Roger Davis, Ellen Dennis, Blanche Delmar, Peggy Dalsen, Vernon Downing, Mary Downes, Dene Dickens, Jack Douglass, Sybil Davidson, Margaret Deane, Joyce Dunkin, Audrey Davis, H. M. Deniel, Margaret Dixon, Russell Duncan, Elsie Duffy, Phil Dakin, Marie DeJardin, Edwin Drake, Dorothy Doll, Elin Dennis, Bert Doughty, Jackie Duquette, Mary Dolan, Helen Edwards, Marcelle Edwards, Joan English, Victor Esker, Frank Edmunds, Luolile Ewing, Betty Elaner, Sylkes Fontaine, George Ford, Marie Ferguson, Alice Fay, Dorothy Foster, John Fulco, Frances Ford and Peggy Fish.

Members who are out of work and unable to pay dues should call at this office and ask for an excused card. This card will save them from the delinquency fine of 25 cents a month and permits them the use of the employment department. We suggest members calling at the office rather than writing in when they wish an excused card, so that they may call at the employment department at the same time. We feel that a member has no right to ask for an extension of time on his dues unless he proves, by his calls at our employment department, that he is trying to obtain employment.

Are you registered in the dancing and dramatic classes of the Chorus Equity? Start the new year by registering.

CHORUS EQUITY ASSOCIATION.

## Saranac Lake

Happy Benway was the first to return to the Lodge after a holiday visit. Happy is feeling great.

Olga Oster is down for three meals again after a setback and pneumothorax. John Maltensee is down for three meals and doing fine.

Frisco Devere is back to bed. She needs a rest.

Monroe Coleman, in bed for a few days' rest, is back on the job.

With the flu all around us, the patients have been very lucky so far, altho many of the workers have been hit in mild forms.

Martha Blake is not feeling so well. Ford Raymond is up for three meals.

Freddy Bachman, bed patient, is getting along nicely.

Lawrence McCarthy got up too soon after a bad cold, so it's back to bed for a few days.

Tommy Abbott, bed patient, is showing improvement.

Mary Flynn, nurse, is much improved, but still in bed.

Dick Moore and Joe Parker, roommates, are both bed patients. They are showing much improvement.

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

## Stage Comeback Due, Max Gordon Believes

CHICAGO, Jan. 7.—Max Gordon, New York theatrical producer, in Chicago this week looking over his musical show, *The Cat and the Fiddle*, at the Apollo, believes a stage comeback is due.

Gordon, who also has *Design for Living*, in Cleveland, and *Flying Colors*, in New York, sees a hopeful outlook for the theater. Many writers who have been selling their product elsewhere are returning to the stage, he declares, and actors who have been in Hollywood are tiring of picture work and want to get back where they can hear the applause rather than read about it, and so are returning to the stage.

## "Bridal Wise" in Frisco

SAN FRANCISCO, Jan. 7.—*Bridal Wise* opens at the Alcazar tomorrow under the management of Henry Duffy. In the company are Lois Wilson, Blyth Daley, Marion Stockley, the new Wampas star; Tom and Mat Moore; Hambone Johnson, of Our Gang fame; William Macaulay, Edward Burns, Grayce Hamilton and Jackie Kerk. *Bridal Wise* is scheduled for two weeks at the Alcazar, after which it goes to the El Capitan, Los Angeles.

SPRINGFIELD, O., Jan. 7.—Willard Osborne, former manager of the Regent Theater here, a Warner Bros.-Oskeres unit, has accepted the position of manager of the Fox chain of theaters in Tucson, Ariz. Mr. Osborne left for his new duties today.

## Little Theaters

Communications to 251 West 42d Street, New York.

The Civic Theater, of Indianapolis, presented Paul Osborn's *The Vinegar Tree*, under the direction of Hale MacKeen, on New Year's Eve, with the S R O sign prominent in the lobby. It is due to be presented again January 10 to 14. In the cast are Harold Tharp, Walter Pfaff, Emily Tharp, Scott Gling, Lillith Baur, Jane Gent and Hamilton Clarke. Lucie Morris designed the scenery and Charles Dennette attended to the lighting. Among future productions on the Civic Theater's schedule are *Hans Brinker* and *The Silver Skates* and either Mrs. Moonlight or *She Was in Love With Her Husband*.

This week, beginning January 9, the Beverly Hills Community Theater is presenting a new play by Sherrill Webb, *In the Spring*. The Beverly Hills Theater is prominent among the many California show-shop groups, not only for extraordinary talent in its casts, but for a forward-looking policy in regard to the production of new plays.

*Rebound*, the Donald Ogden Stewart comedy, was presented recently by the Fall River Civic Theater under the direction of Harold Winston. The play went over excellently. In the cast were Ann Mason, Walter Davis, Don Beddoe, Ruth Fitzgerald, Joan Kenyon, Frederic Tozere, Harold Conklin, Frances Dade, Ruth Gates, Michael Randolph, William Webb Robertson and Joseph Michel.

At a meeting of the Little Theater Club, of Elgin, Ill., held recently at the Y.M.C.A. Wesley Swanson spoke on the art of acting and also of the importance of the little theater to the individual. Mr. Swanson has for some years been director of the Elgin Theater Guild of the University of Illinois. The Elgin Little Theater Guild has been temporarily divided into three groups, acting, production and business management. The groups will meet from time to time for discussion. The next general meeting, to be held January 10, will be a "workshop" meeting, at which an experimental play will be produced.

The Page Players, a juvenile group of the Los Angeles County Drama Association, will present their first program January 20 and 21 at the Page Military Academy. Three one-acters will be shown, *Kill or Cure*, *Framed* and *The Ghost Hunters*.

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# Herk Trying To Save Wheel

**Confers with IATSE — shows may save \$125 each by dropping carpenters**

NEW YORK, Jan. 7.—I. H. Herk, president of the Empire Burlesque Association, is making heroic efforts to keep the Wheel and its nine shows going, despite the poor business that continues to characterize show business in general.

Following a series of conferences with officials of the IATSE during the week, and one yesterday which lasted into early evening, it is believed that a plan may be worked out whereby each show can save \$125 per week by dropping the carpenter now carried by each troupe. Salary of the carpenter is \$100 and the railroad fare and other expenses make up the additional cost. With this sum lopped off the overhead, the money can be used to good advantage; in fact, the \$900 saved weekly may be considered the saving of the circuit. This salary may be used by each house manager to bolster his show locally with vaudeville or other talent, or he can save that much if he sees fit and have it to make both ends meet.

Empire officials state that there is little if anything for the carpenter to do, since there is no scenery, excepting flat pieces, and comparatively little baggage. However, it is understood that so long as the burly troupes carry such baggage, even though they may be able to take care of it themselves, it will be necessary, in fact compulsory with the union to see that a carpenter is with the show.

During the next few days it is expected that ways and means will be devised by Herk, whereby baggage can be handled differently and thus save the expense of a carpenter with the consent of the IATSE, which is willing to give the Wheel a break if it can see its way clear to do so.

## Danny Jacobs Show Opens At Band Box, Springfield

SPRINGFIELD, O., Jan. 9.—Danny Jacobs, who has just finished 18 weeks with Fred Hurley at the Gayety, Louisville, opened yesterday at the Band Box Theater here with his own attraction, which includes a number of faces from the former Hurley cast. The company will remain here for an indefinite stay.

Associated with Jacobs in the new company is Walter Hill, who will serve as business manager. In the cast are Billy (Boob) Reed, Jimmy (Tramp) Hill, Danny Jacobs, Wally Brennan, Eddie Butler, Mae Johnston, Vivian Hope, Ginger Delroy, Don Phillips in the piano.

The chorus comprises Lorraine Tumlin, Pauline Hunter, Babe Woodall, Edna Ludwig, Jerry Phillips, Trixie Emour, Jean Wade and Lottie Lee.

## Lycium Players Start Off With a Profit in Memphis

MEMPHIS, Jan. 7.—First week of the Lycium Players' stock engagement here proved highly successful both from a production and box-office standpoint, and the troupe got away to a good start this week with its second play, *Tonight or Never*.

Neither critics nor audience took as kindly to *Tonight or Never* as they did *Nancy's Private Affair* the previous week, yet more than 100 persons were turned away at the opening matinee Monday afternoon.

First week's operation did not find the company "in the red," as had been anticipated. Will S. Lawo, executive director, had not expected to do so well the opening week because of the usual heavy starting expenses. However, the company paid all its bills for the initial week and had a slight—a very slight—balance.

Jack Paige has replaced James Billings in the leading masculine role this week. John Corder, former Memphis, who in recent years has been associated with Pacific Coast stock companies, joined the cast this week, as did Charles Daloy.

## Burly Briefs

MAE BAXTER (formerly Bea) jumped into the cast at the Republic, New York, last week, due to Nazzaro Hallo and Dolores Dawn being taken ill. She was booked to open there this week anyway.

STEVE MILLS and Joe Lyons are at the Parsons, Hartford, Conn., new stock project, where they have been signed as a team. Business is reported to be unusually good. George Katz is operating the house.

ABE MINSKY, looking after the Apollo, New York, was home ill last week with a touch of the flu.

ALICE DuVALL has closed at the Brooklyn, and called last Saturday on the S. S. President for Panama, where she will open at Kelly's Cafe.

RUSSELL CAREW has again joined the Raymonds, and is now house manager of the Gayety, Brooklyn.

DEWEY MICHAELS has left the Mayfair, Buffalo, and is now looking after the Park, Erie, Pa.

GEORGE DRESSERHAUS, of the Empire Burlesque Association, made a trip to Cincinnati recently, but only in connection with personal business involving the Rud Hynicka estate.

PANMERE BRANDEAU, w.-k. Shubert dance producer, has been signed as number producer by the Minsky-Weinstock organization and will hold forth at the Republic, New York. He succeeds Freddie O'Brien.

CLOSINGS include Romayne and Jack La Monte at the Republic; Jack Green-span at the Apollo; Harry Steppa, Jene Bedini and Roy Arthur at the Brooklyn; Lou Costello, Jyse La Rue and Marlon Harmon at the Gayety, Brooklyn. Gene Shuler has left the cast of the Republic because they did not give him enough to do.

TOM HOWARD and George Shelton started off their Chesterfield Cigarette air program by doing two good burlesque bits. They are the first burlesque pair to make a big success on the ether waves.

BURLY PRICES around New York are being revised to some extent. Oxford, Brooklyn, which recently lowered its scale, is doing better business and also has started a series of special nights. Minsky, Brooklyn, is going to lower its matinee top to 50 cents to encourage feminine patronage, while the Eltinge, New York, has raised the ante to 25, 35 and 50 cents. From a previous scale of 20, 30 and 40 cents. Business is good enough to warrant the boost.

FOR SHEER GRIT and nerve hand the medal to Fritzie White, featured dancer at the Dauphine, New Orleans. She was rushed to a hospital recently after the night show and an operation to remove a fistula was performed the next morning. That evening she was back in the show against her physician's advice just to save the theater manager an inconvenience.

## Hopkines Set for Long Run

HOUSTON, Jan. 7.—Monroe Hopkins Players, according to an announcement made to *The Billboard* representative last night, have made arrangements for a year's engagement here. Plays, scenery and electrical effects suitable for a permanent stock run have been brought on. It is also announced that a larger top will be brought on soon. There also will be some changes made in the cast.

## Duffy Doing "Bridal Wise"

SAN FRANCISCO, Jan. 7.—*Bridal Wise*, by Albert Hackett and Frances Goodrich, is slated for production at the Alcazar by the Henry Duffy Players, beginning tomorrow. It follows *Abie's Irish Rose*. In the *Bridal Wise* cast are Lois Wilson, Tom Moore, Matt Moore, Jackie Keik and Blyth Daly.

## San Antonio Staff Changes

SAN ANTONIO, Jan. 7.—Several recent changes have been made in the staff of the RKO-Majestic Theater. Joe E. Miller is the new managing director; V. D. (Buddy) Walker, press agent; Dorothy Mann, cashier; A. Henchey, floor manager, and Young Dowdy, chief of service.

## Playhouse Group in Revival; Changes in Cast and Staff

DETROIT, Jan. 7.—Departing from the policy of presenting only new plays, the Detroit Playhouse opened Tuesday night with a revival of *Engaged*, comedy by William S. Gilbert, author of the books of the Gilbert and Sullivan operas. The play is new to the present generation of theatergoers here, however. The audience, invited to respond and participate in the play production, indicated approval or disapproval of the characters by applause and hisses in the traditional melodramatic manner. A play with this audience response has not been produced here since the record run of *After Dark* at the Detroit Civic three seasons ago.

Cast of the Playhouse has now assumed the shape of a permanent acting company, including Agnes Anderson, Norman Brown, Altona Carol, Teckia Citta, Roy Davis, Herbert F. Dies, N. Ward Davis, Tom Dougal, Everett Eagon, Walter J. Holland, Helen Jones, Gina More, John Nelson, Bernice McClelland, Eugene Sharkey and C. Lewis Smith.

Reorganization of the Playhouse staff resulted in the following lineup: Albert Riebling, managing director; Howard Southgate, guest director; Bliss Lewin, stage manager, with Bud Adams, Kenneth Hollenbeck, Gordon Pomeroy and Charles Steese as assistants; Phil Andre, technical director; Clarence Bell, workshop director; John Delph, electrician; Blanche Davidson, treasurer; Les Dickinson, house manager; George Wood, display manager; Paul McPharlin, director of the theater school, with Blanche Gordon Romm as assistant.

## Palace, Baltimore, Folds

BALTIMORE, Jan. 7.—The Palace Theater closed suddenly January 1 after playing to a capacity house New Year's Eve. Principals walked out, claiming four weeks' back salary. The management is making a frantic effort to secure enough capital to continue what looks like a sure winner. All added attractions booked thru the Baltimore Theatrical Exchange are reported to have received their money.

The Gayety here will go into a grind policy shortly, with four shows a day with pictures.

The Rivoli installed a musical comedy tab today, booked by R. F. Clark.

## Worcester Will Get 12-Week Stock Season

WORCESTER, Mass., Jan. 7.—A resident stock company will open a 12-week engagement in this city January 9 at the Worcester Theater. The announcement of the opening of the season culminated a campaign of the Worcester Drama League to obtain subscriptions which would make the coming of the company possible.

Addison Pitt will direct. The opening engagement will be *Paris Bound*, starring Midge Kennedy. Lynn Overman will play in *That's Gratitude*, the week of January 16; Margaret Anglin in *The First Mrs. Fraser*, the week of January 23, and Glenn Hunter in the A. A. Milne play, *Michael and Mary*, the week of January 30.

Several members of the permanent cast are Wilfred Lytell, Charlotte Winters, Eleanor King, Rosalind Russell, David Morris and Frederick Chambers.

## Bert Smith Leaves National, Louisville

LOUISVILLE, Ky., Jan. 9.—Bert Smith's *Revue* closed at the National Theater here Sunday night after a two-week engagement. The show opens at the Grand, Evansville, Ind., January 15. Tommy Hanlon, comedian, has been added to the company, and Mitchell Harrison takes Cy Reinhart's place in the quartet. Reinhart has joined Fred Hurley's burlesque company at the Gayety here.

The National went nonunion during the Smith engagement, with difficulties on the stage and in the pit as a result. The theater was stonewalled bombed at the midnight show New Year's Eve.

## Stock in Oakland, Calif.

OAKLAND, Calif., Jan. 7.—The Fulton Theater reopened last week with the company presenting *The Unexpected Husband*. In the cast are Dorothy Shannon, Howard MacNee, Norman Field, John Dee, Dorothy Vaughn, Ray Northcutt, John Ivan, Robert Lawlor, Charles Yule, Lin Macklin, Russell Cushing and Alois Koch. Company plays at 50 cents top.

## Rep Ripples

MR. AND MRS. GLENN NEWTON and Helen Watson spent the holidays in McAlester, Okla., where they were called recently due to the death of Dr. F. L. Watson, father of Miss Watson and Mrs. Newton.

BETTY BARTON, well known in repertoire circles and until recently with "Pop" Brownlee's *Hickville Polies*, is now working theaters in the Middle West with her rural song and dance act. She has just finished what she described as a "pleasant engagement" at the Knickerbocker Theater, Columbus, O. Miss Barton hails from Union City, Ind.

L. C. ZELLENO AND WIFE are now in the land of Ponce De Leon. Writing from Miami, L. C. says: "We encountered considerable snow and ice in the Kentucky and Tennessee mountains on the way south, but it's swell here. Visited Bert Gagnon at Lake Worth, Fla. Also had a nice visit with Charley Sparks, Charley Katz and Eddie Jackson at the Downie Bros.' winter quarters at Macon, Ga. Ed F. Silvers likes the ocean waves so well that I haven't been able to catch him at his apartment here, altho I have made three visits there."

GRIFF AND HI are still plodding along, playing the Public-Kincoy houses in North Carolina and a string of indie dates in South Carolina and Georgia. They recently finished a tour of Paramount-Public houses in New York State and Pennsylvania. Philly is tough, they say, with 50 actors for each \$10 date. Griff and HI were informed that Boston was worse, so they didn't go in. They didn't have the courage to tackle it.

EDMUND A. BOSSE, son of John W. Bosse, former owner and manager of the old Bosse Opera House, Decatur, Ind., was installed as prosecuting attorney of Adams County, Ind., January 1. Bosse has been practicing law in Decatur for the last five years. His father will be remembered by many old-time showmen in the repertoire and dramatic stock fields.

BOBBY KENT, 6-year-old son of Bob and Delpha Kent, underwent an appendicitis operation at St. Elizabeth's Hospital, Hutchinson, Kan., New Year's Eve. He is reported to be doing nicely.

NEIL AND CAROLINE SCHAFFNER, of the Schaffner Players, arrived in Kansas City early last week, after closing with the merged J. Doug Morgan-Neil Schaffner Players. Schaffner, in all probability, will open a stock engagement in or around Kansas City soon.

MR. AND MRS. WALTER ISHAM are back in Kansas City after closing with the Allen Bros.' Stock Company in Jonesboro, Ark. The Ishams are working night clubs in Kansas City.

KITTY KIRK, Chicago agent, who heretofore has booked only cafes, advises that from now on she also will book stock and rep.

H. T. HAY, of the W. I. Swain Show, was in Houston last week, due to the accidental death of a young nephew killed in auto accident there.

BARNUM BROS.' SHOW is making two-week stands thru the Indiana territory, with business better than last year at this time, according to the management. Members of the company had a narrow escape from death recently when a train narrowly missed their house car in Osgood, Ind. The Barnum Bros.' folks encountered the Ray Zarlinton Com.—(See REP RIPPLES on page 47)

## Henry Duffy's Comeback Successful, Aid Reports

SAN FRANCISCO, Jan. 7.—Henry Duffy's comeback as a legit producer has been a successful one, according to Ernest Bondeson, local Duffy representative, in a statement to *The Billboard* representative here.

While business has not been phenomenal, yet the profits have been fair considering present conditions, and Duffy has even bigger plans for the future, Bondeson said. He has secured the Coast rights for *There's Always Juliet and Grounds for Divorce*. Furthermore, Joe E. Brown, now making the picture *Elmer the Great*, is to appear in San Francisco about the middle of February. Duffy is seeking a vehicle for him. *Abie's Irish Rose*, closing today, was said to have enjoyed better business here than in Los Angeles.



# MAGIC

News of Magicians--Mentalists

By BILL SACHS  
(Cincinnati Office)

LESLIE HUNT was one of the featured artists at the Troupers Tavern, Hollywood, recently and created no little favorable comment with his silent turn. Those assembled were of the opinion that it would be hard to find another magician whose pantomime can outshine that of Mr. Hunt.

TENKAI, Japanese magician, and wife are appearing in the smaller theaters of Southern California with a corking watch manipulation act. The clever Jap has a surprise finish that must be seen to be appreciated.

STANLEY SOKETOUS, the "boy hypnotist," of Philadelphia, writes: "Prof. A. D. Cudlipp, of New York, who retired from the hypnotic field seven years ago, demonstrated that he has lost none of his cunning during the layoff with an exhibition of his hypnotic power at the Methodist Church, Philadelphia, recently. Show was a huge success and Prof. Cudlipp kept his audience in continuous laughter at the funny antics of the subjects under his control."

HENRY THE MAGICIAN started his Southern tour at Knoxville, Tenn., January 9, with an engagement at the Knoxville High School Auditorium. He then jumps to Daytona Beach, with other Florida dates to follow. The week of January 23 has been booked at the Savannah Theater, Savannah, Ga.

THE GREAT MARQUIS has increased his staff, enlarged his show and raised his admission prices to 75 cents top. His roster now includes Richard G. Bucik, manager; E. F. Davis, personal representative; Mrs. E. F. Davis, special promotions; Faye Payne, leading woman; Ralph Pence, chief assistant; Charles Wiley, stage manager, and Jane and Janet Meredith, twin assistants.

GERBER, Cincinnati magic worker, was a visitor at the magic desk last week. He reports that he has been busy at schools and clubs in Cincinnati and surrounding small towns since last October. He is assisted by his wife, Madame Myra.

LYNN'S MARIONETTES and Hal the Magician report business as fair in the Virginia country. A novelty performance is offered, consisting of magic, marionettes and speed cartooning. In the act are C. H. Lynn, magic, marionettes and speed cartooning; Frederick G. Lynn, piano and marionette assistant, and William Allen, assistant. Turn makes the jumps by truck.

TONY SUDEKUM, president of the Crescent Amusement Company, Nashville, announces arrangement with William J. Hilliar, agent for Thurston's Mysteries of India, for four more appearances in the circuit's houses. The Thurston attraction played the Capitol, Madisonville, Ky., the first three days of this week, with the Capitol, Clarksville, Tenn., following on January 11 and 12; Alhambra, Hopkinsville, January 13 and



**HARRY THURSTON**, who heads "Thurston's Mysteries of India," magic attraction, which began a tour of Southern theaters under the direction of his brother, Howard Thurston, internationally known magician, at the Warner Bros. Grand Theater, Henderson, Ky., January 6. William J. Hilliar is general representative for the attraction.

14, and the Capitol, Bowling Green, Ky., January 16 and 17. Mr. Sudekum stated that no arrangement for a Nashville appearance has been made, but may be worked out later.

JOHN GOURDMAINE, who gained much popularity with his card manipulations at the last IBM Convention, is one of the busiest magic boys around his home town, Toronto, Ont., these days. John is keeping himself busy on club dates and the like, and thru the holidays had more offers for engagements than he could possibly have accepted. He recently had as guests at his basement magic studio Jack Gwynne and family—Ann, Peggy and Bud—during their recent engagement in Toronto. The Gwynnes are still talking about Gourdain's hospitality and his ambition to get somewhere in the magic game.

THE COLUMBUS MAGIC CLUB, of which Dr. J. G. F. Holston, of Zanesville, O., is president, will put on its second annual magi-fest in Columbus January 28. Committee in charge of arrangements includes S. W. Reilly, chairman; Robert Nelson and Howard Robinson. The idea is a get-together of Ohio magicians and those of neighboring States. There will be no business connected with the meeting. Just a friendly social affair. As the date falls on a Saturday many of the regulars will come in on Friday and make it a two-day affair. Registration will be made at the Neil House, Saturday afternoon will be given over to magic and speeches in the Red

Room of the Neil. At 6 p.m. a Dutch-treat dinner will be served at 75 cents. It isn't compulsory to attend the feed. At night an eight-act magic show will be presented at Memorial Hall, with the magi receiving their tickets free. After the show a reception will be held at the club's headquarters, with the punchbowl getting plenty of play. The show at Memorial Hall will be put on for a local charity, with the backing of the Columbus Chamber of Commerce and the approval of the Better Business Association. Last year the show attracted more than 2,000 people. All magicians and magic lovers are invited to attend the get-together, regardless of affiliation.

LI HO CHANG was a good drawing card during his four-day engagement at the Belmont Theater, Nashville, last week, according to Everett Thompson, Belmont manager. Li Ho Chang carries five assistants and does a 30-minute act. Chang recently returned to the United States after two years in South America.

HOWARD SWEAT, Nashville magician, entertained a limited number of amateur and professional magi at his home last week with a delightful New Year's dinner. Mrs. Sweat also took a great interest in entertaining the magicians. Among those present were Dave Rose, of Sewanee, Tenn., and Jimmy Sanders and Felix Polston, of Nashville, and Tom Martin and Paul McWilliams, formerly of Nashville, but who have toured nearly around the world in the last two years. Howard Sweat produced some clever tricks. Dave Rose demonstrated that he is still as clever as ever with his coin manipulations. Jimmy Sanders produced a skull from somewhere. Felix Polston and Tom Martin routine of baffling card stunts. Paul McWilliams kept the party in good humor with his comedy stuff.

J. ELDER BLACKLEDGE has returned to his Indianapolis headquarters, where he will remain until June. Mr. Blackledge entertained and lectured in nine of the larger cities this fall, as well as a number of the smaller ones. He appeared at the Colony Club, Detroit, last week.

WITHROW THE MAGICIAN is playing the Ohio territory, under the direction of Harry Kackley. The pair have been out since November 15 last and report business as okay. They are working out of Zanesville, O., for the next two weeks.

RAY CONLIN played the Warner Bros. downtown theater, Los Angeles, last week and for the first time on the West Coast introduced his son, Ray Jr., who is just as much of a ventriloquist as his dad. Stating "this is the way I looked doing this act 20 years ago," Conlin brings on his son at the end of his act. The lad occupies the stage a few moments and then brings out Ray Sr., who plays dummy for Junior, for another series of gags. New act is uproariously funny.

JACK GWYNNE and family spent a few days in Cincinnati last week, en route from their home in Pittsburgh, where they spent the holidays, to Rich-

# Tab Tattles

The Lone Star Trio, comprised of Benny (Rabbit) Reed, Sam Lupo and Joe Mullen, all old tabsters, are playing the Yucca Theater, Roswell, N. M. The boys are featuring novelty instruments, comedy and harmony. . . . Tom L. Corwell, leader with various musical tabs in the past, has been appointed to the post of emergency relief administration director for Dorh township, Ocean County, New Jersey. Corwell was formerly bandmaster with the old Norris Bros. Dog and Pony Show. He also trouped with Rose Melville's *Sis Hopkins* and managed the *Smart Set* Company for several years. . . . Foster Elliott, basso, who tossed aside his grease paint some three years ago, is now operating a printing establishment on Race street, Cincinnati. . . . Griff and Hl. of rep and tab, chirp from the Southland: "Have seen most of the unit shows in this part of the country and will say they have improved a lot in presentation and work in the last year or so. Caught Jack Burke's show, with Bebe Jolly and "Blim" Vermont, and enjoyed it immensely." . . . Wally Lane, of the Manhattan Trio, adagio dancers, married one of his partners, Jean Arlen, on the stage of the Faurot Theater, Lima, O., December 29. They were until recently with the Virgil E. Siner troupe. . . . Bert Vallec, who has been confined for some time at a hospital in Selinsgrove, Pa., and who expects to be discharged from there next spring or early summer, is yearning to hear from his wife and two sons, Albert and Herbert. His address is Box 500, Selinsgrove, Pa. . . . A. G. Constant, theater man of Steubenville, O., has leased the Palace Theater, Canton, O., and reopened it with a stage show and pictures at 30 cents top. This is the first stage show in Canton in two years, and the locals are giving it a good play. George Deils is managing the Palace. . . . Walter (Bozo) St. Clair's *Rainbow Revue* is now in its 37th week at the State Theater, Seminole, Okla., with business still satisfactory. The changing of performers from time to time and the reasonable scale of prices have pleased the Seminole tab fans from the start. . . . From P. H. Kraft, *The Billboard's* Honolulu correspondent, comes word that *Change Your Luck*, all-colored tab playing the Coast Theater, that city, is doing fair business, despite the fact that the revue has been "panned" considerably by the local press. "Good flesh attractions can get money in Honolulu," Kraft says, "provided they are properly managed. Show managers contemplating playing Honolulu should remember it is not vastly different than any other city as far as flesh is concerned." . . . Hallie Richter is still sojourning in Louisville. . . . Billy Purli's unit is currently playing in the Virginia territory. . . . After 20 years in show business Lawrence T. Hager has quit the game to operate a service station and tourist station on U. S. highway 31E, 27 miles north of Nashville, which he purchased recently. Hager's last engagement was with Henry Prutcher's *Moonlight Revue*. . . . Joe Ivory and his company of 25 cloed at the Majestic, Fort Wayne, Ind., January 2 and the house is dark once more. M. Stair, Majestic owner, says efforts are being made to bring in Leo Burke and his troupe for an indefinite engagement. . . . Charley (Joy) Gramlich's company is out of the Riato, Cincinnati, after playing each Saturday there for more than a year and a half. The Jim Boys and Steed-Frank shows are now playing the house on alternate Saturdays. Gramlich is keeping his troupe busy in the Cincy area. . . . Hap Moore is back in the Queen City, after playing several engagements in Northern and Eastern Ohio with his seven-people company. Hap says there's plenty of work in the smaller Ohio cities for a small show, but that they won't hold still for 18 or 20 people. . . . Lew Green's Kitty Marlowe Players are being held indefinitely at the Orpheum, Anderson, Ind. Jimmy (Bumps) Wallace has joined for second comedy. . . . G. W. Brill's tab is in its ninth week at the State, Akron, George Hart, Frank Maley and Nellie Essex are still with it. Melvin Louthan is business manager and Fred H. Schmitt scenic artist.

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# Magic Merger Ballot

The Billboard believes that a merger of the three major magic groups—SAM, IBM, and INC—is practical and, if consummated, will be of great benefit to magic as well as to the individual members of the three societies. The Billboard has outlined four plans whereby the merger can be effected. In order that we may know which of the plans is favored by most magicians, kindly place a check opposite the plan approved by you and mail ballot immediately to WILLIAM J. SACHS, Magic Editor, The Billboard, 23 Opera Place, Cincinnati, O.

An just-end-out merger of the SAM, IBM and INC, whereby each would lose its individual identity; the newly created body to be given a new title, with only one magic paper to serve the new combine.

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

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

For an absolute merger, as in first plan, but with arrangement whereby the amateur magicians could be segregated from the professional; the latter to be graded by degrees bestowed upon them by the society. One magazine to serve the organization.

Professional. (Name) .....  
 Amateur. (Permanent Address) .....

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## MINSTRELSY

By BOB EMMET  
(Cincinnati Office)

THE ST. THOMAS of Aquin Holy Name Society Minstrels, of St. Louis, one of the largest organizations of its kind in the Middle West, will hold their annual banquet Thursday evening, January 12, at their hall, located on Iowa avenue, that city. The minstrel group will appear at one of the St. Louis theaters some time next month.

THE SWOR BROTHERS, John and Jimmy, were in Dallas to spend the holidays. While there they staged a minstrel show at the Show House on New Year's Eve and also gave two performances on New Year's Day. They were assisted by Jimmy Allard, who also spent the holidays in Dallas, and 25 local artists. Principals were the Swors, the Noble Brothers, James McClain, Fred Meyers, Roger Harris, George Bushong, Harry Williams and Brownie Talbot.

BYRON GOSH ADVISES that his Seldom-Fed Minstrels, who have just finished a third return engagement this season at the Endwell Theater, Johnson City, N. Y., to big results, have been signed to return to that house later in the season. Recent visitors on the Gosh outfit were the Original Johnsons, of Johnson's Funny Ford; Princess Sin Ling Siv; Davis and Crocker, acrobats, and Mystic Bennett, lyceum magician.

DURING THEIR RECENT engagement at the Majestic Theater, Bloomington, Ill., Mack & Long's New Idea Minstrels had numerous visitors, among them J. Lester Habercorn, Karl Denton, Russ Lloyd (Sandy McGregor, baritone with Dan Fitch's Minstrels in 1926), Judson Foster, formerly trombonist with Vogel's Minstrels, and Tracey Andrews, well-known minstrel juggler. Habercorn worked with the Mack & Long show as a guest star and sang *Mighty Lak a Rose and Truly*, both of which elicited handily. The roster of the Mack & Long Minstrels remains the same and includes Frank Mack, Jack Long, owners and dancers; Bert Swor, featured comedian; Harry Van Fossen, comedian; Al Tint, interloctor and yodler; Chuck Williams, tenor; Walter Rankin, bass; Edwin R. Jeffery, second tenor; Bob Auzsiker, baritone; Walter Macey, acrobatic dancer, and Cubby Beers' Rhythm Boys.

### Old-Time Minstrels

Gone are the old-time minstrels, those frolicking, rollicking scampas, Along with the horses and buggies, the hoopskirts and kerosene lamps; Granpa who dodders about now recalls as a boy his delight When a troupe of 'em came to the town hall on an ever-memorable night; Haverly, Barlow & Wilson, Hi Henry, Primrose & West, Each one affirming on billboards the show that he brought was the best; The gala parade in the morning, the topnotch of fashion and class; The artists all togged in high toppers, with players who doubled in brass; Dockstader, Swentnam, Cool Burgess, George Thatcher, Schoolcraft and Coes, Dougherty, Rice, Birch & Backus, who tickled folks down to their toes; Aye, gone are the good oldtimers, but still is their memory green; In hearts whose blood was once quickened by the bones and the tambourine. And up in some happier region may each wear a well-earned crown In a glorified semicircle from old Dan Emmett down!

MALCOLM DOUGLAS,  
In The San Francisco Examiner.

### Showman's Bookshelf

#### Fiction

Hollywood Stars, by Keane McGrath. The tale of a film actress. Godwin, 23.

#### Published Plays

The Great Magoo, by Ben Hecht and Gene Fowler. The unseamy and adolescent attempt which died quickly in New York a month or so ago. Covici, Friede, 82.

Lyric Plays, by Gordon Bottomley. Six plays in verse. Macmillan, \$1.50.

## W. H. Wright Gives Up On Grand Rapids Date

GRAND RAPIDS, Mich., Jan. 7.—Future of the Wright Players, stock company now playing the Powers Theater here, was placed in jeopardy with the resignation of William H. Wright, manager, January 1. Wright has jumped into Chicago.

Forrest Orr, character actor, also resigned, going east, where he is understood to have prospects with another company. Dan O. Finch, scenic artist, is another to have withdrawn from the organization.

The stock company will continue for a time, probably with reinforcements, according to C. H. Hoffman and F. A. Wurzburg, managers of the theater, but the future of the company is problematical.

Marquerite Fields has also withdrawn from the company to devote her time to the children's theater she conducts in Grand Rapids.

The stock company has been playing at the Powers Theater since November, but houses have been small. The company opened the new year with The Church Mouse.

## Menke Threatens Suit Unless Boat Can Work

MEMPHIS, Jan. 7.—Capt. J. W. Menke ran into a river full of snags when he piloted his Hollywood Showboat into the mouth of Wolf River here a month ago. Just as the cap'n and his floating theater moored to the foot of Monroe avenue, two blocks from Main street, a snowstorm set in and for nearly two weeks the blizzard made it impossible for the company to start performances because prospective patrons were unable to get down the levee to the boat.

When the weather cleared up and the old-time meller-drammers were about to start city officials visited the ship and began to make complaints. In short, city inspectors virtually told Captain Menke that he would have to rebuild his boat. He was presented with a long list of improvements which will have to be made before public performances will be permitted here.

The captain tried to find a landing across the river, outside city limits, but could locate none with easy access to the highway leading from Memphis. Then he considered showing in a local theater and that suggestion has not been entirely dismissed.

Meantime Menke is proceeding with the necessary repairs on his boat. He suspects a conspiracy of local theatrical interests to keep him from opening. If anything prevents his opening after all these changes have been made the captain indicates that he will take the matter into the courts.

## Bonnelli Building Showboat

CINCINNATI, Jan. 9.—Jim Bonnell, veteran showman of 25 years' experience, is constructing a new showboat for operation this coming season in Covington, Ky., just across the river from Cincinnati. Work on the cabin will start around February 1, and Bonnell expects to have the craft ready by April 1. Bonnell plans to operate the floating theater as a "showboat of the old days," using a band and orchestra.

## Cincy's Unemployed Get Treat

CINCINNATI, Jan. 7.—Robinson's Opera House, dark for a quarter of a century and now used as a relief station and dormitory for the city's unemployed, took a new lease on life for a brief spell this week and last, when Billy Steed and Carl Frank and members of their local tab company gave a series of shows on the old Robinson stage for the entertainment of the city's unfortunates. Jeff Davis, "king of the hoboes," had charge of the arrangements. Local firms donated foodstuffs for a gala holiday feed for the unemployed. Local radio artists also donated their services in entertaining the jobless.

## 'Troubadours' in Oil Fields

DALLAS, Jan. 7.—Hollywood Troubadours, under the management of Paul Graham, played the Rio Theater, formerly the Lyric, last week. The company consists of 14 people, featuring an all-girl orchestra. Principal comedians are Mayo Graham and John Pizzo, midget clown. The company travels in a large bus with sleeping accommodations. Manager Graham has routed the show thru the East Texas oil towns.

## Chicago Chat

By NAT GREEN

After all the hullabaloo raised over the expected advent of the Dixiana showboat, which from early fall until mid-December was periodically announced as about to descend upon the city and tie up on the Chicago River, Edwin Wappler phones that the boat, which by this time has come to be regarded as somewhat of a phantom, is now definitely set to arrive the first week in April. Mr. Wappler is no mean artist with brush and oils, and he has been at least prolific as regards words concerning the Dixiana. But we wonder if he has ever read the story of "Wolf, Wolf!" It is possible the dailies will not be so eager to give laudatory space to the Dixiana next spring; the actors who wasted time and money coming into Chicago in expectation of going to work on the boat in November (at maybe \$15 a week) will go to work elsewhere if they can (not that it matters, for the supply is adequate), and there's just a chance that the public, fed up on half promises and weary of waiting, will thumb their noses at the boat and go elsewhere for entertainment. Perhaps the alibis offered are valid. Anyway, we're just an amused bystander getting a kick out of the proceedings from several angles.

Altho they announced they would not renew the lease on McVicker's Theater, Balaban & Katz are still operating the house. Jones, Lindik & Schaefer sold McVicker's to Paramount in '26. Paramount subleased to B. & K. No payment is due J. L. & S. from Paramount until February. If at that time Paramount defaults it is probable J. L. & S. will step in.

From New York comes the information that I. H. Herk, one-time burlesque mogul, is coming out to Chi to look things over with a view to reviving burlesque or possibly some other line of entertainment.

Vaude wisecracs are speculating as to what will be the outcome of the endeavors of Orpheum stockholders to buy back their houses from RKO. It is probable they could get them if \$150,000 could be raised and arrangements could be made to take care of the balance of the indebtedness, and that is what is likely to happen.

The Cat and the Fiddle is one of the most enjoyable musicals that has come to Chicago this season, thanks to the splendid work of Bettina Hall, Fred Walton, George Mander and other talented members of the very capable cast. A welcome relief from some of the hotcha musicals extant!

Brownings: Remember Charlie Wolf. "The Loose Nut," of vaude fame? He goes on the NBC network January 10, teamed with Vera Ross, from Cincinnati, in a comedy chatter program, and is to be given a heavy buildup by NBC. Al Jolson doesn't like interviews, he's not particularly keen about broadcasting, altho he's just starting another 13 weeks for his sponsor, and he hates five and six shows a day in the picture houses. Al left Chi Saturday on the Century, and by now probably is sleeping off the fatigue which his strenuous week at a B. & K. house caused. . . . What if Friday is the 13th! . . . Didn't we survive the whole of 1932? . . . Minstrelsy dead! . . . Bert Swor and his gang have played 17 consecutive weeks and the ghost walks regularly. . . . Frank Buck, the "Bring 'Em Back Alive" man, recovering from a severe illness in New York. . . . Jack (Sherman) Clark and Jimmie Mattern, the flyer, have been holidaying in Florida and probably will return by way of New York, possibly flying Jimmie's plane back. . . . Amos 'n' Andy had their personal tax assessments adjusted after some plain and fancy arguing. . . . First set at \$1,865 for Gosden and \$1,665 for Correll, then jumped to \$17,165 and \$17,456, respectively, they finally were set at \$2,016 and \$1,702. . . . Art Sheekman, who used to "column" on a local daily, here for a few hours with Groucho and Chico Marx on way to West Coast, where he will work on the scenario of their next picture, Cracked Ice. . . . The Seven Arts Club coming to the front as a Bohemian center somewhat on the order of the well, we won't make any invidious comparisons. . . . Such lights as Dr. Ben L. Reitzman; Tud Kempf, the wood-modeling marvel; the Divina Leona, a "glorious, vivid, sapphire-eyed blonde, mystic and wonderful, sylph with the face of Garbo, the form of Aphrodite and the brain of Mme. DeStael"—if we are to believe the

praise agent—are attracting a Bohemian clientele. . . . Tex (Hello, Sueker) Guinan opening at the Frolics Thursday. . . . And Helen Morgan sitting on the piano out at Sam Here's Winter Garden when she isn't vocalizing in Show Boat at the Auditorium. . . . Guy Bates Post back in town in The Play's the Thing at the Blackstone.

## Bonstelle Civic, Detroit, Is Booked Up Until March

DETROIT, Jan. 7.—Bonstelle Civic Theater opened the revival of Tom Teylor's Ticket of Leave Man last night, with Fritz Scheff, opera and musical comedy star, in the lead with Raymond Hackett. Ticket of Leave Man marks the use of a cast of 50 and the presentation of Fritz Scheff in several of her well-known songs, including *Kiss Me Again*. Prospects now point to a dark house or change of management for the Civic early in March. Productions are now scheduled for about eight weeks ahead, with Robert Henderson, managing director, leaving then for a trip to Spain prior to returning to Ann Arbor, Mich., to open his dramatic festival season there. According to present plans, it is understood the house will not remain open during his absence.

## Placements

IKE WEBER AGENCY, New York. Brooklyn, Gayety—Jack Greenman, Al Golden Jr. and Mildred Adair. Brooklyn, Star—Lola Fearce.

NAT MORTAN AGENCY, New York. New York, Republic—Lou Costello and Mae Baxter opened January 9; Al Golden and Joe De Risi opening January 10. New York, Apollo—Lew Devine, Philadelphia, Bijou—Margie Hart held over; Jacquetta opened January 9; Cherie Griffith opening January 16. Baltimore, Gayety—Ruth Miller held over.

## Biz Good at Dauphine, N. O.

NEW ORLEANS, Jan. 7.—Burlesque at the Dauphine Theater, under the direction of Fred H. Nix, owner; William J. Vall, house manager; Ed McCarthy, secretary, and Arthur Surcouf, treasurer, and featuring Harry Fields and Pritzie White, is doing good business both night and matinee. Out of the usual run of Dauphine burlesque attractions, New Orleanians are giving the house liberal support.



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### Progressive Westchester County

WESTCHESTER County, in Southern New York State, seems to enjoy a monopoly in the way of county government improvements, many of which are greatly concerned with further fortifying the recreational appeal.

Playland, in Rye, is, of course, the premier and most ambitious amusement development in the huge park and parkway chain of the Westchester County park system. That vast park peninsula, still young and improving with age, will benefit if the nine-point plan which has been submitted to the county's board of supervisors by the Regional Plan Association is adopted.

It is interesting to note that the proposal chart strikes clearly at the very foundation of mass business—more and better parkways and boulevards and more and better transportation facilities. The highway and the railway are too often neglected by the amusement park, even those which are controlled by railroads and surface car systems. In the Westchester plan there are drafts for new-distributing systems for commuters, a belt line thru the county to provide better access; extension of roadways in parkway lands, a new radial highway, a water-front express highway, a cross-country parkway-boulevard, a shore-front boulevard, four new airports for suburban areas and other obviously progressive and far-reaching means looking to expansion.

Westchester County, therefore, is suggested as the model for other municipalities thruout the country which are, or should be, deeply interested in attracting more people for recreational buildup.

*For its outstanding achievements in bringing new artists to the air during the year 1932 radio has again drawn upon the stage for its material. Columbia Broadcasting System, which last year developed some fine acts, has of late drawn upon the operatic stage. National Broadcasting Company leaned toward comedians and has to its credit Jack Pearl, Ed Wynn, Al Jolson and Groucho and Chico Marx. All of which was made possible by the respective sponsors.*

### Unit Production Requires Experience

THE flooding of the East with vaude units playing on percentage has reached the point where someone should warn producers and performers that they had better stop, look and listen before they sink money into the idea. It is logical enough to say that it is better to gamble on percentage than to lay off, but it is also logical to insist that it is better to lay off than to lose money. And too many percentage units have been losing money.

The idea of wildcatting on percentage, whether by units owned by the performers themselves or by producers, is not a bad one and affords an outlet for acts that find it impossible to get work nowadays. But the idea works only if handled with the utmost caution and backed by experience and money. Most units have neither experience, money or caution. Most of them that have gone out lately have had to fold up after a few dates. They found out quickly enough—fortunately for them—that the information they had gathered about various theaters was all wrong, and that instead of the gross they confidently expected to draw they really drew a few sheriffs and irate hotel keepers.

One veteran performer, for example, got together a unit with a weekly nut of \$1,300. He played Glens Falls first and barely got enough to get out of town. So he went down to Cumberland, Md., to recoup his losses. He played a full week and got exactly \$345, or 50 per cent of the gross. So he took it on the chin, paid off and disbanded the unit. His is a typical case. There are many other units that have had similar

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experiences. The few that have been getting along fairly well are those managed by reliable and experienced producers. These producers know road conditions, how to manage a troupe, how to pick the right theaters and how to exploit their attractions. Actor-producers don't.

Those venturesome performers who hit the road with units should get experienced advance men and aggressive publicity men to work with them. They should pick their houses with extreme caution, assuring themselves that those houses really can do enough business to cover the nut of the unit. They should be careful of the contracts they sign and not let dishonest theater owners put anything over on them. Then they should put their own men in the box office and at the door. In addition, the unit should be given a big publicity ballyhoo and the unit owners should see that the admission scale is not too low to make covering the nut impossible, and not so high as to keep out business.

The whole business of playing on percentage is intricate and full of pitfalls. Performers who try the game should go into it with their eyes wide open and always carry enough money for transportation back. They should always remember that they are amateurs in playing theaters on percentage, whereas the exhibitor has spent all his life playing pictures and "flesh" on percentage—and knows what's good for him!

*There has been an unusual flurry lately of new supper clubs in the Times Square section, some of them, like NTG's Paradise, being heavy investments. It couldn't possibly be the need of more eating places that has caused this. It must be a genuine demand for "flesh" shows. In most of these new places the show rather than the food is emphasized. In reality, they are nothing more than vaude houses where food is being served.*

### For He Has Far To Go . . .

SAM COIT is gone, and those who visited Equity offices and who knew him as a friend—actors, producers, agents, managers, newspapermen, young hopefuls—

will sadly miss his cheery word of greeting, his ready smile, his constant willingness to help, no matter what the problem, no matter how much his own affairs were pressing. For Sam has far to go, if Death be far, and never to return.

Sam Coit died January 2 of pneumonia after a brief illness. The theater will miss him; he was one of the foremost exponents of a stage that was something more than commercial—and he was one of the kindest and friendliest souls, one of the finest gentlemen, in the theater. As president of Edwin Forrest Lodge No. 2 of the Actors' Order of Friendship he aided to keep up the traditions of the truer stage. All his life he represented and fought for the finest in our theater. He was an actor of the old school and a gentleman of the old school. Our theater will miss him.

To his widow, Estelle Davis, instructor in dramatics at Columbia University, we send heartfelt and sincere sympathy. And to the spirit of Sam—even now hovering around a stage, if there be stages Up There—we send belated thanks for many kindnesses and godspeed on that journey from which there is no return.

### Foreign Music's Radio Status

AUTHORS, composers, publishers, radio broadcasters and others interested in just what percentage of foreign music is played here as against the product of our own composers will soon be in a position to know exactly how the matter stands. A survey now being undertaken by the American Society of Composers, Authors and Publishers will include the checking-up on all radio broadcasts, as well as the music played in public resorts.

Roughly, it is now estimated that about 10 per cent of the music played here is of foreign origin. It is on this basis that the ASCAP is paying its affiliated performing-rights societies in 16 foreign countries as the share due in fees collected here for the use of the music written and published abroad and publicly performed for profit. Since the radio men here have had the rate boosted by ASCAP, foreign organizations believe they are entitled to more money. Since more American music is used abroad than imported pieces are used here, the balance is in favor of the American writers in every country abroad, excepting Austria, whose output of Viennese operettas gets a good play here quite often.

While some radio programs utilize foreign music exclusively, the same is true of the domestic product. It hardly seems likely that one song or selection in every 10 played on the air is of foreign composition. In the future foreign writers will be paid by ASCAP according to how often each piece of music is used. This may result in a lower fee for the European writers instead of an increase. English writers are of the opinion that no less than 6 per cent of the music played here comes from Great Britain. Tim Pan Alley thinks they are suffering from delusions. However, within a few months a very interesting series of figures should be available showing precisely how often certain popular, operatic, standard and light opera compositions from Europe are played in this country as compared to the efforts of our own popular and serious composers.

*That animal acts still have a hold on the public and will continue to have was illustrated at a St. Louis department store during the holiday season. A trainer with seven male fighting lions drew 500,000 people in a six-week run, and it is said that 150,000 persons saw the act the day before Christmas. Give the people what they want and they will turn out in big numbers.*



**Vaude's Return to Newark**

Editor *The Billboard*:

Once again we see the regular vaudeville theaters back to what the people want—vaudeville—but it is not the desire of the vaudeville managers to give the public what they want. This vaudeville uprising all at once was forced upon them. If the management of a legitimate theater did not desire to please the public with vaudeville and run vaudeville in the theater for the last few months, the dear folks of Newark would still be getting pictures only and made to like them.

But upon learning of the success of vaudeville in an opposition theater, the regular vaudeville manager was forced to install the flesh or go in the red with pictures.

The same experience is happening in New York. The large vaudeville theaters all withdrew their flesh programs and tried to give the public pictures whether they liked it or not, but they are running into trouble now, as a few wise men got together and opened up some independent vaudeville houses; now the regular vaudeville men are thinking about putting vaudeville back in their theaters.

Why is the Palace installing vaudeville again? Because the Broadway and the Cosmopolitan are doing the business, as they are giving the public what it wants. Has the Palace in New York made any money with the Cantor or any other picture since it withdrew vaudeville? No.

Newark, N. J., now has a total of five vaudeville theaters, 25 or more acts a week, and all doing a big business. Just figure what these 25 acts mean to a town a week. The eat shops have to feed them, the hotels have to house them, the laundry does their washing, the street cars or taxis bring them to the theaters and many other dealers do business by supplying their needs.

All credit for this business which vaudeville has brought to the dealers of Newark, and the employment of actors, musicians, stagehands, operators, doormen, ticket sellers, porters and ushers can be given to the management of the legitimate theater that ran vaudeville and gave the public what they wanted.

FRANK WHYTE.

**"Segregate Amateur Magi"**

Editor *The Billboard*:

I am not a member of any magic society, altho I am a professional magician, having been on the road 11 years. I have been asked by many magicians to join one or the other of the three societies. One reason I have never joined any society is clearly explained by the following example:

Only today, in Franklin, Ky., I had the pleasure of meeting a gentleman that belongs to the IBM. He showed me his card and explained that he didn't know a thing about magic, but that he had merely joined the organization thru a friend.

If men like this are entitled to the same privileges as a person that has made a life study of magic and depends on it for a living, then I can't see how that is a help. If the three societies will unite and make an arrangement whereby the amateur magician will be segregated from the professional, then I would be pleased to join.

Carthage, Tenn. HARRY KRIKO.

**Barback Riders of Yore**

Editor *The Billboard*:

In your issue of December 24 I saw where Fred Pitkin is of the opinion that horses used by circus riders, rosinbacks, were not as high in the old days as those used today. So far as I can recollect, there is no difference in their size today. They always used big dapple grays or white horses and, as he says, rings were banked four inches lower. I will agree that the horses' lope was faster in the old days. The riders were faster in their work, and I have seen some of the best, I think, down to the present day.

I have seen only one male rider who is in the same class with the oldtimers and that is Pinky Hollis. I have not seen his act in three or four years, but he is the only one of the male riders to do a flip stunt. In my opinion Claude Orton was a star in his line. When I see two of the star acts today they recall the oldtimers I have seen.

Last summer I was back in "the capital of the world," as the trouper call it. There are two old circus rings on the old showgrounds that have been there for 35 or 40 years. I am sure they were made by John Robinson's Ten Big Shows.

Any time circus fans pass thru Wellsville, O., if they will go to the old Creek Bottom showgrounds they will see the last remaining ring banks of the Golden

Age. There is buried in that town, in Spring Hill Cemetery, an old-time barback rider whom I knew under the name of John Barry. There were two brothers, John and Frank. Frank died in Sydney, Australia, either with the Cole or Soils Bros.' Circus. John was hurt in a fall while trying for a double flip.

And as I write this I think back to the days when on the old showgrounds he would walk about for days before a show came to town and for days after it had left. I asked him once what made him that way. "Boy," he said, "it is the longing for the days when I could work." There may be one or two old troupers who knew the brothers by their professional name, perhaps Charlie Bernard or Doc Waddell. The last show John was on was the Harris Nickel Plate Shows.

Well, if the present-day riders would do a few more singles instead of working in troupes and tried to do the work of some of the oldtimers they would get top salaries and the old-time advertising that all champions got. We need some of the clown riders to do some real riding. We had American riders years ago, only they had taken foreign names.

Bismarck, N. D.

G. E. MAY.

This department of *The Billboard* is conducted as a clearing house, where readers may express their personal views concerning amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer, must not exceed 300 words, and should be written on one side of the paper. Send communications to *The Forum*, *The Billboard*, Box 872, Cincinnati, O.

**"Back to Indie Managers"**

Editor *The Billboard*:

I have read many articles in *The Billboard* in the past three years about depression in show business. But I have noticed that when the prices are right the theaters do business.

Some time ago I wanted to see a certain show and went down the day before to buy a couple of tickets. Now, mind you, this was not a movie. It was an old-time show, hadn't been produced in 25 years. I could not secure tickets; sold out, was the answer I got from the box office, and it was the last week of the show.

I was told that the show went into storage. Does that sound like depression? If the show did such a business, why did it not remain longer at this theater instead of going into storage? I was told that if I had gone to a ticket broker I could have had plenty of seats.

Now, why do managers let the ticket brokers run their business? I had stood near the ticket window and dozens were

turned away the same as I had been, and I would not be a bit surprised to learn that the night on which I wanted to attend the show that it didn't have half a house. But if they had sold to those who came to get tickets the house would have been filled.

It indicates that the public wants good shows, no matter of what type. Shows must be good and I don't believe the depression would be half as bad as it is if things were run right. Vaudeville always went over; there wasn't a slump in it until they started to chisel the public on the shows.

And if the corporations had not gotten control of all the theaters from Coast to Coast there would not be any such depression in vaudeville. All those small-time circuits would have been running, giving work to hundreds of acts. None of us will see the day when those circuits resume unless some unforeseen thing crushes all the corporations in the East, West, South and North. Whether or not they are all governed under one head, they all run on the same basis.

It seems that they are out to lick vaudeville. If they do put on vaudeville

shows, what does it all mean? Nothing to rave about. So how in heck can anyone expect to see vaudeville make a comeback when the odds are so against it? There is only one solution. Bust up the corporations and let the independent managers have their theaters back and conduct them as they see fit.

WALTER NEIFF, Chicago.

**Justice for the Tent Shows**

Editor *The Billboard*:

I have written the following open letter to Mayor G. H. Bates, Plant City, Fla., inclosing some clippings from the press of that city, as well as a clipping of the holiday greetings extended by Acting Mayor Joseph V. McKee, New York City, in the December 31 issue of *The Billboard*:

"I am inclosing some clippings from your local paper regarding tented and free medicine shows, as well as the Christmas greetings from the mayor of New York City. I believe that these editorials are sent from town to town

**Income Tax Department**

By M. L. SEIDMAN

Member Tax Committee of the New York Board of Trade

This is the second of a series of articles by M. L. Seidman on how to prepare income tax returns that will appear regularly in these columns. He will answer all income tax questions directed to him by our readers. Questions should be addressed: M. L. Seidman, care *The Billboard*, 251 W. 42d street, New York City. All communications must be signed by the inquirers, but no names will be disclosed in published answers.

I scheduled for this article a discussion as to who must file returns.

**Who Must File Returns**

Must I file an income tax return? Many a time and oft, as Shakespeare would say, has that question been frantically put by a trembling taxpayer just when March 15 was about to greet the 16th. We are all going to be able to help such a person out of the seeming misery because the rules are so very simple.

We need have just three questions answered and we have our solution. The questions are: 1. What is the amount of your gross income? 2. What is the amount of your net income? 3. Are you married or is it the market that makes you look that way (with the cynic at the helm)? Let us see why the why of these questions.

**Gross Income**

As regards gross income, the law says that every individual must file a return if his or her gross income is \$5,000 or over. In other words, if a person's salary, interest, dividends and all other items that make up one's income add up to \$5,000 or more, a return must be filed. Mind, it makes no difference that the expenses and other deductions "ate up" all

the income and even left a loss for the year. Gross income and not net income is what counts under this requirement.

**Net Income**

We said we also want to inquire about the net income. That is so because another rule makes it necessary to file a return, irrespective of the size of the gross income, if the net income is above certain amounts. Here is where it is necessary to determine whether a person is single or married.

A single person who has a net income of \$1,000 or more for the year must file a return. A married person whose net income is \$2,500 or more must likewise file a return. (Last year the requirements as to net income were \$1,500 in the case of a single person and \$3,500 in the case of a married person.) In both cases the fact that the gross income is less than \$5,000 would not make any difference. If the net income exceeds \$1,000 or \$2,500, respectively, a return is due.

**Married Persons' Returns**

Marriage, being sort of a peculiar institution, extends its peculiarities to the income tax returns of married persons. (See *INCOME TAX* on page 37)

by selfish interests who would destroy all forms of amusement except what they provide themselves. For personal gains these interests seek to lead the people and business men of Plant City to believe that there is only one class of amusement and shows that is fit for people to see.

I believe the mayor of New York in his Christmas felicitations has recalled the great work of actors and showmen during the late war, when thousands of benefits were staged by actors and showmen to sell Liberty bonds and raise funds for the boys at the front. And when there is great distress in the land it's always these people who are willing to stage a benefit to raise funds for the fallen.

"But now in time of peace and when the actor and showman need employment the interests seek to impose a tax of \$50 a day and send them into a zone that will make success impossible, while other forms of the show business flourish on the downtown streets at a much smaller license fee. It's my honest opinion that the majority of business men would be glad to see a flesh show and do not approve such a fee. I believe if the license fee for a tent show is \$50 a day the same amount should be imposed on all shows, and that if it is just and right to zone one show then all shows should be zoned and any kind classed as a show should be zoned. Discriminating licenses and chain-owned interests have caused racketeering to flourish thru the nation today at an alarming rate.

"We are willing to admit that some of the traveling shows are not upbuilding and the same thing applies to some of our picture shows. They sometimes show pictures that are not fit for our children to see. And again in most small towns I find that merchants have been led to believe that their local picture show is a part of the town business and traveling shows only take money from the merchants. But in reality the picture show is a chain-operated concern and receipts are forwarded daily to the main office, leaving only enough money in the town to pay a manager, operator and ticket seller.

"I'll say this for road shows. They fill up the hotels, pay laundry bills, are liberal patrons of restaurants, increase transportation by express and passenger trains, keep a flow of gas going into their cars and keep thousands in employment. And last but not least, are ready and willing to organize their units in time of war and march to the front and cheer millions of fighting soldiers thru rivers of blood, stage benefits for orphan children and give free shows for the Red Cross without salaries.

"I ask in the name of justice and equal rights to all to earn an honest living. I appeal to the mayor of this city in the name of 50,000 or more unemployed actors, musicians and showmen to make the license to one and all alike and the fee for all amusements reasonable and just. And your zone, should one be established, to effect all shows alike in the amusement business. I believe that all tented shows are willing to pay the fee if such is placed within their reach and are not looking to horn in on anything unless they pay the price for doing so.

"A study of the inclosed clippings by the honorable mayor and city council will convince them, I believe, that big interests operating chain shows, and not the merchants, are sponsors of the intended ban on tent and other shows. I will thank you for a close investigation, not as a personal favor to me, but to thousands of others who look to men in power for lenient license fees to earn a living by selling their services to the public."

E. B. GRAHAM.

Plant City, Fla.

**To Rate Amateur Magicians**

Editor *The Billboard*:

I am inclosing my ballot advocating the magic merger. I believe an out-and-out merger, with just one mammoth convention and one magazine, would cause more magicians, both professional and amateur, to join.

I also believe it would be a good idea to have the amateurs separated from the professionals and ranked by degrees according to their ability and attainments. Yours for a bigger and better magical society.

JAMES A. BAINS.

Shreveport, La.

**Merger Sensible, He Thinks**

Editor *The Billboard*:

Merry Christmas and a Happy New Year and success to your undertaking of merging the three major magic societies. It's the first sensible move made in the magical world in a long time.

London.

DR. "Z."

# C I R C U S I E S

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

## Mills Begins London Date

**Program at Olympia up to standard—13th annual—runs until January 25**

LONDON, Dec. 22.—Bertram Mills' 13th Annual Olympic Circus opened this afternoon. Program is well up to standard and the international talent makes a fine show.

Willy Schumann is once again the equestrian director. Bertram Mills' Liberty Horses, trained in England by the young Polish trainer, Czeslaw Mroczkowski; Jeannette's Cricketing Elephants, the high-school horses; Kaden and his mixed group of lions, tigers and bears; Lily Strepetow and her dogs, Hagenbeck's sea lions; Freddie Knie, youthful high-school rider; Hundazee troupe of Caucasian riders, the Sobolewski and Iwanoff troupes of riders and Signor Arturo and his bulls comprise the animal acts. Thrilling aerial work is contributed by the Four Sensational Vesves, American aerialists; the Reiners, trapezists, and Torrence and Dolores, aerial novelty. Other acts are the Rivals Trio, with Charlie, comedy aerial novelty, who are playing their fifth engagement at the Olympia; the Four Zanoffs, English acrobats and posing equilibrists; the Kommya, with Eva Ivey, well-known American and Dutch combination of slow-motion equilibrists and gymnasts; Soga, Hiru-lawa and Yung Deal Troupes of Chinese and Japanese acrobats and plate spinners; Carlton Sisters and Ellen Dea, high-speed club juggling girls; the Paetzold troupe of comedy cyclists; the Four Sloans, stilt walkers; the Four Resua Sisters, roller skating novelty; the Hadji Ali Troupe of Arab tumblers and clowns, led by the veteran Whimsical Walker, and the Andren Family, musical clowns.

As is his usual custom, Lord Londale, who presides at the opening performance of the circus, handed every woman performer who appeared a large bouquet.

Prior to the first performance the annual luncheon, the biggest function of its kind, was given by Bertram Mills, the 1,000-odd guests ranging from Prince George to press representatives of all the English papers.

The circus runs until January 25. Chief of the items in the Fun Fair are an exhibition by Jimmy, the American legless swimming champion; the Ubangi Midgets; the Wall of Death, motor cycling sensation and the combined menageries.

## Barnett Bros. Closes Season of 37 Weeks

YORK, B. C., Jan. 7.—After a tour lasting 37 weeks the Barnett Bros.' Circus brought its season to a close in Augusta, Ga., and returned to quarters here, where it has wintered the last four years. Engagement at Augusta was under auspices of the Empty Stocking Fund. Weather and business bad.

Some of the folks are remaining in quarters. The management anticipates an early opening in this city.

## David Lawrence Seriously Ill

BEDFORD, Va., Jan. 7.—David Lawrence is seriously ill of dropsy in the hospital of the Elks' Home here. He would appreciate letters from friends. He was with the Buffalo Bill Show as steward and purchasing agent for 12 years, starting in 1884. Was also with Col. Frederick Cummins' Wild West and toured Europe. He was with Cummins for several years and later with carnivals. He is a member of the Columbia (B. C.) Lodge of Elks.

## Gordon Slightly Injured

BRUSSELS, Jan. 2.—Paul Gordon, the American slack-wire performer, while performing at the Cirque Royal, received a severe shaking up in a tumble from the wire at the close of his number, but suffered no serious injuries.



**CHARLES SPARKS**, owner of Downie Bros. Circus, who again will have his show on trucks the coming season. General repair and remodeling work will soon start at winter quarters at Central City Park, Macon, Ga.

## Mary Miller Signs With Sam Dill Show

TERRE HAUTE, Ind., Jan. 7.—Darling Mary Miller, 13-year-old aerialist, will again be with Sam B. Dill's Circus. Mr. Dill was here Tuesday and made the contract. Fred F. Bays, of Sullivan, Ind., who is Miss Miller's manager, also will be with the show and assist Mr. Dill. The show is slated to open at Dallas, Tex., April 13.

Miss Miller appeared in the Christmas Frolic given by *The Terre Haute Tribune* and *Star* papers December 14-15 for baskets of food for the needy for Christmas dinner. She did perch and aerial numbers.

## Children Entertained At Peru, Ind., Quarters

PERU, Ind., Jan. 7.—Seventy children of Dunkard, Mexico, Ind., orphanage, in charge of Superintendent and Mrs. A. L. Norris and Omer Holman, editor *Peru Republican*, and wife, were entertained the past week at quarters, where animal acts and other entertaining features—program lasting two hours—was given them thru courtesy of Jess Adkins and Rex de Rosell.

Lodge of Rotary, in which Messrs. Adkins, de Rosell and Holman hold membership, furnished several bushels of peanuts. Visit of children to circus quarters replaced annual program at orphanage Christmas Eve.

## Hooray Planning 20-Truck Show

SARASOTA, Fla., Jan. 7.—"Freckles" Hooray, kid stage and screen star, last season featured attraction of Gentry Bros.' Show, will, the coming season, own and manage his own circus. Outfit will move on 20 trucks and trailers, featuring "Freckles." Other acts will consist of animal numbers. Headquarters are at Sarasota Terrace.

The show will be built for children appeal and will play city spots in Eastern territory, opening the middle of April. Special newspaper clippings have been made for the youngest owner and manager in the circus field. Jack Verner will be assistant equestrian director.

## Lewis Bros.' Show Has Quarters at Holland, O.

HOLLAND, O., Jan. 7.—Lewis Bros.' Circus is in quarters here. A working track around the 20-acre field has been graded and working of the stock has started. There is a barn that will hold all the tractors of the semitrailers; a ring for training stock during real severe weather, also stable room for 50 head of stock. A bunkhouse has been built for the workmen that will house 30 very comfortably, also a dining room. Management has a six-room house with all conveniences.

The circus will maintain its office in Jackson, Mich., as it is only 55 miles from the barns. It is possible that the show may go back in the three-ring class again the coming season. Management is planning on several smaller animal acts and back to three-day and week stands.

Mrs. Paul M. Lewis, who is in Havana, Cuba, on a vacation, will return about the middle of the month.

## Sennett May Go Free

MOBILE, Ala., Jan. 7.—William Earle Sennett, formerly with Robbins Bros.' Circus, now under arrest at Des Moines, Ia., for the alleged killing of John Smith, colored employee of the same show, may go free. Efforts so far on the part of Sheriff William H. Holcombe and County Solicitor Bart B. Chamberlain to induce Governor B. M. Miller to pay the expense of returning Sennett to Mobile have failed. Sennett was charged with killing of Smith jointly with Ralph Noble. Smith was a member of the colored Masonic fraternity of Charleston, W. Va., and it is reported that this lodge might advance the funds to return Sennett to Mobile.

## George Atkinson at Elks' Home

BEDFORD, Va., Jan. 7.—George Atkinson, formerly with the John Robinson and Hagenbeck-Wallace circuses, is at the National Elks' Home. He is a member of the Moundsville (W. Va.) Lodge of Elks.

## Looking Back Thru The Billboard

### 25 Years Ago

(Issue of January 11, 1908)

Barnum & Bailey Circus will be at Madison Square Garden, New York, as usual, and will be followed by Buffalo Bill Show. . . . George Woods, boss canvasser, re-engaged with Wheeler's New Model. . . . J. C. O'Brien will again manage Campbell Bros.' Side Show. . . . W. C. St. Clair, last two seasons' opposition agent with Forepaugh-Sells Circus, will be with Barnum & Bailey in same capacity. . . . James Shelby Shows are touring the South. . . . Charles H. Ferry (Eugene Ferrato), skeleton man, died at Providence, R. I., December 29. . . . Following bosses will be with Barnum & Bailey: John McLachlan, trainmaster; Thomas Lynch, baggage stock; John H. Snellen, canvas; John Eberlee, flying squadron; Harlan Hall, side-show canvas; Dan Taylor, master mechanic; Paul Damschke, lights; H. L. Kelly, cookhouse; George Conklin, animals; H. J. Mooney, elephants; Arnold Graves, props; S. W. Elliott, ring stock; Bert Wallace, wardrobe, and Edward Schaeffer, head porter.

### 10 Years Ago

(Issue of January 13, 1923)

Al J. Massey, who had band with John Robinson Circus last season, will have band on Sells-Floto. . . . George W. Day died at Harrisburg, Pa., December 27. . . . May Wirth and Martine family will be with the Main Show. . . . Henry Weleh will be with Howe Show as superintendent of stock. . . . Gabe Dettler, who has been on front door with Ringling Show for several years, broke into the game as a musician with Brownlee & Reed Show. . . . Bob Morgan is advertising agent for Strand Theater, Salisbury, N. C., during the winter. . . . Walter Gulice and wife will be back with Sparks Show. . . . Lewis Reed, elephant man, is at quarters of Sparks at Macon, Ga. . . . J. H. (Doc) Oyer will manage side show with Walter L. Main Circus. . . . Allen Hauser will be equestrian director of Sparks Circus.

## Truck Show For Clark

**Will have circus and Wild West acts—work starts at W. Warwick, R. I., quarters**

WEST WARWICK, R. I., Jan. 7.—Art Clark, of this city, is framing a show for the coming season which will bear the title of Clark's Greater Shows, Inc. He will be general manager.

The outfit will have a combination of circus and Wild West acts and will be transported on trucks. A band of Indians will also be carried.

Work has already started at the quarters here. New cage bodies are now being built.

Charles Parent will be the boss canvasser.

## Gumpertz, Meighan, Valdo Visit Peru, Ind., Quarters

PERU, Ind., Jan. 7.—Samuel W. Gumpertz, general manager of the Ringling Bros. and Barnum & Bailey Combined Shows and American Circus Corporation units, accompanied by George Meighan, general agent and traffic manager of Ringling-Barnum, and Pat Valdo, assistant equestrian director of the Big One and also assistant to Mr. Gumpertz as booking agent, visited the circus farm and Okdale railway yards yesterday.

Mr. Gumpertz officially announced that the Sells-Floto Circus would not be on the road this season, as stated in a recent issue of *The Billboard*.

## Watts, Ledgett Injured In Automobile Crash

PERU, Ind., Jan. 7.—Ira Watts, Ringling official; Fred Ledgett, who had been equestrian director of Sells-Floto Circus, and J. B. Wells, real estate broker, narrowly escaped death or serious injury Thursday when autos they were driving figured in a triple crash on downtown streets here.

Mr. Watts, accompanied by Mr. Ledgett, was driving west on Second street and crashed into Mr. Wells' machine at street intersection. In trying to avoid collision Watts went to south side of the street and head-on into coupe owned by Hoyt Ayres.

The Walls car was turned over and destroyed. Watts' injuries consisted of badly lacerated ear and minor injuries. Ledgett was rendered unconscious and is suffering from minor cuts and bruises.

## Harry A. Atwell Entertains

CHICAGO, Jan. 7.—Harry A. Atwell, "the old photog.," known to trouper the country over, held open house on New Year's Eve and during the afternoon and evening many of his friends dropped in to partake of his hospitality and wish him a happy and prosperous New Year. Among those who paid their respects to Harry and his brother, Rudy, were Fred Wagner, Bert Rutherford, Mr. and Mrs. Homer Hobson Jr., C. W. Finney, E. E. Hickey, John F. McGrail, Frank Weiss, Ben Antli, Eugene Whitmore, Jack Beach, Herbert Hobson, Nat Green, Lew Dufour, Erna Coleman, Eddie Calmens, Henry Seavey, Marie Dyrstrup, Blanche Purdy, Rudolph Niemeyer, Bert J. Keppler, Mabel Franklin, Clarence Lynest, Thelma Hubbard, Decker DuBois, Thomas Maboney, Ed Blanche and Doris Douglas.

## McHale in New Orleans

ST. LOUIS, Jan. 7.—J. P. McHale, of the Mack Hale Bros.' Circus, writer from New Orleans that he is enjoying himself fishing in that section and that he is preparing for a bigger and better show which he plans to take out in the spring. He recently spent an enjoyable visit with Harry Hirsch and Mill Hinkle, both of rodeo fame, in Mobile, Ala.

**With the Circus Fans**

By THE RINGMASTER

**President.** HARPER JOY, W. M. BUCKENHAM.  
425 Riverside Ave., Thomas Bank,  
Spokane, Wash. Norwich, Conn.  
**Editor.** K. E. KNECHT, Box 710, Evansville, Ind.

A number of CPA were in attendance at the annual banquet and ball of the Pacific Coast Showmen's Association at Los Angeles. James Chloupek, of Oakland, Calif., vice-president of the Western CPA Tops, had reservations for four and was allotted seats at Table No. 1. President Harper Joy made reservations and, not being able to be present in person, delegated Nelson Rhodes, chairman of the Rowe Los Angeles CPA Tent, to be his representative.

Sylvester Cronin and Theo Forstall, of the Barnes Circus, were prominent on committees.

Wallace Ware, CPA of Santa Rosa, Calif., was appointed State Railroad Commissioner by Governor Rolph.

Hon. James W. Davidson, Vancouver, B. C., Can., chairman of the Jerry Mugivan Western Canada CPA Top, issued a nifty New Year card, in which he recited some good circus history and used for an illustration a reproduction of a Barnum & Bailey litho that showed their feature of 1886, a horseless carriage.

Among the nifty greeting cards was that of Frank Cook, wherein he was pictured in front of the 50 Ringling Bros. and Barnum & Bailey elephants, a photo, made by Harry Atwell of the huge herd last summer.

The Hotel Vancouver at Vancouver, B. C., Can., has turned a dining room over to the Jerry Mugivan Western Canada CPA Top to be used as a circus room. Chairman Davidson and members will have it decorated appropriately and will hang Mugivan trophies and other circus-pictures and antiquities in it.

The Riding Hobsons (please send us your address) and Harry Atwell each used for their greeting card a reproduction of that painting by Victor A. Anderson that appeared in *Life* years ago, showing an old retired circus horse running along, inside the fence, as heavily laden horse-drawn circus wagons were passing by the pasture.

The Chicago John Davenport CPA Tent held its first meeting of 1933 at the Hotel Sherman on Wednesday, January 4.

According to Col. C. G. Sturtevant, Dallas, historian of the CPA and member of the national organization committee, the next few months promise much in CPA activities. He has been asked for assistance and suitable names of prominent deceased circus men by a half dozen different State and city organizations of CPA members who are planning sub organizations to augment those already formed by the CPA. In anticipation of the Ringling Jubilee Year the Wisconsin members, led by Sverre Braathen, of Madison, are planning for a fine Top and will also give much aid to Baraboo and the CPA in helping to note this noteworthy event of circus history.

The sympathy of all is extended to Clint Beery of Chicago in the death of his wife, Bertha, January 3. Internment January 5. Beery was president of the CPA in 1928-'29. Besides the husband, survivors are children, Vernon, Eugene, Mildred and Charles.

**Austin, Baker, Bullen With Georgia Minstrels**

DENVER, Jan. 7.—There were quite a few notables here during the week before Christmas.

Arthur Hockwald, manager of the Famous Georgia Minstrels, opened a four-day engagement at the Broadway Theater. Jack Austin, formerly with the Al G. Barnes Circus, is now stage carpenter with the minstrels. His father, J. Ben Austin, general agent of the Barnes Circus, visited him here, coming on from his home in San Antonio, Tex. Harry Baker, agent for the Georgians, and the veteran Bill Bullen, his assistant, were also here for a few days ahead of the show. Earl Keetes, of the Fanchon & Marco Los Angeles office, was also here with the minstrels.

Everyone visited the Shrine Circus headquarters in the Albany Hotel. Sammy Allen is in charge of the promotion, and is assisted by Joe Anfenger, of the RKO office in Los Angeles, and Jack Grimes, press agent with the Al G. Barnes Circus.

Big spreads in *The Denver Post* and *The Rocky Mountain News* last week showed Governor Johnson of Colorado buying the first book of tickets to the circus, which opens January 24 for a nine-day engagement.

**Performers' Club Of America Notes**

CHICAGO, Jan. 7.—Well, here it is! What the members of the Performers' Club of America have been looking for for some time, a column in the old reliable paper, *The Billboard*. All members, both in Chicago and on the road, are invited to send in news to Bert Clinton, the secretary. A postal will do, but be sure to sign your name. Let's make this a newsy column!

Grover McCabe is busy getting his boys and girls ready for the winter circuses, first of which opens at Memphis January 16.

The big party given by Pearl Darling and Charles Muller (formerly the Flying Wishards) December 27 was a treat, and so voted by the entire PCA body. Assisting in conducting the party were Mrs. Bert Clinton, Juanita Griffin, Arthur Mann and Jimmie DeVoe. Coffee and cream from Paul Lorenzoni; pies by Helen Carlson. Bert Clinton acted as emcee, and that boy has a line that caused everybody to get out on the floor and reveal their hidden talents, of which there is plenty among PCA members. Was that party a success? Ask those who attended!

Charles Ledegar recently returned from the East and is busy redecorating his home here. Charles is one of the club's newer members.

The Geddis Trio, Sissy Seror and her two versatile brothers, are working in and around Detroit. Peggy and Emil Schmidt were enjoying the warm California sunshine when last heard from. The Oslo Troupe write that they played the Colonial Theater, Elmira, N. Y., recently, then on to New York City.

The Aerial Flowers have come a little closer to earth, but still up in the air on that new rigging, just finished. Lawrence is a glutton for punishment, working from early morn to late at night. Here's wishing him and her luck and a long route for the coming season.

If Frank Burt keeps on practicing he probably will fall away to a ton.

**Los Angeles Brevities**

LOS ANGELES, Jan. 7.—Tom Mix and wife left for Chicago and the East. It is authoritatively stated that he is not thru with pictures, but awaits some better stories.

Recently a crowd of oldtimers of the circus here were discussing the inception of the Al G. Barnes Circus. It was definitely proved that Harley O. Tyler, Louis Corbelle and Charley Cook built a show for the 1910 season that went out as Al G. Barnes Carnival. The men mentioned did wagon building, blacksmithing and painting of the equipment, organized it and put it out as a carnival. Later in the fall it was changed to Al G. Barnes Circus, Capt. Tyler and the late Jim Morrow had some difficulty in converting Al G. from carnival to circus. Capt. Tyler was the first manager, three-year period, then away and back for five years more. Ed Garner, deceased general agent of carnivals, was the first general agent, but to Murray Pennock, later general agent, was due the invasion of the Eastern country which put the Barnes Show into big money and a nation-wide reputation.

A shipment of five elephants and baggage stock from the Sells-Floto Circus arrived in Los Angeles this week to be added to the Al G. Barnes Circus.

General Agent J. Ben Austin of the Barnes Circus has arrived from San Antonio, taking up details of the 1933 season.

There is an apparently authentic report that one of the big moving picture outfits plans a super circus picture, many of the scenes to be taken en route with one of the big tented organizations. Plan complete take of everything from early morning scenes at the run until the pullover teams are thru.

**Codonas in Newsreel**

PARIS, Jan. 2.—Paris picture houses are showing in their Movietone newsreels a splendid "short" of the Codonas performing at the Wintergarten in Berlin.

**Activity at Christy Quarters**

HOUSTON, Jan. 2.—Among recent visitors to the Christy Bros.' winter quarters were Mr. and Mrs. E. T. Carney, Mr. and Mrs. T. F. Wiedemann, Bob Spedy, Mr. and Mrs. E. O. McDonald and Robertson Bruce. There is considerable activity around the sail loft and carpenter shop, where special equipment is being assembled.

**Peru Gleanings**

PERU, Ind., Jan. 7.—Emmett Kelley and wife, Eva, left for Washington State the past week. Emmett will work clown alley and double trapeze, loop and contortion at several indoor shows.

Hughy Butler, superintendent of farm dog kennels, will work ponies, dogs and monkey and revolving tables at Toledo indoors.

Car repair shops, under construction by E. G. Jarrell, of Muncie, Ind., and Superintendent Jack Biggers, is rapidly nearing completion. Calliope No. 43, said to have been used years ago by William Cody, "Buffalo Bill," is supplying hot water for concrete mixings.

James Barginline is in charge of the sea elephant, Goliath, at winter quarters. A 12-truck show will be launched in Peru in April. Promoter is a veteran trouser, many years with old B. E. Wallace Shows. Outfit will carry name internationally known 30 years ago, and venture kept secret up to now, has all equipment but trucks. Promoters are in Indianapolis, negotiating purchase of 20-foot semitrailers.

The Peru scribe was in error issue of January 7 when given information that Blackie Diller would be in charge of baggage stock on Hagenbeck-Wallace this season. Charles Rooney, veteran boss hooter of H.-W. for many years, will again be the official. Apologies, Mr. Rooney and gang.

G. F. Gardner, CPA, was guest of Steve Finn the past week. Gardner was tendered many circus parties here.

Clarence Adolph is in charge keeping winter quarters and grounds spick and span.

A wedding which promised to be the biggest circus social event ever held in this city went haywire when Ray Collins, H.-W. trainmaster and Lucille (Bobby) Doriot (nonprofessional) changed to new lot and moved up hour of performance New Year's Eve. Elaborate church ceremony was canceled, owing to promise of circus friends to give them an old-fashioned charivari.

Five of the Sells-Floto elephants—Tribby, Jenny, Josky, Tony and Cass—in charge of Charles Morgan, assisted by Red Freeman, were shipped to the Al G. Barnes Circus at Baldwin Park, Calif.

**West Coast Jottings**

VENICE, Calif., Jan. 7.—Mrs. Vernice Mitchell had her sister here from Arizona over the holidays.

The unemployed benefit circus to have been staged at the Philharmonic Auditorium in Los Angeles December 26-28, under auspices of the Los Angeles Unemployed Voters' Association, was canceled because of a labor dispute, it was announced.

Austin C. King arrived here from his home near San Francisco and stated that he will leave for Denver to handle the radio publicity for the Shrine Circus to be held there late this month.

Curly Phillips and Tom Plank have signed contracts with Charles Hatch to play the Denver Shrine Circus; also the Los Angeles Shrine Circus. Curly will work his clown dogs, Bob and Buster. The McKeon family state that they will make the Denver date.

James Holloway, formerly with Foley & Burk Shows, has his Marine Show on Venice Pier and is doing fair business.

Jimmie Wood and Sid Muratroyd have completed their show truck and have a Marine Show. They will leave soon for road tour. Their wives will also be with them, acting as lecturers. All were with the Barnes Circus last season.

Milt Taylor and Jack McAfee will have an auto park near the Los Angeles Auto Show next week.

Mr. and Mrs. William Denny gave a New Year's party and it looked like a reunion of the Barnes Circus folk.

Recent visitors to the "Town Pump" at the St. Mark's Hotel in Venice were Yellow Burnett and wife, James Holloway, Ben Austin; Skinny Matlock and Frenchy Valle, who have returned from Mexico, where they had been on location for the Paramount Studio.

TOM PLANK.

HENRY G. RYAN'S show, which played New England fairs, is quartered at the Eika's barn, Brattleboro, Vt.

**Hildreth in Charge Tickets Inaugural of F. D. Roosevelt**

WASHINGTON, Jan. 5.—Melvin D. Hildreth, chairman of the legislative committee of the Circus Fans' Association and national arbitrator for motorized circuses, has been named secretary, in charge of tickets, for the coming inaugural of Franklin D. Roosevelt as President and John N. Garner as Vice-President March 4. Appointment of Hildreth was made by Admiral Cary T. Grayson, chairman of the general committee on inauguration. General Daniel C. Roper is chairman of the committee of which Hildreth will be in active charge. Secretary Hildreth has already assembled a staff of former circus men to assist him in the very important duties awaiting him, and he has appointed Harry A. Allen, chairman of James E. Cooper Top, CPA, to be directly in charge of ticket details.

The committee in question will have charge of the issuance and sale of some 100,000 tickets for use along the line of march, including those tickets to be used in the President's reviewing stand. In the naming of Secretary Hildreth for this very important task the CPA, as well as the circus industry, with which he is so closely connected, is given very special recognition by the executives of the inauguration ceremonies so far as the public is concerned. In the naming of Harry Allen and other aids from Cooper Top this recognition is accentuated, and in addition it gives assurance the job will be done with finish and dispatch.

ROY (MICKIE) McDONALD has not been in Hot Springs, Ark., as mentioned in a recent issue. He closed a five weeks' engagement in a Tulsa (Okla.) department store December 24. He will play the American Legion Circus in Tulsa, and Milwaukee, Detroit and Cleveland dates for Orrin Davenport.

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## Under the Marquee

By CIRCUS SOLLY

WELLS HAWKS received several cablegrams wishing him the season's greetings.

MAKE IT A POINT to refer to the Letter List every week. There may be mail for you at one of our offices.

BEN HOLMES will again be general agent of the Allen Bros.' Wild West Show. It is planned to enlarge the outfit.

WALTER LANKFORD, a musician, postcards that he will again be with the white tops coming season. He is now working at the barber trade in Peoria, Ill.

LOU WALTON was called to his home in Pittsburgh, due to the fact that his sister underwent a serious operation. She is doing nicely.

HARRY BERT, who is spending the winter in Chicago, has just recovered from a severe cold and is once more up and about.

JOE SIMMONS, midget clown, was busy during the holidays entertaining the kids as Santa Claus at a number of events in Dallas.

JOHN PIZZO, midget clown, better known as "Bozo," last season with the Barnes Circus, is now with the Holly-wood Troubadours, touring Texas.

JOE SHORT and wife have returned to their home in Detroit. Joe is waiting for the bluebirds to sing in order that he can again hit the sawdust trail.

JACK WALSH, formerly of Robbins Bros.' Circus, filled a five weeks' engagement as Santa Claus with the Thatcher Production Company, and has returned to Covington, Ky., for the winter.

REX M. INGHAM spent a very pleasant day recently with G. Emerson Brown, director of the Philadelphia Zoo. While there he purchased several Japanese Silk deer.

FRANK T. KELLY and Robert Trevor are planning to join a motorized circus this season. They will be in Illinois all winter. Have been working the streets and pitching.

CHARLIE ROONEY remarked recently: "Yunno, I haven't read of many of the actors this winter taking a 'much-needed rest' after finishing the last outdoor season."

AFTER CLOWNING for four weeks in the Logan department store in Chicago, Ab Johnson is leaving for Petersburg, Va., to break ponies for C. F. Lauterbach, who has a large pony farm.

ON THE BILLS at the Waco and Orpheum theaters, Waco, Tex., New Year's midnight shows were Bert Dearo, the human frog, and the O'Neal Trio, comedy acrobats.

L. O. ZELLENO, on his way to Florida, stopped off at the quarters of the Downie Bros.' Circus at Macon, Ga., and visited with Charles Sparks and Charles Katz. Also had a nice visit with Eddie Jackson.

CLARENCE AUSKINGS is still agent for the Billy Randle Canine Revue, which is doing very good business. Act opened on Korn West Texas theaters January 4 for three weeks. Auskings will again be with a motorized circus.

BLACKIE MORGAN, boss canvasman, arrived in Omaha, Neb., from Cleveland, O., and is again in good health. Will be with one of the big ones. Mack Swank has been on the same shows with him for many years.

WALTER L. MAIN advises that his name has not been leased for any winter shows or any other show. He states that there will be a Main Circus on the road in 1933, but that plans are not as yet complete.

THE ALEX BROCK TROUPE of comedy horizontal bar performers, with Anna Brock and her revolving trapeze, have returned to Huntington, W. Va., from Meriden, Yucatan, where they filled an engagement for the Collins Agency.

THE STORY published in last week's issue will set at rest the reports going the rounds that Charles Sparks would have his show on rails this season. He will continue with his crackorjack motorized outfit.

WELBY COOKE, featured with Hunt's Circus, was added to the May Wirth act during its appearance at the Broadway Theater, Washington. The act was held over the second week and was one of the outstanding hits of the bill.

SI PICKELS, clown, novelty one-man band and ventriloquist, formerly with circuses, was at Harlem Museum, New York, last week and is also there the current week. Museum is under management of Otis Smith, who has his two elephants there.

H. A. PHILLIPS, of Robinson Bros.' Circus, informs that the outfit expects to get out early. Austin B. King is busy every day with the stock at the quarters in Los Angeles. Ray Hevener, Edwin Merriott and Bill Corbett are working on equipment.

MARION WALLICK, manager of the Marion Wallick Entertainers, has donated his services and big bus in New Philadelphia, O., to haul the undernourished children from the schools to the soup kitchen every noon. He will do this until the opening of the circus season.

CHARLES F. REED, former bareback rider, has been at the Cincinnati Altemheim for a number of years. He is 91 and prides himself in his activity, walking without a cane and taking setting-up exercises each morning. And he can lift his right foot with his right hand until it is almost as high as his head.

RECENTLY in a Columbus (O.) daily there appeared a sketch of a callopie with the accompanying words: "The modern sound truck with loud-speakers which blares forth on the streets today had its counterpart in the old callopie. Probably the first callopie heard in Columbus came here September 9, 1857, with the Nixon & Kemp Circus. It was operated by steam and could be heard for 10 miles around."

SHORTY SHIREY is in the coal region of Pennsylvania producing vaude and floor shows for night clubs. He put on shows in Pottsville, Pa., New Year's Eve. At the Hipp, he had the Pep Girls and Doll Baxter; at Golden Inn, Princess Dereta; Elks' Club, Frank Kirk, Princess Helena, Brown Sisters; Blue Moon Club, Dolly Hartman. Shorty advises that he will be back with the white tops in the spring.

ROY BARRETT recently played a children's matinee at the Taft Auditorium in Cincinnati for the RKO office out of Chicago. Was m. c. for a nine-act bill. He made the State street parade in Chicago Christmas Day. At the Ak-Sar-Ben date in Omaha he did "cop" and worked the come-in. He played the Chicago Stadium for H. O. Ingraham's show. He will play Denver and Los Angeles dates for Charles Hatch, of the RKO office, Los

Angeles, and Minneapolis date for Denny Curtis.

CHARLES BERNARD, veteran showman of Savannah, Ga., writes: "Looks like circuses transported by rail will be limited to about three for the 1933 season. Was looking over some route lists of 20 to 35 years ago and it was interesting to note that in the middle of October, 1909, there were 29 circuses and Wild West shows routed. . . . I did not send any Christmas cards. Decided that I would apply the cost of cards and postage to send them by giving a little help to a few ex-troupers whom I knew were really in distress and needed a Christmas dinner. Mrs. Charlie Tripp, unable to work, and now well up toward 80 and has had only a niece of Charlie's to depend upon, has had my sincere sympathy and what help I could give her. Ralph Miller, of Memphis, Tenn., and myself made it possible for her to send out a form letter offering photographs of Tripp for sale. She had a nice Christmas and is thankful to all who assisted."

## The Dennys Give Party At Their Home in Venice

LOS ANGELES, Jan. 7.—Quite an assemblage of showfolk gathered at the home of William Denny on New Year's Eve at Venice, Calif. It was a double event, being Denny's birthday and a watch party for the old year.

Denny is on the executive staff of the Barnes Circus and his many friends and relatives had the place decorated in a beautiful way and refreshments and edibles of all kinds were served. An each guest arrived he or she was furnished with the proper decorations for the gala occasion. Festoon hats, whistles, miniature elephants, camels and other articles were distributed as favors. It reminded one of the many affairs they hold on shipboard during a holiday voyage.

Mark Kirkendall acted as m. c. Frank Chicarello did several interpretative dances, and Chester Pietras showed some of the young women guests that he was a past master at ballroom dancing. Ed Nagle had the assemblage in a roar of laughter in his takeoff of Joe Morgan. Joe McCullom did his characterization of "Silent Smith."

Mr. and Mrs. Denny and Mr. and Mrs. Macatee acted as hosts and hostesses. Among those present were Mr. and Mrs. Sylvester Cronin, accompanied by Pittsburgh Pete Miller; Mr. and Mrs. Neal Lawstent, Margaret Graham, Frank Chicarello, Mr. and Mrs. Ed Nagle, Mr. and Mrs. Mark Kirkendall, Mitt and Alma Taylor; Kenneth, Dorothy and Junior Cooke; Lenita Quay, Helen Roth, John Smith, Mr. and Mrs. Bob Thornton, Lou Schaeffer, Don and Ann Behler, John Backman, Joe McCullom, Chester Pietras, Johnny Branson, Stanley Dawson (the writer) and John Backmann and wife.

## Circus Saints and Sinners Club

The W. W. Workman Tent's Christmas party is still being talked about in Richmond, Va., for it seems there was plenty of silver-tongued oratory and golden-heeled entertainment. All of the CSSCA headlines took part in the talkfest, including Judge T. Gray Haddon, Commonwealth's Attorney Dave E. Satterfield, State Senator John J. Wicker Jr., John O'Grady and A. D. (Ham) Watson. The Jefferson Hotel looked as if there was a convention under way on the night of the party and, as Harry Tucker, the columnist, writes: "not a member was missing—we were 100 strong!" The oratory covered everything from the discovery of rubber in Para to the playing of rubber at bridge. Judge Haddon's topic was "Jug not, lest ye be jugged." Dave Satterfield told how he "was a half-back at college and a drawback at law." When Senator Wicker talked about the North Pole ice jingled in glasses. "The North Pole is a reality," shouted Johnny. "It is a material thing, for when I accompanied the late Admiral Peary on his last expedition I walked right up to the North Pole and tapped on it with my collapsible corkscrew." "That's right," claimed Ham Watson, who followed the senator on the program. "I was there and I heard him knocking." Those taking part in the entertainment were Blanche Eaton, Frances Dulaney, Carlyle Charles, Anita Wyland and Milton Hutcheson. The reception committee consisted of Dr. W. H. Parker, W. Leigh Carneal, Dr. J. A. C. Jennings, Elwood Tragle, John O'Grady, C. A. Sherry and Joseph Kass. Telegrams were received from many prominent brother members, and the Richmond papers carried fine pictures of the party. The

festivities were halted long enough, however, to allow National President Charley Moss to strike a serious note in telling about the Old Troupers' Home and about the National Building Committee soon to meet in Richmond.

In sending check for his annual dues, Harry P. Somerville, manager of the Willard Hotel, Washington, D. C., writes: "I am glad I am now a full-fledged member of the CSSCA. I sincerely believe in its objective and I want to say that whenever a brother CSSCA is in Washington I want him to be sure to stop in and see me. And I want to emphasize this fact, that the Club has not a more ardent booster than Congressman Robert L. Bacon. He is lauding the CSSCA continually, and I want you to know it."

Another member recently installed is H. Morton Merriman, of St. Michaels, Md. He was formerly president of the Explorers' Club. He is slated to be a Fall Guy this year.

Talking of Fall Guys, here are a few who have applied for membership and who will get the works as time goes on: Bert Balchen, charter member of the Dexter Fellows Tent and who will again go to the South Pole, this time with Ellsworth and Wilkens; Dr. Herbert Spencer Diekey, explorer; Sir Hubert Wilken, who flew to the North Pole; Charles S. Hand, formerly Sanitation Commissioner of New York and recently publicity manager for Vice-President-Elect Garner; Bernard Glmbel, prominent merchant, and Samuel Gumpertz, general manager of Ringling Bros. and Barnum & Bailey Combined Shows.

The first dues paid for 1933 to the Dexter Fellows Tent came from Arvid

## Harriman To Pilot Downie Bros.' Show

BALTIMORE, Jan. 7.—Jerome T. Harriman has been appointed general agent for Downie Bros.' Circus season 1933. Announcement was made this week. In a statement Mr. Harriman said: "It will be great to be back home with Downie Bros.' Circus and under the leadership of Charles Sparks. This showman has demonstrated his leadership by building up one of the greatest institutions of its kind in the world. We are going forward into 1933 with high hopes and renewed faith in the capacity of the American people to appreciate the best in entertainment."

Harriman is already engaged in gathering a staff. He is located for the present at his home here, but will probably leave for Macon, Ga., some time this month.

During the recent campaign Harriman achieved national prominence as organizer and president of the Roosevelt Ford Owners' Alliance, which was recognized by Democratic leaders as performing an effective service.

## National Conference Issues Uniform Vehicle Code

WASHINGTON, Jan. 7.—The National Conference on Street and Highway Safety has issued a pamphlet of Uniform Traffic Laws (the Uniform Vehicle Code as the Basis for Nation-Wide Uniformity in Motor Vehicle Regulation).

This pamphlet has been prepared in response to a demand for presentation in convenient form of the salient features of the Uniform Vehicle Code recommended by the National Conference as a standard for the regulation of street and highway traffic. It is intended to bring out the importance of uniformity in the essential provisions of motor vehicle laws for the convenience of State officials and others and to offer a ready means of checking these provisions against their present State laws and determining what changes may be needed to bring them into harmony with accepted present-day standards.

Copies of the code may be obtained in limited number without cost on request from the National Conference on Street and Highway Safety, 1615 H street, N. W., this city.

## Showfolk in McMinnville, Tenn.

McMINNVILLE, Tenn., Jan. 7.—Among the circus and carnival people wintering here are Verdi Helton, of the Walter L. Main Band; Albert Cina, who has two bands here and one in Livingston; Ira Gross, formerly with Rose Kilian Shows, who has a candy shop; Herschel Davis, the writer, who is training dogs and framing new acts for his side show; State Legislator Brown, brother of W. O. Brown, and Gordon Grifflie, printer, are always glad to meet any showfolk visiting this city.

Faulson, actor, who is touring with George M. Cohan in *Pigeons and People*, a one-act play which keeps Cohan on the stage for two hours steady. Mr. Faulson writes from Providence, R. I.: "I have a new member for the CSSCA. He is a classmate of John D. Rockefeller Jr., Brown University—a Mr. Peck. He is president of a large jewelry manufacturing company here and lives at Mountain Lake, N. J. He believes heartily in what the Club is attempting to do, and if you will forward an application blank I will see that he gets it." Thanks, Arvid. In the Cohan show Mr. Faulson takes the role of Totem, and how he does play it.

Good news for 1933 comes from Bradford, Pa. We learn that Freddie J. Heckel, who loves oil and circuses, is out to do bigger things. The Lillian Lettzel Tent at the Limehouse is to be thrown open to any circus performer who lands in Bradford during the coming season. "There is a friendly welcome mat at the threshold of our Tent," says Fred J., "and from the beginning of the season the entrance flaps of our Tent will be thrown back and never closed to the visiting trouper." Eddie Hanley puts it this way: "Promptly at midday on March 21 (first day of spring), with the first tweet of the robin, the first toot of the callopie and the first wheeze of Johnny Casey's asthma, the door of this Tent, so to speak, will be thrown open and the key thrown into a discarded oil well."

F. P. PITZER, National Secretary, 41 Woodlawn Avenue, Jersey City, N. J.

# The Corral

By ROWDY WADDY

AMONG rodeo folks sojourning at Hot Springs, Ark., of late are Pete and Babe Knight.

ROSE SMITH and Thelma Hunt have returned to Los Angeles after spending several weeks in San Francisco.

CHARLES PARENT writes from West Warwick, R. I., that he has a berth on Clark's Wild West, as bronk rider, for the coming season.

RICK FIRINI, owner of a string of rodeo stock, recently returned to his California home from a trip into old Mexico.

SOME RODPO boys have been getting a break during the off season by breaking bronks on the LX-Matador and XIT ranches near Atascosa, Tex.

BUDDY MEFFORD has returned to Red Horse Ranch, Kent, Conn., and will break in a high-school horse act for the coming season.

IN ANSWER to a recent inquiry in these columns, Jack Joyce (years ago with Buffalo Bill Show) informs that he is residing in Albany, N. Y.

JOHNNY RUFUS and wife, after the Chicago, New York and Boston rodeos, returned to the Northwest, to winter on the Frank Green Ranch at Sunnyside, Wash.

RECEIVED a unique photo from Harry Sharp, Lodge Grass, Mont. It shows Harry giving a "cue" and his horse doing a salute. Its mouth supporting two reasonable lettered cards.

MR. AND MRS. BOB RIDENOUR, of Amarillo, Tex., presented Anne Sublette a dandy red-roan horse that was raised on the Matados ranch, on the occasion of Anne's 24th birthday, November 25.

ANSWERING SOME INQUIRIES: The list of contestants to be declared winners of Rodeo Association of America championships for 1932 appeared in these columns, December 31 issue.

WITH GUY WEADICK not managing the "frontier" portion of Calgary Exhibition this year and the fair management handling it, the outcome of that portion of the event will be watched with interest.

CALIFORNIA FRANK and his organization are slated to take part in a combination show—cowboy and cowgirl acts, taxi dances, circus acts, etc.—at Green Palace, Carlin's Park, Baltimore, starting January 21.

MRS. A. J. GLENN, wife of the owner-manager Hippodrome and Wild West, with Dodson's World's Fair Shows last two seasons, recently left winter quarters at Muskogee, Okla., to be at the bedside of her mother at Portsmouth, O.

POODLES HANNEFORD and Red Sublette recently renewed acquaintance in Texas. Their last meeting had been at Cheyenne, Wyo., in 1921. Poodles last season did comedy and had charge of concert with Hagenbeck-Wallace Circus, in addition to his riding acts in the big-show performance.

SLIM DAVIS writes that while on route to Urbana, O., he stopped at Springfield and there met Texas Eddie and his Rio Grande Band, playing three-day engagement at Ohio Theater and putting on a dandy performance. Band roster included Texas Slim, Buddy Ward and Pecos Peters.

DAKOTA RED closed last season for himself and his comedy mule, "Maude," at York, Neb., and returned to Aberdeen, S. D. At York met Ted McCoy, who was returning home, Montana, from the Eastern rodeos, and still suffering the broken arm he received at the New York Rodeo.

POG HORN CLANCY and family are wintering on Long Island, N. Y. Mrs. Clancy, Helen, Fred M. Jr. and Pat having joined "Pog" and Frank, who have been on Long Island several months. Pog Horn is connected with The Nassau News and the family is living at Rockville Center.

IT IS REPORTED that fire destroyed the barns of Al E. Chase on Red Horse Ranch, Kent, Conn., the morning of

December 26; many saddles, coaches and harness consumed by the flames, and only by heroic effort the live stock was saved. Chase is said to have already started to rebuild the structures, and may present some indoor rodeos in New York and Connecticut.

ONE OF THE BOYS at Fort Worth wonders how many remember when the following folks wintered at that city: Mike and Fox Hastings, Bryan and Ruth Roach, Rube and Midget Roberts, Jim Massey, Lee Robinson, Frank Hayden, Roy Quick, Frank Johnson, George and Mary Bernier, Curly, Toots and Dick Griffith, Chester Byers, Bob Calen, Tommy Douglas and Bud Timmons.

POWDER RIVER JACK and Kittie Lee, well-known singers of cowboy songs, who went east last fall to aid in publicity and entertainment for the New York and Boston rodeos, have of late been at Miami working in a picture, *Ride, Dude, Ride*, in which they took part in Yellowstone Park, the last "shots" being made at Miami and at Matocumbe on the Florida Keys. Late this week they leave for Phoenix, Ariz., where Jack and others will go camping and hunting with organized parties of Easterners.

HOLLYWOOD—In sending a list of names of rodeo and Wild West Show folks past and present appearing in pictures, for the December 31 issue, the correspondent stated "some"—nor is the list herewith completed, but following are some additions: Babe Strickland, Ike Lewin, Paris Williams, Rose Smith, Edith Tantlinger, Noah Henry, Bert and Art Dillard, Bert Higgins, Gordon Jones, Buck and Roy Bucko, Purdner Jones, Harry Oant, Charles Johnson, Bill Sawyer, Winnie Brown, Chet Ryan, Lloyd Johnson and Neal Hart.

CULLED FROM *The Billboard* during January, 25 years ago—Buffalo Bill surprises acquaintances by having his hair cut. . . Colorado Cotton and Prof. Cromwell operating small Wild West Show in the South. . . Col. W. J. Uden to have a two-car Wild West coming season. . . Ben Holmes' Wild West playing free attraction at Ostrich Farm, Jacksonville, Fla. . . Texas Bud's Wild West winters at Hot Springs, Ark. . . Report has it that Pawnee Bill Wild West will not be out coming season. . . George and Edward Arlington secure interest in Miller Bros.' 101 Ranch Wild West; George Arlington, general manager.

VENTURA, Calif.—A successful two-day rodeo was staged here recently by Ed Wright of Burbank. Tom Mix was in attendance and high schooled his horse, trick roped and drove stagecoach. Judges were Hugh Strickland, Tommy Sutton and Andrew Jauregui; timers, Andrew Donahue, Pop Soaper and Gus Anderson. Wright was arena director and Abe Leffon was master of ceremonies and presided at the mike. Homer Holcomb clowned the show; Trick and fancy ropers were Sam Garrett, Buff Jones and Holcomb; trick and fancy riders, Mabel Strickland, Paris Williams, Buff Jones, Sam Garrett, Fred Hunt, Drew Stanfield, Vera McGinnis and Holcomb. Winners: Bronk Riding—Saturday, Eddie Woods, Earl Thode and Cecil Henley; Sunday, Woods, Thode, Henley; finals, Thode, Woods and Clay Carr. Bareback Bronk—Saturday, Fox O'Callahan and Eddie Woods split first and second; Jim Short; Sunday, O'Callahan, Woods and Smokey Snyder; finals, O'Callahan and Woods. Calf Roping—Saturday, Ike Rude, Clay Carr and Jim Gardner; Sunday and finals, Andy Jauregui and Rude split first and second, Clay Carr. Cowgirls' Relay Race—Saturday, Della Shriver and Dorothy Hunt; Sunday, Dorothy Hunt and Della Shriver. One-Half-Mile Free-for-All—E. Cox, Al Duncan and A. G. Shriver—first and second days. One-Fourth-Mile Cow-horse Race—Herbert Row, John Carey and Bud Cook. Among participants in the show were Eddie Woods, Clay Carr, Smokey Snyder, Earl Thode, Bud Cook, Andy Jauregui, Hugh Strickland, Hans Stan, Ike Rude, Tex Palmer, Joe Edwards, Jim Gardner, Herb Row, Joe Wade, Hal-loway Grace, Jim Snively, Ace Gardner, Fox O'Callahan, Red Grace, John Kyle, Babe Dent, Mabel Strickland, Vera McGinnis, L. E. Callahan, Joe McCormick, Bob Cunningham, Cecil Henley, Bob Fish, Arizona Kid, Frank Brown, Della Shriver, Mabel Carlson, Dorothy Hunt, Pat Woods, Earvie Collins, Dale Kennedy, Bill Parks, Bill Sawyer, A. G. Shriver, Mrs. Jose Anderson, Jack Casey, Frank Yanez, Hank Smith and Jack Kennedy.

## Concerning R-B And Other Showfolk

LOS ANGELES, Jan. 7.—Dawson and Pietrus, after being in the snow for 11 days in Arizona and Big Bear Lake in California, finally reached this city a few days before Christmas. Found Tom and Everett Hart, Frances, McStay and Theo, Sally and Ray Marlowe at home; met Mabel Clemmons at Artesia, Calif.; ran into Peter Ermatinger, a former New York theatrical manager, who is now managing the Biltmore and another theater in Los Angeles; visited Dick Mitchell and Charley Wuerz, and heard that George Harrison, Mike Coyne, Rod Waggoner, Jack Elliott, Jake Newman, Mabel Stark, Thelma Hunt, Mr. and Mrs. Eddie Silbon and Donald Gordon are in town. Had Christmas dinner with Ed Nagle and wife and Mr. and Mrs. Mark Kirkendall, Paul McCarthy, brother of Mrs. Ed Nagle, left San Francisco December 24 for a trip around the world on the Dollar Liner President Garfield. Paul, an expert pianist and vocalist, gathered three competent boys around him and they will furnish the musical entertainment for the guests during the trip.

Visited the Barnes winter quarters and found a busy, happy bunch there. Manager S. Cronin, with his collaborators, has transformed a desert mesa into a very practical and well-graded winter quarters. They wrecked the old buildings on the former quarters and rebuilt the new quarters with very little expense other than time and labor. Yellow Burnett will start painting the show at an early date. Theo. Forstall is visiting his folks in New Jersey, but is expected back at any moment. Manager Cronin solved the cookhouse problem by moving an out-of-service passenger coach several miles on wagon wheels and "spotting" it on the lot as a dining room and building the kitchen next to it. This improvised cookhouse will seat 80 people.

Among those I met at quarters were Superintendent Lee MacDonald, William Denny, George Tipton, Frank Chicarello, Con Hogan, Pittsburgh Pete Miller, John Smith (horse trainer), Jimmy Maccatee, Joe McCullom, Austin King and many boys whose faces I know but whose names I can't remember. Was told the Portland Jew was home on a vacation. Met Mr. Culp, legal adjuster, as well as Mr. Talbot, Walter McGinley's two brothers, Eddie Brown, Ed Nagle and the president of the Pacific Coast Showmen's Association, at the funeral of Jay Thompson, who was a brother-in-law of Mr. Talbot. Mrs. Walter McGinley was also in attendance.

Hear that over since Sky Clarke lost his wife his health is in a very precarious condition. He can be reached thru Pacific Coast Showmen's Association. Hear that Mabel Starke is wintering with her sister at El Monte. Mike Golden left for the Orient with Power and the whale. Fifty-Fifty Shanley is to arrive back at Los Angeles soon, as he has left his place at the Leamington in Oakland.

Did not see Louie Roth or Peter Taylor, but hear that they are both out here on the Coast. Bill Roddy is expected here in a few days, coming in from New Orleans with a Fanchon & Marco unit.

Frequently see Dolly and Mena Rogers, former New York show girls, who have moved their mother out here. Hear that Skinny Dawson is down at Long Beach. Steve Henry is to be seen quite often at the showmen's headquarters in the Orpheum Building.

Of the many beautiful Christmas cards received those of Frank Cook, of Ringling-Barnum, and of Charles Hutchinson, of same organization, were outstanding. Mr. Cook's card was a personal photo inset and a background of 51 elephants. Mr. Hutchinson's was a full-sized photo caught just as he was stepping into the ticket wagon and a copy of the one that "Believe-It-or-Not Ripley" used a year ago when he featured Mr. Hutchinson as the man who had been with the show 40 years and never saw the performance.

Latest report from Florida is that Frank McIntyre and Mathew McGowan are passing the time with Sid Rankin at Miami Beach; that William Staight is wintering at the Palmetto Hotel at Sarasota, and that Texas, Phoebe, Amy and Cap Mathewsen are hibernating on the Mathewsen potato ranch on Long Island. Mrs. Lena Shannon is spending the winter with Ethel Dore at Dayton, O. Bill Rice and Ivy are still at Staten Island, where they spend much time with Bert Cole. Visited Mrs. Croasthaite, Ivy Rice's mother, at the Rice homestead at Culver City, Calif.

Hear that Minnie Fisher, well-known aerialist of yesteryear, is conducting a news stand in Los Angeles. STANLEY P. DAWSON.

## Short Biographies

Of People Engaged in Circus Business

Under this heading each week will appear a short biographical sketch of some person active in this field.

### No. 49—JOHN T. BACKMAN

Mr. Backman was born at Springwells, near Detroit, Mich., October 19, 1867, making him 65 years of age. His home is in Venice, Calif. He has been in the amusement business for 47 years, starting in 1885. That fall he was with Gilchrist, who had a Side Show playing fairs. He was with Dr. F. C. A. Goerz one year; Charles Lee's Great London Shows, 1886-'87; Bellis Bros.' Circus, 1889—Punch and Judy and ventriloquism in a Side Show after season closed; spent several years in museums and store shows with C. A. Bell; in 1893 organized Backman's Glass Blowers; afterward associated with Dick Ferris in Backman Comedy Company; later bought P. J. Mundy Wild Animal Show; when Armistice was signed, organized Backman & Tinsch Two-Car Circus; then Palmer Bros.' Circus with Doc Palmer, which failed after one season. In 1924 he went to work for Al G. Barnes as equestrian director and has been with show ever since. Fraternal organizations of which he is a member are Elks and Masons in Baltimore. He is also a member of Pacific Coast Showmen's Association. His hobbies are quail hunting and making beautiful circus wardrobe and trappings. His wife, second, is Golda Spencer. She has not been active in amusement business for two years. He was divorced from Sophia Ruhl in 1895. Has two daughters—Irene, 41, and Mary Annetta, 42, both of whom are married.

### Breezes From Miami

MIAMI, Fla., Jan. 7.—Air meets, night clubs, picture houses, vaudeville, dog races are all here, but there is a shortage of patronage.

L. C. Zelleno and wife arrived and will spend a month or so here. L. C. informed Harry Mack, the writer, that they will visit Cuba before going back to the candy emporium in Kansas City.

Zelleno and the writer spent several hours talking over old times, wondering what became of the boys from Rowland & Clifford office; Gaskell and McVitty; Gatts, Peck and Sackett, W. F. Mann and Lincoln Carter. Quite a few were accounted for, but many of them are in other lines of business. A number of them have passed on. Spoke of Harry Bannister, now a leading picture actor, and how they broke him in the show business. He is the same congenial fellow.

### Here and There

By REX M. INGHAM

CLARENDON, Va., Jan. 7.—Doc Kenley's picture and vaude show is playing in Central Florida. He was with the Haag Show for a number of years, also Robinson and Main circuses. With the show are Doc and Mrs. Konley; Lovernie, doing magic; Nick Kay, blackface, and Al Marshall, piano player. J. Tracy Hager was a visitor Christmas eve at Umatilla.

Millie Long, 12-year-old acrobatic dancer of Spartanburg, S. C., is conducting a dance studio there. Millie is a clever little dancer and was with Ollie Hamilton for a short time last season.

Col. John T. Hutchins has closed his museum and zoo in Baltimore and expects to open soon in a new location in that city.

B. V. Johnson, for a number of years with circuses and carnivals, has a fine little community center at Altoona, Fla. He operates one of the best equipped rages in the State, his tearoom, filling station, barber shop, etc.; also owns an orange grove. He still has a yearning for the road.

The LeVines expect to put out their own show again and will play houses and indoor dates until opening of the circus season.

Captain Charles T. Smyth and his educated chimps, "Adam" and "Eve," one of the features of the World Museum in Philadelphia, closed there December 31. (See HERE AND THERE on page 45)

## WANTED

Frank Riders, Bulldozers, Trick Riders and Ropers. Boosters and agitators not wanted. All winter's work. Advise JACK CASE, Ocala, Fla.

# FAIRS-EVENTS

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

## Hoosiers To Demand Portion Of Any Pari-Mutuel Revenue

*Indiana fair managers act to secure aid for county events when racing bill passes Legislature — looking toward active operation in '33 with reduced budgets*

INDIANAPOLIS, Jan. 7.—Because it appears certain the incoming Legislature will pass some sort of a pari-mutuel racing bill, Indiana Association of County and District Fairs intends to get in on the ground floor. At its annual meeting in the Claypool Hotel here on January 3, members acted to make it possible for the State fair and county fairs to participate in any division of revenues that may accrue to the State from operation of a racing law. The officers, who were re-elected, President Charles A. Halleck, Rensselaer; Vice-President W. E. Struckman, Huntington, and Secretary-Treasurer E. J. Barker, Thorntown, were named a legislative committee. They are to keep in touch with racing bills introduced and work for provisions that will assure a portion for fairs of the State of any income derived from pari-mutuels.

No specific plan can be followed as yet, as it was said to be probable that half a dozen racing bills will be introduced with widely variant ideas. The committee will send a questionnaire to members later in an effort to get the crystallized opinion of the association on the racing legislation which will be pending.

### Bills Have Two Plans

Frank J. Claypool, Muncie, asked by the chair to present the situation now apparent on race legislation, declared the ever growing demand to remove the tax burden from land and to tap other channels made it reasonably sure that a pari-mutuel bill would be selected for passage this winter from a number which, it is known, are to be introduced.

He said two plans probably would be represented in bills. One, he said, would be for operation of a very few large tracks for running horses only, the fee per day to be high, perhaps \$2,500, and such spots to be sportsmanship tracks operated for revenue only. This, he added, was not his idea of what should be provided.

He was inclined to favor a law which would permit pari-mutuels at half-mile tracks at county fairs and to operate for harness horses. He said Indiana lawmakers had never been as generous to county fairs as those in many other States. He believed harness horses were entitled to be protected in any racing laws passed, as against runners, because, he said, Indiana leads in the pacing horse industry of the nation and is a close second with trotters. He declared there are 100 harness horses to one runner in Indiana and that half-mile tracks are the nursery of the industry.

### Fear Cheapened Sport

He favored a nominal license fee for all half-mile tracks which might come in under the law and that of profits from pari-mutuels going to the State it be provided a certain portion should be returned to the local fairs where race meets were held.

There was discussion as to how much opposition would develop in the State to any kind of a pari-mutuel bill. It seemed the consensus of fair managers that the public persists in gambling at races at present and that this tendency

(See HOOSIERS on page 36)

### Plan Bristol Racing Plant

BRISTOL, Tenn., Jan. 7.—A half-mile track and new grand stand will be built this year for Twin States Fair here in August. It was announced by Secretary P. R. Moore, who says plans are being made to eclipse the successful 1932 event. The track will be for auto races as well as horse racing. A big free-act program will be booked and there will be fireworks. Krause Greater Shows will be on the midway.

MEBANE, N. C.—Ambitious plans are in the making for the Six-County Fair, announced Secretary C. S. Parnell, who said dates had been set for September 11-16. Max Gruberg's Famous Shows have been contracted for the midway.

### Oregon Managers Re-Elect And Set Some 1933 Dates

PORTLAND, Ore., Jan. 7.—Plans were made and legislative matters discussed in a spirit of hope for better times at sessions here of Oregon County and District Fairs.

President Herman H. Chindgren, Vice-President T. J. Krueger, Secretary-Treasurer Mabel H. Chadwick and directors R. E. Bradbury, Ed L. Moore and L. H. Pearce were re-elected.

Dates were set as follows: Lane, August 23-26; Multnomah, August 30-September 4; Clackamas, September 10-21; State Fair, Salem, September 27-October 2; Pacific International Live-Stock Exposition, Portland, October 21-28.

### Pennsy Farm Show Ready

HARRISBURG, Pa., Jan. 7.—At the 1933 Pennsylvania Farm Show beginning here on January 16 the opening mass meeting will be held, with Gov. Gifford Pinchot and Louis J. Taber, master of the National Orange, as speakers. Amateur actors from 18 district-winning groups will compete in a rural one-act play tournament. Plays will be presented on three days, starting on January 18 and ending on January 20.

## Keeping in Step With A Century of Progress

News and Notes of What Is Going on at Chicago's Second World's Fair in the Making

CHICAGO, Jan. 7.—When Chicago's 1933 world's fair—A Century of Progress—opens next June 1 every feature contemplated in the program announced two years ago will be ready, according to officials of the exposition. Every building will be completed as scheduled and every major exhibit will be in place.

Approximately \$6,000,000 has already been spent on the exposition's construction program. Exhibit space in exposition and special exhibit buildings costing a total of \$4,755,324 are under contract, and contracts for entertainment and amusement of visitors representing an investment of an additional \$4,300,000 have been signed.

This gives some idea of the magnitude of next summer's fair and also the remarkable progress that has been made in the face of conditions that might be expected to discourage the most optimistic.

Believing that thousands of show people in every branch of the amusement field throughout the country are deeply interested in the fair, *The Billboard* has laid plans to keep them informed from week to week as to what progress is being made in building the exposition; what amusement devices are being installed and by whom; concessions booked; policies to be followed by the fair in handling exhibits and amusements; general news notes of the personnel of the fair and its attractions; in short, every-



FRANK J. CLAYPOOL, Muncie, led discussion favoring aid for county fairs and participation of harness horses in proposed pari-mutuel racing legislation before Indiana fair managers last week. He is now vice-president of the State Fair Board and secretary-manager of Muncie Fair.

### Has Showboat for Chi Fair

MILWAUKEE, Jan. 7.—Show Boat Amusement Corporation has purchased a coal barge from the light and power company of this city, which will be converted into a showboat seating 800 persons as a Chicago World's Fair attraction. Approximately \$35,000 will be spent in remodeling the barge. Incorporators are Leo D. Cook, E. C. Simon and V. Reith.

WILLIAMS AND BERNICE, whose comedy trampolining and dog act is well known on fair circuits, are at work getting a unit of acts ready for the 1933 fairs and parks. Mr. and Mrs. Williams spent Christmas in Evansville, Ind.

## Indiana Cost Cut \$46,000

*Tentative slash is made for State fair—night admission price reduced*

INDIANAPOLIS, Jan. 7.—Reductions of more than \$46,000 in cost of operating Indiana State Fair were approved by the State Board of Agriculture in annual meeting on January 5. Cuts were made in practically every department. Suggested cost of operating in 1933 will be about \$90,000, as compared with \$137,672 last year. Savings in general work of the organization also were authorized. The board members took the budget under consideration after the annual reorganization had been effected.

Russell G. East, Richmond, was elected president of the board; Frank J. Claypool, Muncie, vice-president; E. J. Barker, Thorntown, re-elected secretary. Mr. East succeeds O. L. Reddish, Waveland. Dean J. H. Skinner, Purdue University; R. C. Jenkins, Orleans, and E. S. Priddy, Warren, were elected to the executive committee.

Before reorganization Governor Harry G. Leslie had announced appointment of three members. He reappointed two Republican members, R. D. Cannon, West Lafayette, and Orin E. Felton, Fairmount. He selected John Bright Webb, Indianapolis, as Democratic member to succeed Austin H. Sheets, Indianapolis.

### Inactive on Free Gate

At a delegate meeting at which farm and stock organizations were represented, one new board member was elected and four re-elected. Roy E. Graham, Columbus, was defeated by O. R. Jenkins, Osgood, after a second ballot had been

(See INDIANA COST on page 45)

### Form New Indiana Circuit Of Seven Western Members

INDIANAPOLIS, Jan. 7.—Western Indiana Fair Circuit was formed here during the meeting of the Indiana State Board of Agriculture, with A. M. Schuh, Kentland, president, and Ward McClelland, Crawfordsville, secretary.

The circuit will be made up: Cayuga, August 7-11; Crawfordsville, August 14-18; Frankfort, August 21-26; Rensselaer, August 28-September 1; Crown Point, September 4-8; Kentland, September 11-15; La Fayette, September 18-22.

The meeting was attended by these presidents and secretaries: Kentland, A. M. Schuh, Rolland Ade; Rensselaer, C. A. Halleck, C. A. Kellner; Crown Point, J. L. Glinther, J. M. Miller; Frankfort, W. G. Ross, E. E. Stewart; Cayuga, J. D. Todd, Earl Klinging; La Fayette, C. P. Jamison, Freeman Woods, and Crawfordsville, E. O. Pavey, Ward McClelland.

It was decided to meet in La Fayette on February 2 in the Lahr Hotel. At this time several important matters will be decided as to race program, special attractions and other amusements.

### Ten-County Event Newly Organized in Wilmington

WILMINGTON, N. C., Jan. 7.—Greater Wilmington Ten-County Fair, successor to the Tidewater Six-County Fair, will make its debut October 16-21, announced Secretary-Manager C. W. Hollowbush. No Tidewater Fair was held last year, but the new venture is backed by the Chamber of Commerce, Board of Trade and business interests, it is said.

Grand stands are all new and will seat 10,000 under cover, with open seats for 3,000 more. In 1931 the fair had total attendance of 60,000, said Mr. Hollowbush. Free acts and fireworks will be presented and Cetlin & Wilson Shows will be on the midway.

W. R. McIntire, secretary Board of Trade, is assistant manager. Jimmy Finch, Carl Rehder and F. W. Feiffer will handle advertising and publicity, with Walter Penny in charge of tickets. Poultry show will be under William Dunham.

An interesting exhibit will be a glass automobile, full size and constructed entirely of glass.

(See KEEPING IN STEP on page 37)



By Claude R. Ellis

INDIANA fair managers are to be complimented for not wasting any time in declaring in on any gray that may come from pari-mutuel racing. No such activity is more entitled than the county fairs to a liberal portion of state funds that will accrue, it appearing to be a foregone conclusion that a racing commission bill will be passed by the present Legislature.

But care and thought about what kind of a bill it shall be imperative. Let fair men familiarize themselves with terms of the bill vetoed some months ago by Governor Leslie. It would be seemingly useless to incorporate such provisions in any of the bills now in preparation. It is more than likely that the reasons which brought about the Leslie veto also would actuate Governor-elect McNutt.

A racing law providing a commission of limited personnel, a nominal fee for tracks and enabling county fair half-mile tracks and harness horses to participate would seem most satisfactory to a majority of minds. Men of Hoosier fairs hardly can be expected to enthuse greatly about runners or a smattering of big racing plants operated under high fees.

But, after all, what really is sought is any acceptable, workable law that will provide the greatest revenue to the State, a generous bit of which would revert to the fairs. This would serve to replace vanishing State aid and ease the minds of taxpayers already surfeited with the impost on land holdings.

THE more fair managers discuss premiums the more they appear agreed that here is one item that can stand the gaff while pruning knives are being wielded. Interesting facts are being brought out under the present scrutiny of economy, such as the one that many premiums have been paid in classes without competition. Recently a body of fair men declared they know of no instance where a reduced budget item for premiums had hurt a show. Which is more than can be said about roneging on attractions programs.

BY VOTING to trim the night admission price to 25 cents, Indiana State Fair Board made a proper concession to the elements that have been clamoring for a lower fee and even for a free gate at the big Hoosier show. Perhaps this will somewhat placate that faction and give board members a breathing spell. Then they can tackle the job of running a 1933 fair, facing a deficit and operating on a much-reduced budget. Directors would have liked to announce a general cut in admissions, but it seemed an impossible and disastrous step to take.

"FAIRS are absolutely essential to help solve the depression," declares Judge I. L. Holderman, president of Ohio Fair Managers' Association. Not a bad slogan, that!

### Syracuse Is Seeking Horse Show Dates for Labor Day

SYRACUSE, Jan. 7.—New York State Fair Horse Show may be staged this year under supervision of the American Horse Show Association. J. Dan Ackerman, director of the fair, made application for show dates here the week beginning on Labor Day.

Those dates formerly have been assigned to Rochester, but success of State Fair horse shows and a report that Rochester has failed to apply for 1933 dates caused Mr. Ackerman to believe that the exposition here may be designated by the national organization.

A pamphlet is being issued describing three proposed new buildings. Pure Food Building, Horticultural Building and Farm Machinery and Implements Building, which officials believe could be made to pay for themselves in 10 years from rentals. The 1932 fair paid all bills chargeable to appropriations and only a few are outstanding which must be paid out of receipts. When these accounts are adjusted, it is expected a small surplus will be shown.

### The Task Imposed

Address by President John P. Mullen, Iowa State Fair Board, Fonda, before State Agricultural Convention in Savery Hotel, Des Moines, on December 14.

In presenting my views and in selecting topics that should be discussed in an annual event of this character, I am highly mindful of the many excellent addresses of my predecessor these many years. So it is with a measure of humility that I approach the task, in an effort to emulate his example.

We have profited by his wise counsel, his unflinching courage, and the fairness he showed all in presiding over these annual conventions for a quarter of a century. All of us are happy today that Mr. Cameron is with us to share in our discussions and to beckon us on to greater achievements, to better times and happier days.

The discussions of Iowa fair managers bring home to all of us the seriousness of the situation confronting them in continuing their county fairs as going concerns in these very distressful times. To finance and keep these fairs in operation is a problem calling for the best efforts of the men who have charge of these institutions.

It is a problem that must be met by rigid economy and practical efficiency—needed now more than ever before if we wish to preserve for future generations these organizations built up in the various communities of the State thru sacrifice and the patient toil and labor of their citizens. This is the task imposed upon all of you, and I am confident that the fair managers of Iowa are the type of men who will measure up to the responsibilities of this emergency; that you will not falter when the preservation of these popular institutions is at stake.

### County Fairs as Feeders

I emphasize this phase of the problem because of the extreme seriousness of the present financial situation, a situation that is reflected more noticeably than elsewhere in the box-office receipts at fairground gates. It is apparent to every student of agriculture, and to those in touch with the live-stock interests of this State, that because of the opportunity for promotion and development of these interests which the State and county fairs afford, these institutions (including the State Fair) are interdependent on one another.

While the State fair may be the mecca for the seasoned exhibitor, the county fairs are necessary as the only places where the beginners, the young exhibitors, have an opportunity for early home competition. So it is self-evident that successful county fairs are the real nucleus of a great State fair.

Because the problems and financial success of our fairs are so interlaced with the economic situation in the State and nation, I cannot approach the one without dealing in a measure with the other; so if I seem to wander afield to discuss a subject now worn threadbare, you will understand that it is stern necessity and not a personal desire that induces me to do so.

In line with the opinions of able economists and nationally known financial leaders and farm groups, I repeat what has been said from a thousand platforms by speakers having a complete knowledge of the situation, that "prosperity will not permanently return to the people of this country until the farmer who produces the necessities of life—and who by every yardstick of measurement is recognized as the basis on which the foundation of our national wealth, but our present national civilization rests—receives cost of production for the labors of himself and family, and a reasonable return on his capital investment."

### Reach the Farmer First

By that I mean a return that will fairly meet his obligations and increase his purchasing power sufficiently to supply the family wants in the home and the replacement of the worn-out equipment now so badly needed on the farm.

When this blessed day comes, the smoke will start from the factory chimneys, and the workman will return to his job taking home with him every Saturday night the pay check with which to buy the farmers' beef, bacon, poultry, butter and eggs—making the cycle complete for the peace and happiness of the home and family life of all our people. That this desirable day has been too long delayed is evident by the recent emphatic mandate of a determined yeomanry to intrust the solution of these problems to other, and apparently considered, more friendly hands—with the injunction to the new leaders that failure on their part to settle these questions satisfactorily will later subject them to the equally severe penalties inflicted on their

### Fair Meetings

Maine Association of Agricultural Fairs, January 12 and 13, Penobscot Hotel, Bangor. James S. Butler, secretary, Lewiston, Me.

Minnesota Federation of County Fairs, January 11-13, Radisson Hotel, Minneapolis. R. F. Hall, secretary, 302 Gorham Building, Minneapolis.

Minnesota State Agricultural Society, January 11-13, Radisson Hotel, Minneapolis. Raymond A. Lee, secretary, St. Paul.

Nebraska Association of Fair Managers, Ellicott R. Davis, secretary, Hastings, and Nebraska State Board of Agriculture, George Jackson, secretary, Lincoln, January 16-18, Hotel Lincoln, Lincoln.

Vermont Agricultural Fairs Association, January 16-17, Hotel Vermont, Burlington. G. W. Rubie, secretary, Enosburg Falls, Vt.

Western Canada Association of Exhibitions, January 16-18, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 16 and 19, Hotel Hawthorne, Salem. A. W. Lombard, secretary-treasurer, 136 State House, Boston.

Western Fairs Association, January 20, Whitcomb Hotel, San Francisco. Charles W. Palnc, secretary, Sacramento, Calif.

Association of North Dakota Fairs, January 20-21, Waldorf Hotel, Fargo. H. L. Finks, secretary, Minot, N. D.

South Carolina Association of Fairs, January 20 and 21, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson S. C.

Illinois Association of Agricultural Fairs, January 23-24, Custer Hotel, Galesburg. A. W. Grunz, secretary, Brees, Ill.

Virginia Association of Fairs, January 23 and 24, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton, Va.

South Texas Fair Circuit, January 23 and 24, Seguin (hotel to be selected). George J. Kempen, secretary, Seguin, Tex.

Pennsylvania State Association of County Fairs, January 25-26, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading, Pa.

Michigan Association of Fairs, January 25 and 26, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary-treasurer, Saginaw, Mich.

Texas Association of Fairs, January 27 and 28, Baker Hotel, Dallas. George D. Barber, secretary-treasurer, Mineral Wells, Tex.

State Association of Tennessee Fairs, February 7, Nashville (hotel to be selected). W. F. Barry, secretary, Jackson, Tenn.

New York State Association of Agricultural Societies, February 20 and 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany, N. Y.

Association of Connecticut Fairs, February 21 (place of meeting to be selected). Leonard H. Healey, secretary, Hartford.

Wisconsin Association of Fairs, February 20-22, Plankinton Hotel, Milwaukee. J. F. Malone, secretary, Beaver Dam, Wis.

STATE ASSOCIATION SECRETARIES—Send in your winter meeting dates for this list. Inquiries are being made by interested persons.

opponents at the recent national plebiscite.

Discussion of remedial legislation for the farmers' ills has been going on for more than a decade, apparently without any satisfactory terminal facilities. By the logic of events, it is now generally conceded by those who opposed friendly farm legislation, and by many representatives of conservative financial interests, that before there can be any money for the banker, the merchant, the lawyer (See THE TASK IMPOSED on page 32)

### Cuba Is To Send Display to Tampa

TAMPA, Fla., Jan. 7.—At the 18th annual South Florida Fair and Gasparilla Carnival, while retrenchments have been made in operating expenses, no cuts have been made to affect displays or entertainment. More than 40 acts will be used in front of the grand stand, with a Theatre-Dunfield fireworks spec. Merle Evans' Ringling Bros.-Barnum & Bailey Band will again handle presentation accompaniments.

County representation in exhibits will be nearly as great as in Florida boom days. Citrus will again form the colorful background in exhibition balls. President W. G. Brorein, with his active board of directors, is displaying keen enthusiasm towards the 1933 exposition, which will open on January 31 and continue until February 11. Concessions will be as numerous as in previous years, commercial exhibits will exceed last year's record and attendance possibilities loom brighter than they did last year, when a mark of over 411,000 was established, a drop of nearly 35,000 from the previous year.

Greatest of 1933 innovations will be the new midway where the Model Shows of America will operate under direction of General Manager Milt Morris and Manager Joe Redding. Auto racing has been scheduled for January 31, February 4 and February 11, under direction of J. Alex Sloan. Railroads in 28 States have awarded excursions to Tampa from territory as far west as Cheyenne, Denver and Texas and to the Atlantic seaboard and north to the Canadian border.

Cuba will send a mammoth exhibit, sponsored by Cuban Rotary Clubs, which, with a special excursion of Cuban Rotarians, industrialists, manufacturers and governmental officials, will lend considerable foreign atmosphere. Wednesday, February 1, has been set aside as Cuban Day. Annual Gasparilla piratical invasion will be staged Monday evening, February 6, with unusual electrical effects. Formerly the big parade and invasion were staged during the noon hour.

### Larry Boyd Denies Ernie Young Denial

CINCINNATI, Jan. 7.—Larry Boyd, executive vice-president of Boyd & Wirth Attractions, Inc., denies the denial made by Ernie Young in *The Billboard* of January 7 that Boyd & Wirth are booking his (Young's) revue in the East. Writing from New York, Mr. Boyd says:

"I am writing you from home as I have been very sick the last 10 days.

"On page 30 of this week's issue you have an article, 'Young denies Boyd & Wirth are booking revue in East.'

"I gave the story to Leonard Traube myself that we were booking his revue and I also went so far as to show Traube the signed agreement of Ernie Young's and a copy of my confirmation, and I wish you would publish the facts that we have this signed agreement; that Ernie Young authorizes us to represent his revue and we have a copy of the confirmation and that I have already made a trip with him to Rutland, Vt., to talk jointly to that fair secretary regarding his revue; that I have sold his revue to Lockport, N. Y., and have negotiated deals with three or four other fairs already.

"If Ernie Young's own agreement on his own letterhead, signed by himself, is not a binding proposition, then what is?

"The firms of Barnes-Carruthers and Wirth & Hamid have a territorial agreement that has been in power for a good few years, and Mike Barnes told me in my office three weeks ago that the agreement was still in power, and now to give out a statement that Ernie Young is going to sell Barnes-Carruthers acts in the East and Wirth & Hamid standing for it is only a camouflage to hurt our business, and I do think you should publish this letter in view of the fact that Mr. Traube will verify the fact that I showed him our signed agreement before giving him the story."

There is no substitute for QUALITY

# SCHOOLEY'S

MUSICAL PRODUCTIONS

THE GRAND STAND RECORD BREAKERS.

BOOKING DIRECT FOR SEASON OF 1933

WRITE—PHONE—WIRE

Edgar I. Schooley  
General Manager

SCHOOLEY PRODUCTIONS, INC.  
163 N. State St., CHICAGO.

## WITH THE Trotters



By EDWIN T. KELLER

Ohio will again inaugurate the 1933 racing season, following the policy of harness interests in that State during the past decade. Meeting in Toledo the past Wednesday, stewards of the Ohio Short Ship Circuit drafted a tentative schedule of dates and outlined conditions and policies for the new year.

Dates as assigned at the meeting are to receive final action at a second stewards' meeting in Cleveland on February 8, at which time Ohio horsemen will also gather for the eighth annual Buckeye Horsemen's banquet.

As submitted, the dates are as follows: Urbana, May 29-31; Greenville, June 6-10; Elyria, June 12-17; Marion, June 19-24; North Randall, June 26-July 8; Toledo, July 10-15; Wapakoneta, July 3-5; Mansfield, July 17-22, and Canton, July 24-29. This schedule assures horsemen and followers of the sport continued racing from the final week in May right up to the opening of the fair season the first week in August.

Stewards of the circuit expressed a hopeful view regarding the coming year and gave out the assurance that the sport thru the circuit would be up to the high standard set during the circuit's 25 years' history. All members reported themselves as well pleased with their meetings of the past year, indicating this by the statement that there would be no reductions in the way of purses or racing opportunities.

### Mittenbuhler Heads Circuit

Al Pennock, veteran manager of the North Randall meetings, stated that the same ambitious program given at the Cleveland track last summer is again to be repeated. Some 50 races are to be given during the two weeks' meeting and approximately \$60,000 will be hung up for horsemen. Guy Reeder, speaking for the Toledo Driving Club, stated that Toledo's full program would be made public within the next few weeks, and again would embrace a liberal number of sizable stake events as their feature.

D. C. Mittenbuhler, of Toledo and Marion, was elected president of the circuit for the ensuing year. Dr. E. P. Clement, Elyria, one of the sport's outstanding patrons, was chosen vice-president, and E. T. Keller, Cincinnati, was re-elected secretary and treasurer.

At the annual meeting of the board of directors of the Kentucky Trotting Horse Breeders' Association in Lexington the past Thursday, popular young horseman Samuel M. Look, Castleton Stud, Lexington, was re-elected to the presidency, an action that will be highly pleasing to all harness-horse followers.

W. N. Reynolds, Winston-Salem, N. C., and Harry Burgoyne, Lexington, were re-elected vice-presidents. Roy Miller, popular manager of the noted Walnut Hall Farm, Donerall, Ky., of the trotting turf's most noted breeding establishments, was appointed secretary, and Gertrude Matlack, Lexington, was made assistant secretary. Mr. Miller, who was manager of the Kentucky association track several years ago, before that office was eliminated, will succeed Walter W. Lindley. Infinite plans as to the 1933 program in Lexington will be awaited with more than the usual amount of interest.

### Rhode Island Was Active

Despite the fact that it is the smallest State in the Union, Rhode Island, nevertheless, is one of the staunchest supporters of the trotting sport today. Louis Najac, Providence, one of the leading turf writers of New England, has just furnished us with some interesting sidelights on the 1932 season in that section. Two tracks, Pascoag and Kingston, spoken of in harness circles as "Little Rhode's twin tracks," were among the most active in New England during 1932. Both tracks are among the most modern that one will find anywhere, and during the season a sum of \$12,600 was reeled off at these two points alone.

Seven meetings were given at Pascoag track, under guidance of Secretary Milton Mason, one of the more energetic horsemen of New England, while at Kingston eight meetings were staged under direction of William H. Perry. Racing got under way on May 30 and both meetings saw racing of the highest caliber in which big fields turned for the word and were well received by large, enthusiastic crowds.

One of the reasons for the success and



**E. ROLAND HARRIMAN, Arden, N. Y., recently re-elected president of the Grand Circuit for the 5th consecutive year, and a leading and popular supporter of harness horse sports. He is chairman of the Trotting Horse Club of America and owner of Arden Homestead Stable, annually campaigned over the Grand Circuit by Will Dickerson, where for years it has been one of the leaders.**

great popularity of the sport there is that it is conducted in the best manner possible, made clean, inviting and popular. Some of the leading stables of the year were campaigned there during the season, a total of 126 different horses making 298 starts over the half-mile tracks there. Milton Mason, W. H. Perry, Adam Leipf, Providence, and others identified with the sport in that section are already formulating plans for a bigger and better season during 1933, being more than well pleased with the success of their 1932 season.

### Shipments South Continue

Shipments of stables to the Southern training points are still being made. The past week Jake Mahoney, head of Penitular Farm stable, Fremont, O., owned by J. J. Mooney, left the home plant for Seminole Park, Orlando, Fla., taking 14 head, the majority being new two-year-olds by the farms Fremers, Volodga, 3, 2:15½, the full brother to Peter Volo 4, 2:02; Real Frisco, 2:07½, and Gh Boy, 2:09½.

W. D. Hughes, Cleveland, shipped three members of his stable to the same point, where they will be put thru their paces by their owner, who likes to give his horses their early season work himself. The leader here is Maurice, 2, 2:07½, one of the top juveniles developed the past year, who is headed for the \$60,000 Hambletonian Stake. A two-year-old pacer made by Counterpart, 2:02½, out of Miss Belwin's Boy, 2:02½, is also expected to catch the eye of the railbirds at the Southern point, for he is spoken of as one of the nicest pacing juveniles seen in Ohio in some time.

One of the year's three-year-olds who is to be fitted for an extensive campaign is Senator Boga, 2, 2:06½, who is being nominated to all the rich stakes of the coming season by Dr. E. P. Clement, Elyria, O. The January first payment in the \$60,000 Hambletonian Stake was made by the Elyria patron on the colt, who looks like a worthy candidate in view of the fact that there were only three two-year-olds who took faster records during 1932, Spencer McElwyn, 2, 2:04½; Sir Raleigh, 2, 2:04½, and Mary Reynolds, 2, 2:05½.

Jay Douglas, who has charge of the Elyria stable, recently informed us that he is highly pleased with the colt. Douglas also spoke highly of Diamond A-worthy, 2:02, who was operated upon for leg ailments by experts at Ohio State University, Columbus, last fall, and who has come to hand in fine manner. If the rangy gelding meets no future mishaps his trainer is of the opinion that he is headed for a trip in two minutes, as he was separately timed a heat at Toledo in 2:00½.

## THE TASK IMPOSED

(Continued from page 31)

and the doctor, the farmer must receive better prices for his live stock and the products of his farm.

When that happy time arrives, money will again circulate freely among our people, every interest will feel the touch of business activity, industry will flourish and happiness and contentment will again return to the homes and firesides of all our people. The remedy is at hand and it is the duty of statesmen and legislative lawmakers to find it, and it is the duty of every good citizen to join with them in seeing that this remedy, whatever it may be, is put into effect at the earliest possible moment.

### Exposition Is Outstanding

As representatives of the agricultural and live-stock interests that make our fairs a success, it is our duty to support in every way possible the great farm groups and farm organizations of the Midwest who are fighting to restore farm prices and to provide more adequate financing for agriculture. It is needless for me to tell you that our fairs will be the first to reap the fruits of this auspicious day.

Now a word about our State fair. I believe we are fortunate in being able to point to so outstanding an exposition as was held at the State fair this year. General conditions prevented its success financially, but these were conditions which affected not our fairs alone, but every industry and every line of business in the whole country. They were conditions from which we could not escape.

The significant fact is that in the face of these unfortunate conditions Iowa was successful in presenting an exposition of such outstanding educational value, such thoroly representative exhibits of high quality in every department, such well balanced and wholesome entertainment. We were fortunate, indeed, to be able to maintain such high standards and preserve the usefulness and value of this great exposition for the people of Iowa. It is interesting to note that during the present century there have been only two years when the Iowa State Fair found it necessary to call upon the State for emergency assistance.

During the remainder of these years, the State fair has returned a profit to the State of over \$1,000,000, investing that profit in grounds and buildings and in extending the usefulness of this institution to the young people of the State.

This, we believe, is a unique achievement among the records of all the large fairs and expositions of this country, and one of which our management and the people of Iowa may well be proud.

### Economy Now Imperative

With return of better times, the State fair will once more come into its own, for it is one of the permanent basic institutions upon which our citizens, especially the farmers, have come to depend. The place it occupies with relation to the advancement of agriculture and kindred industries in this State is so important that we know the State fair must be one of the first to react to the restoration of favorable conditions in Iowa and the Midwest.

I am hopeful that the near future will bring us better times and a more favorable outlook, and I know that everyone in this convention holds the same sentiment. But I am equally sure that until those times do arrive, we must employ with redoubled vigor the principles of economy in management consistent with conditions as they exist. In this way, and in this way alone, can we hope to assure the preservation of these institutions which we hold dear.

While maintaining as nearly as possible the same high standards that have characterized our fairs in the past, we should carefully examine every item of expenditure and every phase of our budgets to make certain, if humanly possible, that our expenses may not exceed our receipts. I do not say this merely from the standpoint of sound business management. I urge it as an absolute necessity if we are to preserve our fairs, maintain their usefulness to the public, and insure to future generations the same advantages of education and encouragement which we now enjoy.

**SUPERIOR, Wis.**—Premium checks totaling \$,000 were mailed to winners of 1932 awards at Tri-State Fair last week, according to Ford S. Campbell, president. The State is paying 80 per cent of the first \$5,000 and 50 per cent of the remainder. Tri-State Fair creditors are supplying the remainder of the amount necessary to pay off premiums from the \$12,500 appropriation made by Douglas County.

## 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. 38—FRANK H. KINGMAN

Mr. Kingman was born in Springfield, Mass., on January 22, 1900, making him 33 years of age. His home is in Brockton, Mass., where he is newly elected secretary of Brockton Fair. He has been connected with fairs 14 years, having in 1919 been assistant to John C. Simpson, and from then until 1925 assistant to General Manager Charles A. Nash. Mr. Kingman was general manager of Connecticut State Fair, Hartford, 1925-26; assistant secretary of Iowa State Fair, Des Moines, 1927-28; general manager of New England Fair, Worcester, Mass., 1929-31, and was auditor of Brockton Fair six months in 1932. He is a member of no fraternal nor business organizations. His hobbies are tennis and travel. He is not married.

### Fair "Grounds"

**BEMIDJI, Minn.**—Admission of 25 cents at gates and 25 cents for grand stand will be charged at 1933 Beltrami County Fair. It was pointed out that the free fair last year did not make expenses. Dates are August 28-30, 10 days later than last fall.

**ST. JAMES, Minn.**—Watsonwan County Fair of 1932, in Southern Minnesota, had no deficit for the year, Secretary E. C. Veltum announced.

**AUBURN, N. Y.**—A nominal loss in 1932 will be shown by Niagara County Agricultural Association at the annual meeting of stockholders, President Fayette S. Pease said. This loss is offset by permanent improvements made, including a horse-show ring and baseball diamond.

**NICE**—Plans are being completed for the annual "Fete of the French Provinces" here on April 15-18. Societies and bands from provinces of France will appear in a big pageant in costumes dating from the 14th to the 18th century.

## Fair Elections

**VAN WERT, O.**—Van Wert County Agricultural Society re-elected W. O. Black, president; E. H. Ireland, vice-president; C. A. Carlo, treasurer, and N. E. Stuckey, secretary.

**BEMIDJI, Minn.**—Beltrami County Fair Association re-elected George Gleasing, president; Mrs. Neils Willet, vice-president; John Stillwell, secretary, and Herbert Swenson, treasurer. M. B. Taylor will manage the fair.

**LISBON, O.**—Columbiana County Agricultural Society elected: President, J. Howard Sinclair; vice-president, Lawrence H. Copeland; secretary, H. E. Marsden; treasurer, J. Ellsworth Rice. Department managers are: Speed, George A. Rogers; show horses, J. M. Levan; cattle, Frank G. Bowman; sheep and poultry, William M. Travis; swine, G. Cecil Rauch; grains, seeds, vegetables and fruits, Lawrence H. Copeland; textiles, fabrics and domestic manufacturers, C. W. Heim; agricultural implements, machinery and automobiles, J. Morris, and H. C. Leonard, county superintendent of schools. A fair will be held next September as usual.

**TERRYVILLE, Conn.**—Plymouth Agricultural Society elected: President, Herbert W. Cleveland; vice-presidents, Robert Bothroyd, A. E. Leonard and John Barry; secretary, Mrs. Marion Mattoon; treasurer, Walter Wood; directors, John J. Ryan, Mathew Halpin and Albert Gaylord; superintendent of rentals, Lewis Mattoon; superintendent of gate, William Hoffman; superintendent of grounds, George Dennison; superintendent of parking, John Gibbs; superintendent of tents, George Dennison; entertainment, J. Francis Ryan; finance, Thomas Bradshaw Sr.; George Hare and Albert Gaylord; publicity, J. Francis Ryan. Terryville Fair will be held on September 30.



# SPECIAL DATES

Address Communications to 25 Opera Place, Cincinnati, O.

## Ingraham's Dixie Circus In Memphis Next Week

MEMPHIS, Jan. 7.—R. M. Harvey and E. H. Tucker are here in charge of advance publicity and other preparations for H. C. (Doc) Ingraham's Old-Time Dixie Circus, which will play Ellis Auditorium the week of January 16.

Charlie Phillips, formerly a local newspaperman, is handling newspaper publicity for the circus along with other auditorium publicity. Edward M. Salomon, head of Bry's department store, executive of the Elks and president of Council of Civic Clubs, is backing the project. Salomon is trying to give away from his store 100,000 tickets which will admit holders at reduced prices.

If this winter circus proves a success, Harvey and Tucker hope to make it an annual proposition. Managing Director Charles A. McElravy has already stated that he would be delighted to make it a yearly event. Advance agents are planning to have Loretta Tucker do her "hair slide" between the tops of two tall buildings across Main street.

## Wirth Assembles Program For Hartford Shrine Show

NEW YORK, Jan. 7.—Frank Wirth is beginning to line up the turns for the annual Shrine Circus at Hartford, Conn., slated for Washington's Birthday week. To date the program includes Poodles Hanneford and family, riders: Flying Clarkoniens, Christiansen's Horses; the Grotanos, high wire; Great Curran, polo; Four Bakers, comedy acros.; Priscoe's Seals; Great Turzan, human ape; Bluch Landorf, principal clown. Tiny Kilne will slide from atop the highest structure in the Insurance City and will also do a slide turn in the performance at the State armory. Wirth's Circus band will furnish the music and Ernest Anderson has again been selected as equestrian director and announcer.

General admission will be on the draw ticket plan, with reserves selling at \$1 and \$1.50. Six autos will be awarded as prizes nightly during the run.

## Walkathon at East Paterson

PATERSON, N. J., Jan. 6.—This vicinity is having its first walkathon. It started December 15 with 55 couples at Crystal Spar Stadium in East Paterson. Has drawn very heavy attendance. Dave Meltzer and James Catalina are managers. Mickey Thayer and Bob Cole emcees. Music by Mike Cato's Troubadours. Several acts have been presented by professional entertainers during the contest.

## Legion Circus at Tulsa, Okla.

TULSA, Okla., Jan. 7.—The American Legion will hold an Indoor Circus here January 19-21, which will be under the direction of George W. Paige, well known in the circus world. Roy de Lano, also of the white tops, is associated with him. George L. Watkins, commander of the Legion post and ex-mayor of Tulsa, is chairman of the committee.

## 5th Spartanburg Auto Show

SPARTANBURG, S. C., Jan. 7.—Automobile Show will open for the fifth consecutive year on February 22 and continue for three days. Already many reservations have been made for space and an extra added interest is being made in the display. A large program of entertainment is being arranged by F. E. Crawford, who has been in charge since the show was established.

OAKLAND, Jan. 7.—With attractive prizes a new walkathon opened this week at the Park avenue auditorium in Emeryville. Forty couples have already entered. Management has provided a band, a floor show between contests, nurses and physicians. Dieticians provide seven balanced meals every 24 hours. A radio hookup has been arranged with KTAB. Participants are dressed in track suits. Rookie Lewis and Eddie Brown are masters of ceremonies.

## Walkathon at Memphis

MEMPHIS, Tenn., Jan. 7.—Memphis has its first walkathon this week, with 40 couples ambling continuously to the strains of music by Jack Farrel and his Hollywood Syncopators. Couples here from many places and as far away as Amsterdam, Holland. A grand prize of \$1,000 has been offered and Memphians are pouring in to the old Herff Building to see what all the stepping is about. Pat O'Day is acting as master of ceremonies and supervising intermittent vaudeville acts and dances of various kinds. The marathoners walk for 45 minutes and rest 15 in each hour. Judges circulate among them to see that they keep moving. Every 10 minutes a three-minute sprint is necessary and the stppers go in double-quick time. Participants are fed seven times in 24 hours, much to the amusement of the spectators. Four married couples are included among the footers.

## Indoor Circus at Utica

UTICA, N. Y., Jan. 7.—Hassen Ben Abdizij, veteran showman, is busily arranging for the program of Moose Indoor Circus to be staged here the week of January 30; his partner in the affair, Jimmie (Red) Herring, former topnotch welterweight boxer. Abdizij's troupe of Arabian acrobats and otherwise versatile performers will appear on the bill, in addition to various other circus offerings. He will have charge of the performance, which will also include his own iron jaw act and gun and lance spinning; also a girl revue and a Hawaiian Village, and Al Canter and Company as the extra added attraction.

## New Auditorium at Honolulu Completed

HONOLULU, Jan. 7.—New Civic Auditorium has been completed. Manuel M. Calhou, president of the operating company, Aloha Amusements, Ltd., is a veteran indoor and outdoor showman. Ed Ratah, well-known promoter, is manager.

Auditorium will house many special events which formerly have used piers, ormories or any place available. Hawaiian Food Show will probably be the first major attraction. The structure will also house boxing and wrestling shows.

BRIDGEPORT, Conn., Jan. 7.—Big attendance, with prices scaled at 25 cents in the afternoon and 65 cents at night, has been recorded for Dance Marathon that opened week before last at Wilson's Pier, Savin Rock. In charge of George Rudy. Joey Ray, former crack marathon track racer, is one of the drawing cards. Mike Castle, a vaudeville actor and who is an exceptionally fine tap dancer, is chief entertainer, under the direction of the master of ceremonies, Ted Brown. Rudy was in charge of the dance marathon at Atlantic City, which continued for 120 days, and he is figuring on equipping or passing this figure at Savin Rock.

## Variety of Acts Unit Launched in Tennessee

JOHNSON CITY, Tenn., Jan. 6.—J. C. Rines, professionally known as J. C. Rinaldo, and his wife, Cecelia Drury, are sponsoring and producing an unusual unit which is playing combination houses, auditoriums and theaters.

The unit opened here last week and was presented under the auspices of the Elks' Lodge and became the storm center of a controversy over laws and licenses. However, the show went on without interruption and proved to be a sort of an indoor circus with vaudeville elements.

Rinaldo is using Pat and Willa Lavello's wire act, the Serling-Rose Trio's aerial and tumbling act, Drako's Dogs, Cecelia Drury and a versatile six-piece band. This is the heart of the show, with other acts added where needed. The group named, however, do the usual multiple act, making the show run well over an hour.

Following the Johnson City opening the unit moved to Kingsport, Tenn., with Elizabethon, Tenn., to follow. Press comments are all favorable, as it is somewhat different as a stage attraction.

## Three-in-One Trade Show at Convention Hall, Detroit

DETROIT, Jan. 7.—Preparation for the forthcoming annual Food Show, Better Homes Show and All-Nations Exposition at Convention Hall in February are going forward, with the various committees of the three affairs displaying remarkably industrious efforts. Each show will occupy a separate portion of the hall, with one admission charge to all.

The entertainment program will include some attractive features. An "International Beauty Contest" is slated for prominence during the nine days' run, with a "queen" selected for each nationality, and from these winners the "Queen of All Nations" to be selected during the mardi gras fete the closing day of the event.

## Marathon at Savin Rock

NEW HAVEN, Conn., Jan. 7.—Savin Rock has at last found a paying proposition in a marathon dance, sponsored by the Globe Marathon, Inc., and under direction of George L. Rudy. The dance is packing them in at all hours of the day and night, and Rudy has been forced to hire another master of ceremonies in order to give the fans a show thruout the day and night. The marathon has been going now since December 22 and eight couples and three single dancers remain. Fifty-five couples started the dance. Jole Ray, former international track star, is one of the features of the dance. Charles (Pop) Myers, 50-year-old dancer, is another favorite. During the first 12 days the gate was reported at 25,000. Comedy is furnished at various times during the day by Ted Brown, master of ceremonies.

day night and Louie threw one of his "Kosher" parties on New Year's Eve. Louie and Lena were well liked by the entire troupe. They were replaced by Madam Remonta, who is presented by C. Jack Schafer, who opened Monday, coming from their farm at Keensburg, N. J., where they had been spending the winter. Madam, in her beautiful gowns, makes a stunning appearance and with Jack's masterful talks they will get their end without a doubt.

RAY MARSH BRYDON.

## Lauther Going Outdoor

TAMPA, Jan. 7.—Carl J. Lauther's All-Star Museum closes tonight to start its engagements at winter fairs in this State, the first at Largo. Mr. Lauther expects to reopen the museum after the termination of these fairs and again show indoors until the start of the summer outdoor season. Everything has been newly painted and decorated. The engagements here have been wonderful. Also the auspices, American Legion Post 91 and "Forty and Eight" No. 199, have been wonderful to work for.

MARIE LEWIS.

## McCaslin's, Baltimore

BALTIMORE, Jan. 6.—New show this week excepting several attractions that were held over, including Princess Reta, who has been here for four weeks and still going over big. John the Bushman was booked in with the Zanzibar Twins (pinheads). However, when the time to open arrived they had not shown up. About four hours later they appeared, minus John. Manager Goldie Fitz replaced them with Chief Running Elk and his troupe of Indians and gave them transportation back to Philadelphia. La Gold, a very clever lady sword swallower, replaced Hawaiian Joe. Joe received a new shipment of rattlers, every one a giant. One finally got him and he had to go to hospital. Karo, iron-tongue man, very strong. The Flea Circus and New Kelly, with four attractions, will open the Palace of Wonders in an old theater three times the size of this museum. Among visitors: Captain Hutchinson and his charming daughter, the mistus and his whole personal are daily visitors. George Van-Ander sticking around for the opening of the new museum. Billie Williams returned after a visit to Philadelphia. Flea Circus goes to new location. Will be replaced by R. J. Zouary's show in basement. Great LaPollette's sound truck arrived from New York to exploit the new place, Palace of Wonders. Goldie Fitz and his wife were guests at dinner New Year's at the home of Mr. McCaslin.

HARRY J. BOWEN.

## Permanent -- MUSEUMS -- Traveling

### Fred La Reine's, Paterson

PATERSON, N. J., Jan. 6.—Fred La-Reine opened Dime Museum here in basement of Kitay Building, Main and Market streets, December 24, which has been having a satisfactory business. Dick Cole is manager and lecturer; Eddie Zirpoll, assistant manager; Walter Paul, lecturer; William Cole, tickets; Glenn Phillips, still walker, does outside advertising, also uses truck with calliope. The bill for holidays week included: Sweet Marie, fat girl; Jessie Franks, bag puncher; Koo-Koo, Bird Girl; Forest Layman, armless wonder; Ajax, sword swallower; Karoy, man with iron tongue; Gully Gully Mike, comedy magician; Dr. Zinbad, mentalist; Victor-Victoria and various curio exhibits.

### Cash Miller's Modern

SPRINGFIELD, Mass., Jan. 6.—Had a very good week at Fall River. Had a very good location, pleasant neighbors (business houses) and real weather.

Moved into Springfield at 1203 Main street, directly across from Court Square and in the heart of the business district. Have floor space of 48x112 feet—ideal store for a beautiful layout, using individual platforms with new stage covers and back flashes, and all new pennants strung from wall to wall, giving the interior a pleasing appearance. Museum has played to tremendous crowds ever since it opened here Wednesday. Opening day from 2:30 to 3:30 548 people were passed thru the front door, making it necessary to take the box off for 15 minutes. The troupe is now moving on three trucks and five motor cars. Will remain here for next week. The police department—chief, deputy chief, the vice squad and amusement censor—has been in and passed on the show. Ray Cramer, secretary to Manager Miller, celebrated his 20th birthday last week and received many useful gifts. Another birthday was had by Maxie Sausser, the diminutive comedian ticket taker, and Mrs. Miller had a birthday party for him. The Bernards, mentalists, were called to Philadelphia on business pertaining to their real estate. They left last Satur-

## LARGEST AND FINEST ASSORTMENT OF POSTERS FOR INDOOR CIRCUS

AUTO—POULTRY—MINSTREL AND MUSICAL COMEDY SHOWS

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THE HOUSE OF QUALITY AND SERVICE

THE DONALDSON LITHO. CO. NEWPORT, KENTUCKY

# PARKS-POOLS

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

## Larger Scale For Chippewa

*Winning season has made augmented attractions possible for big Ohio spot*

WOOSTER, O., Jan. 7.—Chippewa Lake Park, one of the largest and best known of Northeastern Ohio amusement parks, near Medina, operated during the 1932 season without a loss, said W. A. Kerr, an executive of Chippewa Lake Park Company, operator of the resort.

"At a meeting of directors and officers of the park company when the annual report was heard, it was also announced that financing details have been completed which will insure operation of the park on a larger scale next season, which means there will be no curtailment in any department and that improvements and additions will be made," he added.

Mr. Kerr declared the most encouraging phase of the annual report disclosed that the dance pavilion, operated six nights a week from Decoration Day until after Labor Day, grossed for the season a total of \$28,000, believed to be a record for any amusement park dance pavilion in this area.

Austin Wylie's Band played thruout the summer on a park-plan basis, and despite a discouraging year for parks in general attendance held up. John Weidman was in charge of the pavilion during the summer.

It has been definitely decided by directors to make free movies, tried last summer as an experiment, a permanent feature, claiming this feature was responsible for stimulated night attendance, especially thru slow week days. More modern equipment will be acquired, longer shows will be presented and a new screen installed. Free acts will be continued on a larger scale, and some changes for the better are planned for the bathing beach.

A. M. Beach, who has been manager of the park several years, will start work this month on plans for next season.

## Shekels for A. C. Without Blue Laws

ATLANTIC CITY, Jan. 7.—Amusement men in all lines are looking forward to a prosperous year for the resort and declare that if the city hall will avoid blue-law tendencies there is every chance for it. Some leading amusement men have thoughts on what Atlantic City needs and should have to bring this about. Here they are:

Harry Hackney, president Municipal Promotion Bureau: "What Atlantic City needs in 1933 is the race track, pagant and light wines and beer. If we have this program the banks will not be able to hold all the money."

Lincoln Dickey, manager Auditorium: "Year 1933 holds promise of much activity in the Auditorium and from bookings already made the promise of even a greater '34."

William Pennan, president Amusement Men's Association: "Plenty of good, old-fashioned ballyhoo and something special every week to keep them from going somewhere else."

Frank P. Gravatt, president Steel Pier: "The resort needs the finest attractions available, immaterial as to cost, so she may continue to be queen of watering places. The Steel Pier is planning accordingly."

"Al" Skean, head Convention Bureau: "We have a fair amount of convention work ahead. Of course, beer and wine bills will have something to do with future bookings, and I think '34 will be a record-breaker."

SCRANTON, Pa.—A. H. Strohl, owner of Melody Gardens dance pavilion and formerly interested in old Luna Amusement Park in Scranton, played Santa Claus, distributing hundreds of toys to children in several orphanages in Scranton and vicinity.



JUDGE CHARLES A. WILSON, who will continue as manager of Fontaine Ferry Park, Louisville, Ky., following a reorganization of the operating corporation with new capital from St. Louis. Judge Wilson long has been active in the park field and is prominent in the councils of the National Association of Amusement Parks.

## Would Control Boat Riders

SPOKANE, Wash., Jan. 7.—Control of speedboats on inland lakes will be given peace officers if local legislators can put a bill thru the session this month. Much trouble has been caused by reckless use of speedboats, and two deaths have resulted in the past year from careless handling of racing craft near Spokane. Summer residents are asking control of boat operators, claiming those who disregard the pleasure of lake residents are people who take speedboats to the lakes for day excursions and week-ends.

## Barton Will Appear Before Civic Bodies

CINCINNATI, Jan. 7.—Carrying the gospel of the amusement park into a new source of prestige, Dr. Arv O. Barton, field secretary of the National Association of Amusement Parks, will be active in an added line of endeavor between now and opening of the operating season in spring.

Mr. Barton, who was a Cincinnati visitor this week, will be available, upon invitation of members, to deliver "Telling Talks" to gatherings of Kiwanis, Rotary and Lions clubs and others, Chambers of Commerce and civic organizations. His addresses are calculated to build for the advancement of a great industry and to emphasize their place in local community life of parks and park operators.

After conferring with President George F. Schott, of Coney Island, Mr. Barton returned to Cleveland, where he will establish his quarters during the winter at the Belmont Hotel. Following closing of affairs of the recent 14th annual NAAP convention in New York City, he visited his home in Des Moines, Ia.

## Buckeye Hotel and Offices Damaged by a \$35,000 Fire

NEWARK, O., Jan. 7.—The Buckeye Hotel, Buckeye Lake Park, was leveled by fire, the park offices and some concessions beneath it were destroyed and serious damage was done to the Merry-Go-Round near by.

Loss is estimated by park officials at \$35,000. No announcement has been made as to whether the hotel will be replaced.

Repairs will be made to the damaged concessions, park officials announced. Several stores also burned.

## New German Pool Started

HAMBURG, Jan. 2.—Work is under way here on a new artificial wave swimming pool similar to those already operating in Berlin and Budapest.

## Lauds "Learn-To-Swim" Weeks as Publicity and Business Bringers

Address by Paul H. Huestephel, Portland, Ore., before the National Association of Amusement Parks in 14th annual convention in the Pennsylvania Hotel, New York, on November 30.

"Swimming is an art, superior to all others, for the promotion and preservation of health."

Why? Because swimming is becoming known as the best exercise for all purposes. It is one of the few sports which exercises every part of the body with moderation, yet imposes no severe strain on any single muscle. It is the only sport in which we engage while in a prone position, for which our bodies were designed. As a result, all of the organs of the body assume their correct position while swimming, thus allowing them to function naturally. Also, as the little fellow, who just finished his first swimming lesson, remarked: "Geel! It's the only sport you come away from clean."

Knowledge of swimming is essential for the protection of the individual. It has been estimated that 95 per cent of the deaths occurring each year from drowning could be eliminated if every one would learn to swim a mere 50 feet.

For the protection of life and the promotion of health and happiness every member of NAAP should do everything within his power to promote swimming for those that do not know how.

True, the average pool operator promotes swimming races and aquatic stunts for those that know how to swim, but what about that large portion of his patronage that plays in the shallow portion of the pool not daring to venture into deep water?

"Learn-To-Swim" campaigns are no longer a novelty. They have become "business builders" and "good will" agents for every beach and pool operator that conducts these annual campaigns.

This is quite logical. The novice who

learns to swim never forgets the place where he was taught to overcome the fear of water. He returns time and again and becomes a regular patron at the place where he was given this wonderful opportunity.

Aside from the above mentioned reasons one must not forget the publicity value of these campaigns.

The park man whose publicity scrapbook is filled with publicity at the end of the season is to be envied. It means that he has capitalized every opportunity to break into the news columns with news items that possessed merit.

A "Learn-To-Swim" campaign possesses unlimited publicity value. The background of a successful campaign is newspaper co-operation. In many cities where swim campaigns have been held, newspapers have been the sponsors. They have sensed the opportunity of rendering a civic service to their readers.

True, many editors will have to be "shown" whether a campaign possesses merits. The pool operator stands to derive the most benefit thru unlimited publicity space and increased revenue. The newspapers must realize that their purpose in the community is service.

James MacMullen, managing editor of one of the leading newspapers in Southern California, when asked what a "Learn-To-Swim" campaign meant to his newspaper, said: "The purpose of newspapers is to serve the public and support legitimate enterprises. I feel that we are doing no more than the public has a right to expect us to do. Of the many propositions which our paper has supported, the sponsorship of an annual 'Learn-To-Swim' campaign ranks high in merit. I regard it as a definite public service and a notable contribution to the cause of public health and safety."

And this is what a city editor thinks of the campaigns sponsored by his newspaper:

"The two campaigns which we have

## Old Fontaine Ferry Saved

*Louisville park will be continued under reorganization with new capital*

LOUISVILLE, Jan. 7.—Continued operation of Fontaine Ferry Park here was assured on January 3, as the Fontaine Ferry Park Corporation completed reorganization, following reports that the property was to be sold.

Old stockholders and new capital from St. Louis took part in the reorganization. Ben F. Washer, attorney for the company, announced.

Judge Charles A. Wilson will continue as manager of the park. It was announced. Extensive improvements are planned before the opening of the 1933 season.

## New Englanders To Prepare Bill for Sunday Amusement

BOSTON, Jan. 7.—At a postponed meeting of New England Section, National Association of Amusement Parks, on Thursday in local offices of Wirth & Hamid, with about 30 in attendance, considerable enthusiasm was displayed in a movement on foot to get a better deal in regard to Sunday regulation of amusement in Massachusetts.

A resolution appointing a legislative committee to carry on the work was passed. The committee includes Mayor Cassasa, Beverly; ex-Senator James A. Donovan, Lawrence, and Fred L. Markey, Lawrence and Salisbury Beach, secretary of the New England Section.

This committee will examine existing regulations with a view to seeing what can be done to modify them in the interests of amusements and report to the membership. A bill carrying needed changes will be filed in the Massachusetts Legislature by January 14.

## A. C. Name Ban Sought

ATLANTIC CITY, Jan. 7.—After hour's argument Vice-Chancellor Robert Ingersoll this week ordered a memo from Harry Waxman, head of Royal Theater Company, seeking an injunction to prevent the use of Aldine name by Henry Savage, veteran showman, before final decision. Memo must show good cause why the case should not be dismissed.

sponsored were as worth while as anything of a public interest with which this newspaper has been connected. Our object was to impress our readers with the importance of acquiring swimming knowledge. Results of the campaigns are proof that the public appreciated our efforts.

"It is gratifying to know that we influenced hundreds, yes, thousands, to learn to swim; more so when it is recalled that at least three persons, two children and a woman, who took the course of instruction, saved themselves by applying in the emergency the knowledge they had gained in the 'Learn-To-Swim' movement."

The proposition is basically sound and the editors of your newspapers will be quick to see it. If there is any doubt as to the merits of the undertaking, they will be quickly eliminated after the first campaign is closed, when letters are sent by people, thanking that newspaper for the opportunity given themselves and their children to learn to swim.

Perhaps you will think that the success of the campaign will depend largely upon newspaper co-operation. May I mention briefly what one of your energetic members did this past summer:

Forest Park Highlands has for several years attempted to get one of the St. Louis newspapers to sponsor a campaign with very poor results. Finally, with the assistance of the Jantzen Knitting Mills representative, Mr. Ketchum arranged with the Public Service Company, which operates all street car lines and busses in St. Louis, to get behind this campaign. It was pointed out that Forest Park

(See "Learn to Swim" on page 36)

# The Pool Whirl

By Nat A. Tor

(All Communications to Nat A. Tor, care of New York Office, The Billboard)

That bathing-suit resolution submitted by A. Brady McSwigan, Kenneywood Park, Pittsburgh, at the American Association of Pools and Beaches convention in New York City last month, which was adopted, is a bad one to my way of thinking. You'll recall, it asks bathing-suit manufacturers to lean towards more conservative models for the coming outdoor season.

True, the resolution brought the association some publicity, as predicted by Mr. McSwigan in his proposal speech. Religious and women's organizations immediately praised the association for its stand.

But don't you think pool men defeat their primary purpose when they advocate such a campaign? These owners of swimming natatoria are forever ballyhooing the advantages of the sport, advertising how healthful it is to lie under the sun and to expose one's body to its beneficial rays. And now they come along and want bathing suits put on the market which tend to hide parts of the body from the sun.

I personally am sure that the bathing-suit people will ignore the association's pleas. And rightly so. Whether pool men realize it or not, the sun-tan suits and similar open models did more to advance the sport of swimming than anything else in recent years. Bring back some of the old styles and you'll stop a great number of men and women from going swimming.

Instead of trying to stop sun-tan suits and the like at pools, operators should include, among their rental stock, many of these modern models. I know of a young lady—and this is an actual fact—who stopped going to a certain New York City outdoor pool last summer because she couldn't hire a sun-tan suit and didn't want to swim in one of those old-fashioned ones they gave her. This true happening is passed on to indoor pool owners, whose patrons use only hired suits, for what it's worth.

I can readily see where pool men object to male patrons parading about their premises only in trunks. But for the life of me I can't see why all of them persist in stopping patrons from lowering their shoulder straps. It may be this same—shall I say prudish?—spirit which prompted Mr. McSwigan's resolution or perhaps it's the desire to stay on the good side of the few of the oldtimers who think it's immodest to lower a strap or wear a suit open in the back. But look at all the other patrons, who are in the majority, whom you are offending by continually trying to stop them from trying to get as near to nature as possible.

As one pool man exclaimed at the convention, "We pool owners are getting along in years. We must not control trends of coming generations. Nudism is approaching." However, I'd like to have opinions on this subject. Are you in favor of suppressing bathing-suit trends or no?

Norman S. Alexander, Woodside Pool, Philadelphia, says there are 1,400 swimming pools in Pennsylvania alone. Can you imagine how many tanks there are throughout the entire country? And there's not one complete listing of them. Who'll step forward and volunteer to get an actual count of the swimming pools, both indoor and outdoor, in the United States?

Ben Carpenter, Los Angeles, writes that he had a big summer at his tank, taking in 21,177 paid admissions. I understand he's working with Captain Sheffield, also of Los Angeles, at the present time on some drawings illustrating points of emphasis in the crawl stroke. The captain, you know, or don't you, is the author of a number of swim manuals.

Pierpont indoor pool, Brooklyn, operated by owners of the Park Central indoor tank, Manhattan, is staging its annual water polo games. Former goes in for swim meets and attractions, whereas Frank James, manager of the latter, entirely against such practices. "Stunny how two pools, owned by the same people, can be run with opposite ideas.

In answer to some of my recent correspondence: That article on rates for swim lessons, promised here some time ago, will be run shortly.

The I printed Captain Whitwell's claim that his Starlight outdoor pool is the oldest in Greater New York. I now understand the Audubon tank, Riverside drive, boasts the distinction. I am most assuredly in favor of the American Association of Pools and Beaches, but when I disagree with some of its practices I feel it's my duty to report so. Mat Sedgwick is still manager of Jerome Cascades Pool, Bronx, N. Y., where he stays all winter. And I trust these answer your questions—you, you, you and you.

That new professional Marathon Swimmers' Club discussed here last issue has issued a call for pro swimmers to take part in their planned six-day marathon swim scheduled, as their letter states, "for an indoor pool some time in March." They need six teams of four to each team, consisting of three men and a girl. But that's all the information given. Their letter also tells of Pat Roach, the vice-president, having had an interview with the sports headquarters at the Chicago World's Fair last week with reference, one supposes, to the marathon swims proposed there. However, I'm still awaiting official word from the organization before taking any stand on it.

**DOTS AND DASHES**—Would like to hear from W. R. Rice, of the Pla-Mor indoor tank, Kansas City, Mo., as to how he's doing, hey, hey. . . . Jim Kearns, life guard at the London Terrace indoor tank, New York City, had an extra part in that Patty Arbuckle movie short. The plaintiff in that recent swimming pool case didn't know the decision of the judge until it was told to him by the defendant. . . . Pretty Dot Weisman. Met swim champ, recovered from a recent illness, and is Bert Nevins happy?

## Seashore Breezes

By WILLIAM H. McMAHON

**ATLANTIC CITY, Jan. 7.**—The new year dawned upon the resort bright and cold after a week of storm and brought a record flock of pleasure-seekers for the three-day week-end. Every amusement enterprise in town reopened, nearly all orchestras were working and acts found themselves much in demand, some doubling. Money was more free. Hotels reported capacity, while Tuesday morning bank deposits showed the trend with other lines. Prohibition agents took night off and supper clubs prospered.

All theaters went in for midnight shows. . . . Auditorium was early evening gathering place and hockey crowd in main hall record for season. . . . Sea Gulls played second of series with Victoria, winning. . . . College Criterion Orch played in ballroom crowd thinned about 12 for elsewhere. Stanley Theater had ace in *Kid From Spain*, first showing here. . . . Hyman Jacobs, at Embassy, put on special flesh feature, with Bernie Landis as m. c., for midnight . . . prizes for all.

Bobby Duncan's 1933 *Brevities* came in for week at reopened 500 Club, with Billy Milligan, m. c., featuring Billy Atkins . . . Harry Dobkins on hand with the music . . . full show.

Martin's reopening clicked in good style, with Dal Barry, Lawrence Twins and Dottie Lane, supper-club favorites, to add pep to floor show. . . . Jimmy Jones furnished melody for Tony La Rosa's Slipper show, while Ray Abrams returned to the Polles Bergere.

Dancing was featured at Million-Dollar Pier's Egyptian Ballroom, which has been going steadily since opening, altho competition has been keen. "Ace" Gorham and Royal Kentuckians presided . . . roller-skating plans off indefinitely.

Beachfront hotels all used music and some small acts, local talent . . . and entertainers entered new year with high hopes.

China Palace went out just after new year when unable to meet nut. Victor-ROA also gave up at end of lease for exhibit, Indiana avenue and B'walk. . . . Central Pier going after several more nationals.

Just got a line from Josephine Earle, assistant to Jack Pomeroy, late of A. C. Casino and 500 Club here, who are doing well in other Jersey spots and keeping all units of outfit going top speed. Now have floor shows going at Colonial Inn, Singac, N. J.; Lido Venice, Paterson; Plantation, Philly; Club Hot-Cha, Newark; Club Maze, Laurel Springs; Paramount Theater, Newark; Club Plaza, New York, and High Hat Club, Baltimore. And not to forget big unit at Chez Maurice, Montreal.

Ralph Endy, Pottstown, Pa., of Endy Shows, was among visitors this week and forming plans for spring and summer.

Says Brother David and Bob Morton went over big with Shrine Circus in Reading during holidays. Jerry Girard, formerly of Endy Shows, who worked some of games at Eagles, New Year's Eve, also in . . . had good year of fairs . . . suggests larger midway for Egg Harbor next year, as exhibits can stand it.

Jack Gallagher and wife, also of this outfit, after a couple of months here, have left for Miami. . . . Howard (coin machine) Hoffman has also left for sunny South.

Charles Bruce and Ambrose McDade, veteran Steel Pier guards and ticket-takers, are still on the job and determined to make it a record. . . . Dvorak got a bad break at his initial appearance on Auditorium ice rink as feature comic act . . . soft ice spoiled his flash finish, but the crowd sensed he was working hard and responded.

## Long Island Patter

By ALFRED FRIEDMAN

**JAMAICA, L. I., Jan. 7.**—Broad Channel Hof Brau, one of L. I.'s best known amusement places, razed by flames. Reconstruction under way shortly. . . . Edward Feeney and his missus en route to the South, returning in spring, while John Logan and his wife are heading for Miami Beach, there to winter. A number of summer dance spots are planning broadcasts for spring. . . . Reggie Hegeman, erstwhile pitchman, has purchased a cottage overlooking the Atlantic at Cedarhurst. . . . With Al Robinson directing, Valencia Theater took on a realistic outdoor show aspect when a circus stage unit was featured. Swell circus methods employed to bally the occasion. . . . About 300 of the strip's concessioners, it is estimated, are at Southern points for the winter. . . . Atlantic Beach, society center, is experiencing its quietest winter, with Lido Beach doing little better. . . . Bill Bonsel back from Havana and is guest of Hal Cordigan, w-k. local billposter. . . . Moe Baillie is around and keeping busy. . . . Frank Lee Donoghue, ex-pool and park p. a., who resigned as assistant to Boro Prez George U. Harvey last week, is preparing to locate as a reporter on one of Manhattan's dailies.

Queensboro Newspapermen's Club first annual dinner-dance went over big. Affair took place at the Amber Lantern, Flushing, with Maurey Bland and Lee Benn directing arrangements. . . . Court Clerk John Allen, former amusement operator, is being boomed for a higher post. . . . Saul Mills is better after recent illness. . . . Joe Wagner, show activity chronicler, is keeping scarce lately. . . . Lee Kramer band-leading on Broadway.

**LONG BEACH.** — Doc Leonard Hirshberg has plenty on the ball in the way of info on this and that. . . . Seventeen Steps Club is going across big. . . . And the Royal Yorkers ork is playing at Roadside Rest, near here. . . . Paul Fretz is one of Long Beach's busiest personages. . . . Frank Barbieri emerged as one of the most popular holiday hosts. . . . Vic Steiner constantly gagging friends. . . . Mort Gottlieb a proud daddy.

**ROCKAWAY BEACH.** — Rockaway's Playland is planning kiddie broadcasts beginning late in spring. . . . Turpin's concessions, hard hit by recent gale, back in tip-top condition. . . . Sammy Young, boardwalk band maestro, around every now and then. . . . Tom Carolan in from Washington, D. C., for a short span. . . . New Palm Inn prospered at New Year's Eve celebration. . . . Fire destroyed a half dozen cottages adjoining Boardwalk at Beach-61st street on New Year's Day, but did not harm adjacent concessions. Smoke-eaters were troubled by frigid weather and strong wind.

**WESTPORT, Conn.**—Considerable sentiment is evident for granting concessions in Compo Beach Park to local residents only and not to outsiders, with the proviso that only local residents be employed. In previous years, it is pointed out, concession privileges have gone to residents of Bridgeport and Norwalk. Bids will close on January 14.

## NAAP

Manufacturers and Dealers' Section

By R. S. UZZELL

At the end of one year or the beginning of the next prudent business men always insist on an inventory from which they always get some guiding principles for the new year.

Some items of the inventory show no depreciation. One item we can carry forward as in no way impaired is, "Time for Play Will Always Pay." We cannot only teach it, but the proper conduct of our business will contribute to its increasing value.

It has become our slogan. Let us make it real and vital. Then we and our business demonstrate our worth as a national asset, exemplifying the Barnum slogan, "The Author of Harmless Mirth Is a Public Benefactor." What more can a man desire who wants to spend his life on something worth while?

### Baseball Paving the Way

In the State of Yucatan, Mexico, a baseball game and a Mexican bull fight were held the same day. At the baseball game the stadium was crowded, while the bull fight did not clear expenses. This happened on several occasions in 1932. Another triumph for American recreation. Everywhere the people are turning to the clean, the beautiful and the constructive. What better opportunity could we ask?

Conversely, suppose, if it were possible, we should stage a bull fight at Euclid Beach, Cleveland, or at Coney Island, Cincinnati. How long and how much money would it require to restore the good will that such an event would destroy?

Our opportunities, once thoroughly realized, will generate their own enthusiasm. American baseball is paving the way for the amusement park.

### Safety Code an Asset

Major C. D. Bond has not located yet for the year. This park manager, once a device salesman, sees clearly the demand of 1933. Best of all, it points to improvement and advance. Paint, uniforms, shrubs, sound apparatus, kiddie rides, movie machines, certain types of specialty advertising. We should like to add, men with practical ideas. Best of all, a little money spent in the right direction will make an unusual showing.

George P. Smith Jr. has joined the Manufacturers' Division on his own account. This is the first new member for the Division for 1933. He will retain chairmanship of our Safety Code Committee and hopes to have a code ready for our annual meeting. His fellow members of the committee will be announced soon.

Few can visualize the industry which has gone into the work of this committee nor the responsibility assumed. It will compel the unscrupulous building inspector and the half-baked insurance inspector to go way back and sit down.

To arm Joe McKee with this completed work and to hear him meet an


(See NAAP on page 36)

## SPILLMAN'S NEW AUTO TWISTER RIDE FOR KIDS—LARGE AND SMALL



THRIFT MODEL 18 (shown), \$200.00  
DE LUXE MODEL (as shown), \$1,450.00  
Eight Highest Grade Autos, 4 Large Twister Cars, Seats 16-21; loads on one medium sized truck, 26 ft. diameter, weighs two tons, 100% Portable.

SPILLMAN ENGINEERING CORP., N. TONAWANDA, N. Y.




**AUTO SKOOTER.**  
LUSSE BROS., INC., 2409 North Fifth Street, Philadelphia, Pa., U. S. A.

1933

## AUTO SKOOTER—WATER

Both Devices Have Proven Very Successful and Immensely Popular in 1931.



**WATER SKOOTER.**

## With the Zoos

**SPOKANE, Wash.**—What to do with a zoo when city council says "abolish it?" A taxidermist's shop here has the answer. The zoo keeper tried first to sell the animals, then to give them away and couldn't. Now the animals, including polar bears, buffaloes, deer and grizzly bears will be slaughtered, mounted by a taxidermist and put in the city museum.

**NASHUA, N. H.**—Benson Wild Animal Farm, Hudson, N. H., says Owner John T. Benson, has continued to draw visitors in spite of cold weather. On December 29 over two-score cars were driven to the farm, bearing at least 300 persons who came to look over the collection of animals. Mrs. Margaret Thompson, wife of the late "Egypt" Thompson, who has been away from the farm several months, has returned and resumed her work. Mrs. Hazel Sharpe and her husband, Captain Sharpe, are to leave the farm soon bound for Los Angeles. Franz Wooska, well-known wild animal trainer, who has been engaged in breaking cat animals at the farm, left for India to bring back a shipment of animals. Mr. Benson recently lost a valuable chimpanzee, valued at \$1,000. The animal caught cold and, despite all the efforts to save its life, passed away. Mr. Benson is planning to have a woman come to the farm soon to handle snakes. Mr. and Mrs. R. L. (Sandy) Sanderson, Fitchburg, Mass., were visitors at the farm recently. Both are old-time troupers, having been with all the big ones. Ringling Bros.-Barnum & Bailey, John Robinson, Sparks and other prominent circuses.

**MEMPHIS**—Two baby boa constrictors, found on a bunch of bananas shipped here, have been turned over to Overton Park Zoo by A. B. Young. The youngsters are about 6 months old, according to Zoo Superintendent N. J. Melroy, and one is 22 inches long while the other is 16. Four years ago Young found a small boa on a banana stalk and turned it over to the zoo. Today it is 5 feet long.

**CINCINNATI**—Rapid progress in perfecting plans for the sale of Zoo ticket booklets by school children of Greater Cincinnati is being made. Explanatory literature to be distributed to juvenile agents has been approved by the general Zoo committee. A unique feature of facilitating operation of sales was revealed in the display of a "postcard check," whereby a complete sales record and payment for subscription will be made by a single signature of the buyer. A special prize committee has been announced. The Board of Education passed a resolution endorsing the sale and pledging co-operation. James A. Reilly, president of the Zoological Association, announced he could assure equal co-operation on the part of parochial schools. Decision has been reached to offer a life membership in the Zoological Association as the top prize. There will be at least 30 other special awards, consisting mostly of pets, in the contest, which starts January 13 and ends February 14.

**DULUTH, Minn.**—Co-operating with city officials and parents who are desirous of reducing hazards from unrestricted coasting down Duluth hills, Bert E. Onsgard, curator of Duluth zoo and manager of Fairmont Park, is planning a toboggan slide and warming house at the zoo. A skating rink is also planned. Defects in the heating system of the animal houses, arising out of changes in the methods, equipment and style of fuel, which threatened the comfort and safety of the birds and animals of his collection, have been remedied, according to Bert E. Onsgard, curator of the Duluth zoo. The changes, undertaken some weeks ago, were still only partially completed when recent low temperatures perished inmates of the zoo. In spite of watchfulness of the custodians and middle-of-the-night visits by Onsgard, the Florida flamingo became chilled and died.

**NEW ORLEANS**—Special warming apparatus was installed in cages in Audubon Zoo during December and tarpaulins were placed over cages to keep the animals warm. Various bird cages were re-roofed, while a new fence was placed around the tortoise yard. The baby zebra, 3 months old, has attracted much interest. Gifts made during December included a spider monkey, sea gull, rabbits, green parrot, two blind eels, a king coral snake and a "walking fish."

## "LEARN TO SWIM"

(Continued from page 34)

Highlands was situated on one of their most popular lines. The Public Service Company publishes a bimonthly four-page newsmagazine which is placed in small containers on the backs of each double seat of the street cars and busses for the free reading of their riders. It is known as *The Transit News*. It was suggested that this paper be used to publicize the coming "Learn-To-Swim" campaign and give it enough publicity to arouse public interest. The Public Service Company swallowed the idea and even went further. Every street car carried dash cards, front and rear, which read as follows:

"Free instructions, Transit News, Jantzen Learn-To-Swim Week, August 1-6, Forest Park Highlands. Register now at Famous Barr Company."

Famous Barr Company is one of the largest department stores in St. Louis. A special booth with a girl attendant was installed in the ladies' swimming suit department for one week before the opening of the campaign to register the applicants. This company was so well satisfied with the registrations and publicity received that they have asked to handle the registrations for next year's campaign which Mr. Ketchum assures us will now be an annual event.

The agreement between the transportation company and Forest Park Highlands was as follows: Upon boarding the street cars or busses and payment of regular fare, the conductor would punch the registration card which entitled the holder to reduced rates for swimming privileges at the park. These rates were reduced 45 per cent. All girls' and housewives' classes were held in the morning, while the afternoon was for boys and the evening for business men and business girls. There were 10 classes in all.

Altho bad weather materially handicapped the campaign, Mr. Ketchum was very enthusiastic about final results. Many letters were mailed to him in which writers expressed their enthusiasm because they learned to swim and appreciated the splendid opportunity given them thru joint efforts of the sponsors. These campaigns accomplish much in the way of good will for the pool as well as other agencies co-operating. While it is impossible to estimate the net value in dollars and cents, we have been able to check on campaigns personally conducted by the writer in which the gross revenue actually tripled the receipts of corresponding weeks of previous years and more than equaled the peak weeks in midseason.

### For Potential Patronage

The Jantzen Knitting Mills, Portland, Ore., will continue to promote these campaigns and we still have a number of booklets and material on hand that will be given to any one interested. The booklet gives detailed information and complete setup. "How To Promote and Conduct Learn-To-Swim Weeks," together with daily outline and complete instructions for the instructor in charge. Advance newspaper stories are also obtainable.

In these days of keen competition and depressed times one must ever be on the alert to draw new and potential patronage to your parks and pools. Something attractive and of educational value will always appeal to Mr. and Mrs. Public.

In closing, may I quote Mr. T. G. Armstrong, formerly of Mission Beach, Calif.

"The value of a 'Learn-To-Swim' campaign to a public pool, bathhouse or beach is manifold. It is reflected in good will, stimulation of interest in swimming, increased business and publicity of the kind all too frequently unobtainable.

"All of the above-mentioned advantages of a swim campaign are important, but of particular importance to the pool manager and owner is the subject of publicity. Opportunities for making the news column in the routine of bathhouse operation are admittedly few and far between. Swimming contests afford one means, but unless there is keen rivalry between competitors or swim stars are programed, news editors seem not to become unduly excited. Water frolics and carnivals offer another but uncertain means of breaking into print.

### Campaigns Are Flexible

"A pool or beach, by the very nature of its business, is limited when it comes to getting worth-while publicity. The ordinary run of attractions seldom will click with the newspapers or with the public, to do about it?"

"A learn-to-swim campaign is submitted for the earnest consideration of the pool operator who is racking his

brain for something to offer the public. Not only can it be scheduled as an annual event, but it can be programed semiannually under proper conditions. A learn-to-swim campaign is flexible; it can be staged only for children, or can be expanded to include fathers and mothers, and diving and Red Cross life-saving classes as well.

"A swim campaign properly timed can be made the medium for obtaining invaluable publicity, the benefits of which will accrue for an indefinite period. For instance, a learn-to-swim campaign staged in conjunction with a spring or summer opening will be found particularly effective. This has been worked with notable success at a number of swimming pools which operate only seasonally. Under circumstances such as these, the public becomes swim conscious as the warm weather nears, and along with the usual crowds to be expected there will be attracted hundreds of others desirous of learning the now popular art of natation."

## NAAP

(Continued from page 35)

Insurance inspector would be a real matinee. Long life to you, Joe.

## Winter Incomes Possible

John J. Carlin's bold experiment in Baltimore in converting a summer dance hall into a winter ice-skating palace is a distinct asset to the national association.

He had the strong position of talking of an accomplished fact. And best of all, he is not content with present results, but is launching out on more improvements. He will have a better plant than ever this winter and will talk freely of his experiences to all who are interested.

There are many park dance halls silent all winter that could be animated with life. A little ambition and courage will convert a winter liability into a fine asset. The necessity for a winter income must be faced by many parks, and here is another man who offers you a tried plan for the asking.

**NEW ORLEANS.**—Harry K. Heidemann, for years a concessioner at Spanish Fort and other resorts in this section, has forsaken the business and is now head of an auction exchange.

## HOOSIERS

(Continued from page 30)

should be recognized and permitted under proper regulation. It was suggested that provision be made that a racing law should provide also that a portion of proceeds from tracks be devoted to educational work and 4-H Club and vocational exhibits.

What was called a danger that the sport might be cheapened and get beyond control was referred to by Guy Cantwell and C. Y. Foster, who saw this possibility in a general operation of pari-mutuels at numerous small fairs as against operation of a few high-fee tracks. It was generally agreed that night racing should be prohibited so that in this manner dog racing could be prevented, without any seeming class legislation.

### Dog Racing Opposed

Representative Charles J. Alardt, South Bend, who said he would introduce a pari-mutuel racing bill providing for a racing commission, on behalf of Indiana hotel men who favor such a move, told some of the tentative provisions of his measure. He as yet has decided upon no set fee, but said his bill would provide for participation of both running and harness horses. He said that under its charter the State Fair could not conduct pari-mutuel racing, but could share in the revenue accruing from other tracks. He is opposed to night racing and dog races.

Several references were made to successful operation of racing commissions in Illinois, Maryland and Louisiana and figures were given showing large revenues received, a goodly portion going to fairs in lieu of State aid, in some of these States. There is considerable difference of opinion as to whether pari-mutuels can be made practicable with participation of harness horses.

### Low Premiums Didn't Hurt

Attendance at the gathering was lighter than in 1932 when 91 registered for the session; and about 160 attended the annual banquet. President Halleck told the members that State aid is slipping and that new sources of revenue must be found and budgets reduced. It was voted to remit unpaid dues for 1932 to all members who paid 1933 dues at the meeting. Nothing of import was offered the resolutions committee, C. H. Taylor and O. R. Jenkins.

In a symposium on Means for Cutting Budgets, premiums were discussed by U. C. Brouse; speed program, Rolland Ade; free acts, Mr. Struckman, and publicity, C. E. Edwards, and John F. Hull spoke on *Relation of County Fair to 4-H Club Work*. Mr. Brouse said premiums must be reduced, altho it is difficult to do so because the public has been educated to high standards.

He cited instances where premiums have been paid on stock without any competition. His remedy was to cut the number of classes rather than amounts of awards. President Halleck said his fair in 1932 had cut 40 per cent of awards but still had had an overflow of live stock.

V. V. Swartz, Goshen, told of success in cutting the number of classes. It was brought out that none who had reduced premiums had hurt their show.

Regarding horses, it was brought out that horsemen appear willing to give reasonable co-operation as they realize that a dollar at present looks bigger than it has for many years. Mr. Struckman asked free-act concerns to aid the fair by keeping down prices of acts. W. H. Settle, speaking on the *Farm Bureau and the County Fair*, declared there is no future prospect for county fairs unless their managements work with county farm bureaus, county agents and 4-H Clubs.

### Act Buying To Be Late

In the Riley Room of the hotel at 7 p.m. the annual banquet was presided over by President Halleck. The delegates were welcomed by Mayor Reginald H. Sullivan, Indianapolis, who surprised his hearers by his knowledge of county fairs, recalling his college days when he was a regular attendant at Montgomery County Fair, Crawfordsville, 40 years ago, an institution still going strong. Dussy Miller, famed Wilmington, O. editor, added a mirthful note in a characteristic humorous address on the changing times.

Indications that buying of acts and booking of other attractions and shows will be late in Indiana was apparent to the amusement representatives present, who, by the way, were not as numerous as they have been at past Hoosier gatherings.

Among amusement and supply concerns and representatives in attendance were Barnes-Carruthers, Sam J. Levy, Earl Taylor Enterprises, Earl and Frank Taylor, Gus Sun Exchange, Pete Sun, M. B. Howard, Raun's Horses, C. L. Raun, St. Julian Attractions, Mr. and Mrs. Jack St. Julian, Hoagland's Hippodrome, George Hoagland, Easter's Attractions, Captain LaValley's Diving Sensations, LaValley Bros., McElroy and Tudors, Theatre-Duffield Fireworks, Charles H. Duffield, Art Briesse, Gordon Fireworks, J. Saunders Gordon, United Fireworks Manufacturing Company, R. F. Smith, L. E. Holt, Ohio Display Fireworks Company, S. W. Brundage Shows, Mike T. Clark, J. C. Weer Shows, J. C. Weer, Gold Medal Shows, Oscar Bloom, John Duffee, Van Vantile, Gibson Blue Ribbon Shows and Rides; *The Billboard*, Claude R. Ellis, Cincinnati; Kemper-Thomas Company, advertising, and Radio Advertising Company, Joe E. Stepro.

### Observed on the Sidelines

Little free gate discussion this time. Some of 'em said they couldn't operate with a free gate. Several State Fair directors said they just wouldn't.

Secretary Miller, Lake County Fair, made his first meeting. He succeeded Fred Ruf last fall. Signed up a midway and got Fielding Scholler for race starter.

Mike T. Clark of the Brundage Shows, again in evidence, but protested it was a pleasure rather than a business visit.

M. B. Howard, back with Gus Sun Exchange, was circulating. Has been suffering heart attacks, but he looks fit.

Charlie Jessop, from Connersville, didn't miss this meeting either. Ed Jessop is convalescing from recent illness. Been around Indiana, and elsewhere, many a year, those Jessop boys.

Sam Solomon was mixing with his truck-talk enthusiasts this year, but the truck-show spirit was well represented by a pioneer in it, J. C. Weer.

Art Briesse, of Theatre-Duffield, seemed to feel all constricted in the confines of the Claypool, looking happily forward to the wide open spaces when he makes that Montana meeting.

Mayor Sullivan of Indianapolis confided to the banqueters that he went to his first county fair as a Wabash College student 40 years ago and that he never since has been able to figure out "which sholl that little pea was under."

J. A. Terry, La Porte sec, was absent. His friends heard, because he was being inducted into office as county recorder back home. He won in a walk at last election. It didn't seem the same without Jim's bouquets and brickbats.



By CLAUDE R. ELLIS  
(Cincinnati Office)

AFTER a short venture in North East, Pa., L. N. Burt has returned to Coliseum Rink, Jamestown, N. Y., as manager, and reports business as fair. He is featuring hockey one night a week and band music one night. He packed 'em in at a Christmas party.

**MANAGER** Bill Henning, Charles-Mt. Royal Rink, Baltimore, is giving the customers plenty of games, races, roller hockey and basket ball games on roller skates, altho business is reported below standard in that city, with two roller rinks and two ice rinks going.

A NEW skating act is working out in Baltimore in the Charles-Mt. Royal Roller Rink and will have its first public trout on January 17. It will be called the Silver Flanah Trio, with Hunsley and Brengle and a girl member, Billie Jordan.

**SCHEDULED** to open on January 7 the Anchor Rink has been equipped in Sandusky, O., by Harold H. Keetle, operator of Cedar Point Roller Rink. The building, formerly a large garage, has a new 66 by 110-foot maple floor for skating. Lobby and lounging room has floor area of 42 by 96 feet, with checkroom, skate-room, restrooms, and refreshment stand. The interior has been redecorated, with new furniture, draperies and ornate effects. Manager Keetle has closed his rinks in Galion, Clyde and Ashland, O., to devote his time to the Sandusky enterprise.

"REFERRING to the article by E. M. Moor in the December 31 issue of *The Billboard*," writes Manager Bill Henning, "Charles-Mt. Royal Rink, Baltimore, I think it would be a great idea for all managers of roller rinks to join a real association. We would all be better off and, for one thing, there would be more riners in the game and better conditions around rinks. I have been connected with rinks 23 years and it seems to me that skaters are not getting what they should have in the way of world race meets like we once had. I have been in several world meets, and I hate Patty Harmon put on the best of them all. There has not been a world meet since 1929, so let us all look forward to one in 1933."

**J. W. DICKSON**, St. John, N. B., has been appointed manager of St. John Forum, a rink now under construction and expected to be ready for skating early in January. This rink will be used for ice skating and hockey from the opening until it is no longer possible to offer natural ice, which probably will be about March 20. Lack of funds has prevented establishing an artificial ice plant in connection with the rink. A. B. Clark is president of the company. Roller skating will be revived in the spring.

**PERCY L. CLANCY**, lessee of Forum Rink, Halifax, N. S., made a 10 per cent reduction in prices at this rink for ice skating and hockey. The cut was made in recognition of unfavorable conditions in Halifax.

THESE outdoor skating rinks are in operation in St. John, N. B., zone this



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winter: South End, Lily Lake, St. Peter's, Knights of Pythias, Carlston and Fairville. Checkrooms for clothing and footwear and refreshment stands are maintained at each rink.

**P. E. McLAUGHLIN**, St. Stephen, N. B., is lessee and manager of St. Croix Rink in St. Stephen. Ice skating is being featured and an effort being made to draw patronage from the Maine side of the St. Croix River, including towns of Calais, Milltown and Woodland, Me.

**DANCING** and roller skating are to be linked to a larger extent than ever before, during 1933, at Northeastern Canadian summer resorts. Dancing and roller skating will be offered on alternate days and nights at beach and inland pavilions. A number of dance hall men found adding roller skating a way of increasing revenue and interest last summer.

A **ROLLER** skate frolic in Bell's Rink, Lincoln highway, Fort Wayne, Ind., on New Year's Eve, was attended by a large crowd. A skating exhibition to include all the best skaters in Fort Wayne and vicinity is being planned for January 15. Fancy and trick skating will be demonstrated, and entrants are expected from as far as Indianapolis, South Bend and Jackson, Mich.

**CLEVELAND** Ramblers Roller Hockey team has been signed to play as the Cleveland Coliseum by Tom McKee, sports promoter and publicity man of Cleveland, advises Phil Grumbach, who will continue to act as playing manager of the team. McKee is opening a sports center known as the Coliseum, Euclid avenue at East 46th street. One night a week will be given over to roller hockey exclusively. There will be no roller skating, the idea being to feature roller hockey games as is being done in ice hockey. The team, newly uniformed, will play the opening game with the Herman Sports, Detroit, in the Coliseum on January 14, Detroit being claimant of the Mid-Western championship. Manager Grumbach says the game has the NBAA sanction. Playing surface is 55 by 145 feet, with 2,500 seating capacity for hockey games.

**FOR THE** first time in recent years Canton, O., is witnessing all-winter opposition between two roller rinks, New Land o' Dance, located downtown, and the rink in Meyers Lake Park, just outside corporate limits. In former years the park rink has been dark during winter, but this season a heating plant has been installed and the rink is open six nights a week. The downtown rink is operating on Mondays, Wednesdays and Fridays, with patronage of late reported on the increase. Park rink during the summer sponsored roller polo matches with teams from near-by towns with much success. Both rinks are using the newspapers every night, with the lake spot keeping admission lower than the downtown rink. Earl Frye, manager New Land o' Dance Rink, is now giving this rink his personal attention, and from all indications is getting results from special stunts and hard plugging in the interest of roller skating in general. He is using in his advertising a slogan: "Hundreds Are Skating; Why Not You?"

A **ROLLER** skating hockey league movement to include Scranton and Hazleton, Pa.; Endicott, N. Y., and other rink spots, is being launched by Dave Gould, coach of the Scranton team and former United States deputy marshal, widely known in Pennsylvania. Series of championship speed races started on January 2 to bring out the best local talent. The rink in Colonel Watres Army is under general management of Harry P. O'Neil, Dunmore, State representative from Fourth District. Walter W. Johnson, Elmhurst, is in charge of the rink. Johnson has been O'Neil's aid eight or nine years, and has skated in most important rinks between New York and Chicago. Regular skating nights are Thursday and Saturday, at which Marguerite Johnson, sister of Manager Johnson, attends regularly. She is a fancy and speed roller skater, and about 18 years ago made a long exhibition tour, which included Canada, with Jesse Carey, George Roerig, rink announcer, was made captain of the Scranton hockey team, and Fred R. Smith, Scranton, manager. U

**AND NOW** the rink appears on the scene as a means of furthering employment. In New York State, at least, for the State Temporary Emergency Relief Administration has approved the construction of about 20 ice-skating rinks in seven cities, all part of a winter relief program. Under the plan, the State will pay the usual 40 per cent of relief wages. Cities included in the plan are Fulton,

Norwich, Oswego, Rensselaer, Rochester, Troy and Amsterdam.

A **BIG "ice gala"** in Palais des Sports, Paris, brought in receipts of 70,000 francs (\$2800), 50,000 francs (\$2,000) of which will be used to help needy stage artists. Leading European skaters and stage artists took part in the benefit spectacle, which will be repeated next winter. Plans are being made for construction of an artificial ice-skating rink in the Palais des Sports, Brussels. The Skating Hamiltons are in Paris after playing in Holland and at the French Riviera resorts. Megan Taylor, 12-year-old figure skater, is giving exhibitions in St. Moritz, Switzerland.

**INCOME TAX**

(Continued from page 25)

Under the old law the husband and wife were regarded as one, and the husband was the one. (Since the 19th amendment that, of course, would be seriously open to question.) The income tax law, to some extent, carries on this idea, except that no particular spouse is recognized as leader.

The husband and wife are regarded as a unit for tax purposes. In determining, therefore, whether the gross income is \$5,000 and the net income \$2,500, the combined incomes of the husband and wife must be considered. That is to say, if the husband has a gross income of \$4,000 and the wife of \$1,500, a return must be filed, since the total is more than the prescribed \$5,000. Likewise, if the husband has a net income of \$4,000 and the wife a net loss of \$2,000, no return need be filed (assuming that the total gross income is not more than \$5,000), because the combined net income is less than \$2,500.

However, while the combined figures are what count, it is not compulsory for the husband and wife to file a joint return. Instead, they may, at their option, file separate returns, setting forth their own items of income and deduction. Whether joint or separate returns are filed may make a great deal of difference in the tax. We'll understand this better when we discuss the tax rates.

**Age No Factor**

While age may be a criterion in gaining admission to moving pictures or having the right to vote, Uncle Sam creates no such barrier in requiring an income tax return. It does not make any difference how young or old one may be. If the income is there, a return must be filed.

This involves just one little wrinkle. Under the laws of most States, the income from an unmarried minor child's services legally belongs to the parent unless the child has been emancipated—that is, unless the child has been given the right to go on his own hook, to use the vernacular. If emancipation has not taken place, the parent is required to include as his own the minor's income derived from services rendered and consider it in arriving at the \$5,000 or the \$2,500 amount.

That is about all there is to the entire subject of individuals' returns. Simple, isn't it? Now let us consider some other returns.

**Partnerships**

Every partnership is required to file a return setting forth its income and deductions. The partnership, as such, is not taxed. Instead, the individual partners report in their own returns their share of the partnership profits. However, the Government calls for a return from every partnership so that the details will be available showing how the partners' share of the profits was arrived at.

In this regard the new law considers as partnerships, even tho they may not legally be so, syndicates, pools, joint ventures, etc., that are not corporations or trusts. That means each such syndicate, pool or joint venture must file a partnership return showing the participants as partners.

**Corporations**

The rules for corporations is about the same as for partnerships, in that every corporation must file a return, irrespec-

tive of the amount of its income, and even tho it may have a loss. A corporation, however, is subject to tax while a partnership is not.

In the case of affiliated corporations, the rules as to their returns are somewhat like those for married persons in that a joint return may be filed for all the members of the affiliated group, or each member of the group may file separate returns. The difference is that husband and wife have a choice as to this each year, while in the case of corporations, once they decide to file joint returns—consolidated returns, as they are technically referred to—they must continue to do so. Also we shall see that the tax rates are different when consolidated returns are filed from when separate returns are filed. Corporations are said to be affiliated, by and large, when one owns at least 65 per cent of the voting stock of the other.

**Estates and Trusts**

Estates and trusts, too, must file returns. For this purpose they are regarded like single persons. In other words, a return is required of them if their gross income is \$5,000 or over, or their net income is \$1,000 or more.

**Time and Place for Filing**

Returns are due March 15, but may be filed sooner. They are to be filed with the Collector of Internal Revenue for the district where the taxpayer resides or maintains his principal place of business. Accompanying the return must be a check for at least one-quarter of the tax. The remainder of the tax may be paid in installments on June 15, September 15 and December 15.

**Blanks To Be Used**

In the case of individuals, returns must be filed on Form 1040 if the net income is over \$5,000. This is a large white form. Where the income is less than \$5,000 Form 1040A is used. It too is a white form, but much smaller in size.

Corporations use Form 1120. That is a large blue form. Where a consolidated return is filed, the subsidiary companies file on Form 1122, which is a large blue form.

Partnerships filed on Form 1065—a large yellow form. Estates and trusts use Form 1041, which is large reddish brown form. Estates and trusts may also have to file on Form 1040 or 1040A if they have sufficient taxable income, Form 0141 being merely an information return.

Now the mere fact that a return must be filed does not mean that a tax has to be paid. We have already seen that returns may have to be made, even tho there is a net loss. Furthermore, and perhaps what is more usual, tho there is a net income, the exemptions that are allowed may leave nothing remaining that is subject to tax. It therefore seems right in line to discuss the question of exemptions next.

The succeeding article will, therefore, review the subject of exemptions.

**KEEPING IN STEP**

(Continued from page 30)

tirely of glass panels, with the exception of its nine vital parts. These parts will be described by means of electrical acoustics. The exhibit is being prepared by Martin Jester, of Jester Exhibits, Inc., who has been appointed director of exhibits attached to the office of the U. S. Commissioner in connection with Federal participation in the fair.

Plans are being worked out to extend the surface car lines to the fairgrounds. An elevated structure will carry the Roosevelt Road (12th street) car lines over Wabash avenue, Michigan avenue and Illinois Central tracks to a station between Soldier Field Stadium and Field Museum.

Officials of the fair have concluded arrangements with the Fair-Waukeec Airport, Inc., for large 10-passenger twin-motor Sikorsky amphibian planes to carry sightseeing passengers up and down the lake front over a course of approximately 16 miles, and a shuttle service is planned to connect with incoming and outgoing air liners at Municipal Airport to carry visitors arriving by air direct to the fairgrounds.

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# CARNIVALS

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## Banquet-Ball Rounds Out HASC Week of Festivity

Attendance at 13th annual function slightly below last-winter event—Ladies' Auxiliary takes prominent part in series of affairs—W. Harry Duncan toastmaster

KANSAS CITY, Mo., Jan. 7.—The 13th Annual Banquet and Ball of Heart of America Showman's Club was held New Year's Eve in the ballroom of the Coates House. In attendance it was slightly less than last year, but far surpassed the expectations of the committee. It was the finale of a week of continuous celebrating, which started with the annual Christmas Party and included the Exhibitors' Convention, the Ladies' Auxiliary Tacky Dance and Bridge Party and informal dances thruout the week. The ballroom was dressed for the occasion. Velvet backgrounds for the speakers' table and decorations of flowers conspicuously placed around the dining room. The guests were seated promptly at 8 o'clock, with the large St. Louis delegation in the center of the room.

The opening address of welcome was delivered by Toastmaster W. Harry Duncan, after which Dr. Walter L. Wilson, chaplain of the club, invoked the divine blessing. Then an excellent repast, including young capon and all the trimmings.

The Moonlight Serenaders for the fifth consecutive time entertained the diners.

Following the repast, Toastmaster Duncan again called on Chaplain Wilson, who paid tribute to the deceased members of the club and to those who were closely associated with activities in the amusement business in the Midwest.

Elmer C. Velare, retiring president of the organization, was then thanked for his untiring efforts during his two years of administration and presented with a gold life-membership card. This presentation was followed by a brief talk by Mr. Velare on his two years as president. Gregg Wellinghoff, chairman of the banquet committee, was the next speaker, followed by Ben O. Roodhouse, of Ell Bridge Company, and Louis Keller, of Universal Theaters Concession Company, representing the Showmen's League of America whose talk was warmly applauded and contained a number of humorous bits.

Other speakers introduced from the speakers' table were J. Rodabaugh, of Baker-Lockwood Company; James Goss, representing Mississippi Valley Showmen's Club; W. Frank Delmaide, formerly with Equity, and Norris B. Cresswell, newly elected president of HASC, whose (See BANQUET-BALL on page 41)

### Zeidman on Trip

CINCINNATI, Jan. 7.—William Zeidman, widely known showman and ride operator, was here a few days ago while on a visiting-business trip to several cities of the Central States from the East. Expressed his opinion that the forthcoming outdoor season will be better than those of the last two years.

### Model Shows Starting Florida Fairs Tour

TAMPA, Fla., Jan. 7.—Model Shows of America are ready to begin their tour of Florida fairs and paraphernalia will leave winter quarters here tomorrow for the first engagement, at Largo, starting January 10.

Train will have 16 flats, 1 coach, 2 sleepers and private car; attractions, 16 shows (including three funhouses), 7 rides and a list of concessions. The shows and managers: Snake Show, Cliff Wilson; Circus Side Show and Peep Show, Carl Lauther; Freak Show, Barney Lamb; Monkey Circus, Bryan Wood; Cannibal Land, "Sailor Joe" Simmons; Royal Russian Midgets, Mike Chiapaniski; Motordrome, Bob Barclay; Animal Show, C. R. Hanna; "Naked Truth," M. B. Gault; Brown-Skin Follies 1933, Thad Rising; Mickey Mouse, Vernon Kohru; Broadway Melodies, Lillian Murray Shepard; Funhouses and managers: Dam-I-No, Roy Crane; Bughouse and Jizzer, Cliff Wilson; Rides and managers: Ferris Wheel, Pat Anger; Merry-Go-Round, Fred Maurice; Ride-o-C, Jack Stutz; baby rides, L. C. Leach; Lindy Loop, W. C. Bryan; Waltzer, Buddie Vays; Scooter, Nate Miller. Concessioners include W. C. (Bill) Martin, five; Eddie Davis, three; Morris Lipsky, four; Richie Marasco, two; R. W. Rocco, Pete Burkhardt, Tony Spring, Fitzie Brown, Mrs. R. W. Rocco and Eddie Lowe, one each; Jake Gruberg, with Gus Woodall, cook-house; Joe Decker, grab stands. Staff: Milton M. Morris, general manager; Joe Redding, manager; J. O. McCaffery, general agent; L. (Peazy) Hoffman, special agent; Art Atherton and Fred Burd, secretary-treasurer; Don Montgomery, trainmaster; Dell Lamkin, ride superintendent; Eddie Latham, electrician; Jesse (Brownie) Brown, tractor, and Frank Winchell, press representative.

The list of Florida fairs to be played by Model Shows of America includes Pinellas County Free Fair, Largo; Hardee County Strawberry Festival, Bowling Green; Florida Orange Festival, Winter Haven; South Florida Fair, Tampa; Lee County Fair, Ft. Myers; Central Florida Exposition, Orlando; Florida Strawberry Festival, Plant City.

### Swain Slowly Recovering

CINCINNATI, Jan. 7.—Frank H. Swain, veteran ice cream sandwich concessioner, former comedian and character actor in vaudeville and with road shows, is slowly recovering at Hagerstown, Md., from injuries received in a fall on ice-covered steps a few weeks ago. Mr. Swain's back struck a lower step and ligaments were torn and one of his hipbones injured.

HOUSTON, Jan. 7.—Thomas F. Wiedemann and family arrived here recently and reported the death of their monster 450-pound sea turtle that they had been exhibiting in Texas towns. Mr. and Mrs. Wiedemann are remaining in Houston for a few days while waiting for a shipment of marine exhibits, after which they will again take to the road.

### MSWC Elects Its Officers for 1933

ST. LOUIS, Jan. 7.—The annual election of officers of Missouri Show Women's Club was held in its clubrooms in American Annex Hotel Thursday evening. Inasmuch as only one ticket was in the field this year the election was made unanimously by acclamation. The following were elected to guide the destinies of this fast-growing organization for the new year: Mrs. Grace Goss, president; Mrs. Gertrude Lang, first vice-president; Mrs. Kathleen Riebs, second vice-president; Mrs. Florence Parker, third vice-president; Mrs. Mildred Willis, secretary; Mrs. Norma Lang, treasurer. Board of governors: Mesdames Nell Allen (chairman), Mary Etta Vaughan, Daisy Davis, Judith Solomon, Dorothy Robinson, Cassie Cobb, Catherine Oliver, Millie Navarro, Ciella Jacobson, Mabel Pierson, Ruth Martone, Edna Aarons.

The evening of January 19 the club will have its installation of officers, followed by a banquet to celebrate the third anniversary of MSWC.

### Los Angeles

LOS ANGELES, Jan. 5.—The holidays season brought into town many carnival folks. Noted around the downtown hotels and Pacific Coast Showmen's Club, Harry Hancock, general agent Clarke's Greater Shows, who had just finished a tour of near-by towns for Maurice Raymond's Shows; Charley Curran, of Crafts 20 Big Shows; Harry Rorick, of Mel Vought Shows; C. F. Zeiger and wife, of Zeiger's United Shows.

There really seems an air of optimism among showfolks.

Capt. Harley C. Tylor, who was seriously ill, around and looking much improved—says he is feeling much better.

Ed Mozart downtown occasionally, awaiting the "blue birds song." Harry E. Davis recently passed on. Many members of Pacific Coast Showmen's Association and other showfolks attended the funeral services.

Joe Krug, Clyde Gooding, Mack Doman and J. J. Brachle operated concessions at the Pitts-USC football game at Rowe Bowl, Pasadena. Reported very good business—80,000 paid admissions, \$2.20 to \$4.40, and still there is talk of "depression."

The Sons of Italy promotion, endurance bicycle race at San Diego, suffered from weather conditions. Boys from Los Angeles who made their affair reported it as "hot so hot."

Walter Hunsaker and Archie Clarke, whose equipment had been on location in "outdoor" films, completed contracts for present and have stored their paraphernalia until February 1—one more contract before opening of regular carnival season.

O. N. Crafts in from San Bernardino for a short stay. Reported things going along okay at winter quarters.

G. E. (Mysterious) Blondell playing clubs. Plans returning to Ho Ho and a tour of the Orient.

### Ladies' Aux., HASC, Holds Annual Bridge Luncheon

KANSAS CITY, Mo., Jan. 6.—The Ladies' Auxiliary of Heart of America Showman's Club held its annual Bridge Luncheon for visiting ladies to the showmen's convention last Friday in the clubrooms in Coates House. The rooms were decorated for the occasion with flowers—gifts of various members—and a large floral piece from Missouri Show Women's Club of St. Louis.

Those present were: Mrs. Ivah Velare, Gertrude Parker Allen, Juanita Strassburg, Helen B. Smith, Minnie Pocock, Louise Campbell, Blanche Francis, Mrs. C. W. Parker, Margaret Haney, Lenora Kennedy, Lutella Riley, Jessie Nathan, Catherine Oliver, Viola Fairly, Hattie Howk, Marie Book and Bertha Brainer. MSWC representatives included Mrs. Eddie Vaughn, Mrs. C. E. Pearson and Mrs. Grace Goss. The St. Louis representatives were again guests of the Auxiliary ladies on Saturday at the New Phillips Hotel at luncheon.

### Sam Levy Under Knife

WASHINGTON, Jan. 7.—Sam Levy, concession worker, including the last few years with Greater Sheesley Shows, recently underwent an operation for stomach ailment at Walter Reed Hospital here. It is reported getting along fine. He is in Ward 12 at the hospital. During the last three years has undergone several operations.

### Teddy Bayer Still Aged

SCRANTON, Pa., Jan. 7.—Teddy Bayer, manager of girl-revue attractions with carnivals, last year with Bistany's Gayway Shows, and who was recently discharged from West Side Hospital, where he took treatment for kidney ailments, is still confined to bed at the home of his parents here—1332 Schlagel street. He received many cheery letters from showfolk acquaintances during his stay in hospital.



HEART OF AMERICA SHOWMAN'S CLUB AND LADIES' AUXILIARY 13th ANNUAL BANQUET & BALL 12/31/32 COATES HOUSE K.C.MO.

13th Annual Banquet-Ball of Heart of America Showman's Club, at Coates House, Kansas City, December 31, 1932.

### Pacific Coast Showmen's Association

LOS ANGELES, Jan. 5. — The first meeting of the new year, Tuesday night, brought out the largest attendance in many months — the meeting night changed account of observance of New Year's Monday. President Harry Fink presided, Eddie Brown, first vice-president; John T. Backmann, second vice-president; Ross R. Davis, treasurer, and Frank Downie, secretary, all present, the third vice-president, Edward M. Foley, being the only officer absent. This was a most enthusiastic meeting, marking the end of terms of service of all last year's officers. There were many letters and telegrams read from absent members, and friends of retiring president (Harry Fink) and the new president. Minutes of previous meeting read and approved. There being a quorum present, recent changes in by-laws voted and made matter of record—there had been a question of the validity of proceedings at previous meetings when these matters were up.

The matter of promoting a home for aged and indigent showfolks seems to have attracted attention of not only men of the show world, but others here who offer aid in this worthy project. Realty men have offered various proposals, and a special committee of PCSA is arranging meetings with retired showmen, members of the club and public-spirited persons who are interested.

Letter read from Burr McIntosh accepting invitation to make the principal address at the Memorial of PCSA in Showman's Rest, Evergreen Cemetery, January 8. Much publicity, including newspapers and voluntary radio broadcasts, insures a large attendance.

Report of George Tipton, chairman Charity Banquet and Ball, indicates the affair will be a big success—it has been found necessary to add additional tables because of space first allotted being sold out. At the speakers' table at the banquet, ball reservations have been made to seat noted persons, among them Governor James Rolph Jr. (member of PCSA), Burr McIntosh, principal speaker; Francis Patrick Shanley, master of ceremonies; Charley Murray, comedy screen star; Othman Stevens, feature writer Los Angeles Examiner, and others.

At Tuesday night meeting the retiring president, Harry Fink, announced that induction into office of the newly elected officers was in order. J. L. (Judge) Karnes swore in the officers. Retiring President Fink made a very appropriate talk and turned the gavel over to Eddie Brown, who gave a very fine talk, expressing his gratification on being elected and went to considerable length in assuring the members that he would give his best effort to making PCSA an outstanding organization. Charley Hatch, new first vice-president, made his usual happy talk, voicing optimism for the new year, pledging his untiring efforts toward the welfare of the association. C. F. (Doc) Zetzer in a neat speech thanked members for the honor done him in having elected him to the office of second vice-president. George Tipton, third vice-president, when called upon for a talk asked that he be excused from a speech, as his duties as chairman of Charity Banquet and Ball had made him "speechless," but would reserve his talk for the night ball. Ross R. Davis, re-elected treasurer, and Frank Downie, re-elected secretary, were given a vote of thanks for their services the past year.

A buffet luncheon was served after the meeting. George Tipton, Louis Blasinger (new chairman house committee) and John Kuntz had charge and announced that there will be luncheon after each regular meeting this year. This should be a means of getting the boys to run in for the meetings. The committee is being overhauled and new electric refrigeration installed. Watch PCSA in 1933!

### St. Louis

ST. LOUIS, Jan. 6.—The St. Louis delegation to the week's festivities of Heart of America Showmen's Club returned Monday and Tuesday mornings after delightful days with the Kansas City showfolk. Among those from this city making the trip this year were: Roy J. Cousins, Mr. and Mrs. Louis Trabant, Mr. and Mrs. Charles Goss, Mrs. Catherine Oliver, C. M. (Chubby) Hade, Mr. and Mrs. Eddie Vaughan and Mrs. C. E. Pearson.

Dee Aldrich returned to the city after operating his museum in several Southern cities for five weeks. Plans opening the museum in a Northern Illinois city next week. Bluey-Bluey accompanied Aldrich. The Hollywood Freaks Show, operated



EDDIE BROWN, widely known among showfolk, who was recently elected president of Pacific Coast Showmen's Association for 1933.

jointly by Neil (Whitey) Austin and Joseph Erber, closed in Wellston, suburb of St. Louis, last week and is now open in East St. Louis, Ill.

James R. McCormick, formerly with Earl Strouts' White Husar Band, is in the city visiting with Harold and Viola Hayes. Mr. McCormick is now stationed with the army band at Fort Des Moines, Ia., and is on a two-week furlough. William (Bill) Price, of Kenwood Park, Pittsburgh, spent several days in the city this week, en route from his home in Pittsburgh to Hot Springs, Ark., where he will sojourn for the next month.

James G. (Jimmie) Simpson, of Castle-Ehrlich-Hirsch Shows, is at present visiting with his many friends here.

Tom Kearney, well-known turfman and friend of show people, as usual extended the "gled hand" during the holiday season and remembered many friends in the circus and carnival world with Christmas gifts. He was also host to 1,500 patients in local hospitals, furnishing all patients with turkey dinner on Christmas.

Charles Burk, father of Verna Burk, well-known radio "torch singer," returned yesterday after visiting with his daughter in New York during the holidays.

Mrs. C. E. Pearson, of C. E. Pearson Shows, spent two days here visiting with friends, en route from Kansas City to her home in Ramaay, Ill.

Mr. and Mrs. Doc Garfield (Garfield the "man without a skull") were visitors to local office of The Billboard Wednesday. They closed last week with the Hollywood Freak Show in Wellston. Plan opening their own store show in downtown St. Louis.

L. S. (Larry) Hogan, general agent Beckmann & Corey's Shows, passed thru the city Tuesday, en route to points north.

Matt Dawson, popular for years among the outdoor showfolk in this vicinity, spent the holiday week here. Mr. Dawson has been associated with Wisconsin De Luxe Doll & Dress Company the past year.

### Savannah "Skylines"

By FRANK D. SHEAN

SAVANNAH, Ga., Jan. 5. — H. B. Saunders, last season manager of Johnny J. Jones Shows Midget Theater, left for Baltimore to join William Jennings O'Brien on some special events.

Moie Euberstein closed the store show here and has gone to Jacksonville to open the same there.

Earl Chambers and his associate, Tex Hector, have forsaken the outdoors for theater exhibitions of their trained monkeys. The tour opens, according to Starr DeBelle, agent, for the company at Alken, S. C.

The officers and owners of the former operating company known as the Johnny J. Jones Exposition, Inc.—namely, Mrs. Johnny J. Jones, president; Edward J. Madigan, vice-president, and J. L. Murray, secretary-treasurer of the corporation—returned Tuesday from De Land, Fla., after attending Volusia County Probate Court, where claims have been filed against the estate of the late Johnny J. Jones.

Sesrad has some nifty billing and lobby displays for his mental act. Opening at Claxton, Ga., for his first date. Has about five weeks booked.

"Boots" Hurd arrived Wednesday for

a visit here with relatives from Tampa. Her daughter, Frances Scott, has returned to school at Columbia, S. C. Ike Rose and his Royal Midgets are packing them in at Savannah Theater this week. Mr. and Mrs. L. DeWolfe, agents ahead of the troupe, are back with the show for a visit. Mrs. Ike Rose is in charge of the little folks.

Word arrives from William (Bill) Hilliar, now in the capacity of general representative of Thurston's Mysteries of India, that the magic show is headed this way. The Southern tour will include Georgia, according to Hilliar.

Duchess Leona, Prince Denis, Baron Paucic, midgets, and the writer and Mrs. Frank D. Shean were guests of Mr. and Mrs. Charles Traynor and family at a delightful New Year's party at their home here. Mr. Traynor, former minstrel man, now in insurance and brokerage business here.

Bob Alexander, last season operating ball games and the tonsorial camp with Johnny J. Jones Shows, is at Columbia, S. C.

### Heart of America Showman's Club

KANSAS CITY, Mo., Jan. 6.—Another successful banquet and ball has been recorded for the HASC. The 13th annual banquet and ball is over, and it goes on file as the 13th successful one. Not one "blowmer."

Tuesday morning Mr. and Mrs. Noble C. Fairly and Catharine Oliver returned to Wichita, after a week in the city for the celebrating.

The large St. Louis delegation left Monday. Each year that delegation becomes larger. The Kansas City Club is grateful to its neighbor organization. Always ready to co-operate.

Larry Hogan left Wednesday for Chicago via St. Louis.

Mazie Photo arrived in the city in time for the banquet, coming from Texas. Nancy and Jackie Lee Britton left for Hot Springs, Ark., last Saturday to spend several months at that resort.

Bill Price passed thru the city Wednesday. Headed for Hot Springs, Ark., coming from New York.

Harvey Groves postcards from New York City that he is in St. Vincent's Hospital, convalescing from an attack of pneumonia.

G. C. McGinnis is the secretary of the HASC for 1933, being appointed to that position by the newly elected president, Norris B. Creswell.

All delinquent dues have been canceled. One year's dues will place delinquents in good standing—take advantage of this reinstatement rate—send the secretary 66 and give your 1933 cards.

Al Beck and wife are making this city their home this winter. A long time since these folks have wintered in these parts.

Mr. and Mrs. Elmer C. Velars left the city Wednesday for East St. Louis, Ill., the winter-quarters town of Royal American Shows.

Mrs. Ruth Spallo arrived late last week in time for the celebrating. Came in from the East Coast.

### Showmen's League of America

CHICAGO, Jan. 6.—Another interesting and well-attended meeting last night. President C. R. Fisher was in the chair. Seated with him at the officers' table were Treasurer Jack Benjamin, Past Presidents E. F. Carruthers and Edward A. Hook and Secretary J. L. Streiblich. Brother Nat D. Rodgers, chairman membership committee, returned from his holiday trip to Florida and announced an extensive campaign for his committee throughout the year.

The New Year's Party was such a success that action has been taken to stage another of the same nature December 31, 1933. Getting lined up early.

Brother Paul Lorenza, co-chairman the entertainment committee, showed some more of his activity and presented Jack and Thelma; Irene Fortes, dancer, and Jack Rich, piano accordionist, thru courtesy of Jack Danger. A highly pleasing entertainment.

Brother Ray P. Kriegbaum, one of the newest members, was the winner of the attendance prize and was on hand to receive same. With a neat acceptance he donated the amount to the emergency fund. Another example of the loyalty of members.

Brother Lew Dufour is still around town. Business keeps him in Chicago for awhile.

Brother Homer Saunders, of Century of Progress, dropped in for a short visit and an initial inspection of the club-rooms.

Brother Lou Keller, official representative of the League at the New Year's ball of Heart of America Showman's Club, reports a wonderful affair and a very pleasant reception. He returned with greetings and good wishes for 1933 from HASC.

Another big affair in the making. On February 23 there will be held a party as a testimonial to The Billboard for its continued kindness and co-operation for the last 20 years—since the inception of the League. The committee in charge consists of Brothers E. F. Carruthers, Harry A. Illions and Nat D. Rodgers. A number of the official staff of The Billboard will be in Chicago at that time, and the committeemen are planning a pleasant evening and a wonderful affair.

Brother Harry Coddington announces a substantial prize in the membership drive for 1933. Harry is always to the front and members know that when the real news comes out it will be just what Harry says, a substantial one.

Notices of dues for 1933 will be mailed in a few days. When you receive yours please give it your immediate attention, as this is an important duty that you owe the League and yourself.

### AT YOUR OWN PRICE

Tell us the size Tent you want and name the price you want to pay. We can probably supply it out of our Used Stock. It's worth a trial.

Write—Wire—Phone  
**BAKER-LOCKWOOD**  
23d and McGea, KANSAS CITY, MO.  
AMERICA'S BIG TENT HOUSE.

**BENNY J. POLLIE, General Manager.** **RAY MARSH BRYDON, General Representative.** **JOHN G. POLLIE, Secretary and Treasurer.**

**OPERATIVE OWNERS OF THE FAMOUS POLLIE SHOWS CONTRACTING FOR THE COMING SEASON**

EVERYONE is clamoring for something new, for originality, for something with "a draw" WILL, we are going to do just that this coming season. We will have a Midway of features, the originality and brilliancy the like of which we know has never before been attempted on a Midway.

SHOWMEN with their own outfits, providing they are neat and attractive, given preference. HIDE, however, we will build or finance any show that's a proven attraction with a BOX OFFICE VALUE.

ART CONVERSE, BARNEY LAMB, JIM HODGES, HECTOR GAROBY, EARL CHAMBERS, WHITEY TRUQUETT, RYAN WOODS AND HAYD A FEN get in touch immediately.

LEAF, PRINCE SHOW, HUBBIE, MINDFUL, Hawaiian Village wanted, also a first-class ONE-RING CIRCUS, DOG AND PONY, OR WILD WEST SHOW, strong enough to FEATURE, WITH PLENTY OF BILLING, WANTED. MATRYLLE MACK AND BLACK'S HEAD CHUDS WRITE.

INDEPENDENT RIDE OPERATORS GET IN TOUCH IMMEDIATELY.

BISCOCK, BARNETT, LEAS, GET IN TOUCH IMMEDIATELY.

ALL CONCESSIONS OPEN, with a very liberal policy—one you can pay and make a good thing at with data. For every date will be properly planned, billed and promoted as a special event weeks in advance. AND, SOFT TISSUE, ONE WEEK IN A TOWN. SAVE!

DUKY, BROSNELL, HARRY WILSON, GEO. GORMAN, BILLY WEST, or any other A-1 PROMOTER, WRITE NOW.

ALL Showmen, Ride Operators or Concessionaires desiring detailed information on our plans for operation this coming year write now to

**BENNY J. POLLIE, General Manager, Winter Quarters and General Office, Brookville, Ind.**  
**BENNY J. POLLIE, General Manager, of STREET Celebrations or ALL SECRETARIES OF RECOGNIZED FAIRS (no Promotions) or STREET Celebrations or Home Coming Committees, 2150 MAIN ST., NEW IDEA IN SHOW BUSINESS WRITE RAY MARSH BRYDON, GENERAL AGENT, 1292 N. BROAD ST., SPRINGFIELD, MASS.**

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**7 Rides, 8 Shows, 2 Free Acts, 2 Gallopes**  
FIFTH ANNUAL TOUR—NOW CONTRACTING

CONCESSIONS—All Grand Stores, Ball Games, several choice wheels open. American Palmistry, Popcorn, Candy Floss, etc.

SHOWS—Ten-in-One and Grand or Platform with own outfits preferred. WANT capable Man to handle Grand Shows. Joe Teaska write.

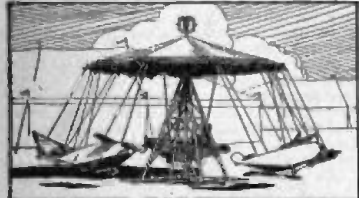
RIDES—Will buy Kiddie Whip or Kiddie Ferris Wheel. All people with us last season write. Address ART LEWIS, 231 Echo Place, Bronx, New York City.

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An ELI POWER UNIT is sure, steady power in any line. Ask about this reliable Riding Device Engine today. ELI BRIDGE COMPANY Builders of Dependable Products. N. West Street, JACKSONVILLE, ILL.

The NEW KIDDIE AIRPLANE SWING Suitable for Parks and Carnivals.



Seating capacity 15 children, weight about 2,000 pounds. Machine is actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request. SMITH & SMITH, Springville, Erie Co., N. Y.

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WHEELS Park Special 30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price. \$12.00 BINGO GAME 75-Player, complete, \$5.00.

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ASTRO FORECASTS AND ANALYSES (Combined 1932-1933.) Single Sheets, 25c. Analysis, 2-p., with White Cover, Each, 50c. Forecast and Analysis, 4-p., Red Cover, Each, 75c. No. 1, 16-Page Reading, Complete, Sample, 25c. Wall Charts, Heavy Ledger Paper, Size 24x36, Each, 1.00. Gazing Crystals, Ouija Boards, Planchettes, etc. SIMMONS & CO., CHICAGO. 100 N. Dearborn Street. Inland Delivery. Send for Wholesale Prices.

WANTED FREAKS AND NOVELTY ACTS Send photos and full particulars first letter. HUBERT'S MUSEUM 238 W. 42d Street, NEW YORK CITY.

Buddha Papers and Outfits New HOROSCOPES, Spanish and English. Send 25c for samples and info. S. BOWER Bower Bldg. 410 W. 16th St., New York City.

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ELGIN WATCHES, \$1.85 Each 7-Jewel, 18 Size, Yellow Case. FLASH CARNIVAL WATCHES, 50c Each. Send for Price List. CRESCENT CITY SMELTING CO., 113 N. Broadway, St. Louis, Mo.

MIDWAY CONFAB

By DEBONAIRE DAB

THERE'LL BE some innovations at Chicago World's Fair.

MODEL SHOWS OF AMERICA start Florida winter fairs this week at Largo.

MIKE T. CLARK was among "those present" at the Indiana fairs meeting last week.

MR. AND MRS. Arch Anderson are still in Florida, "Big Arch" infoed from Auburndale last week.

THE WINNIPEG meeting first three days of next week—there'll be quite a number of showmen present this year.

HARRY (DOC) ALLEN has been working demonstrations and sales promotion publicity this winter at Pittsburgh.

BOBBY GLOTH recently had his attractions at Jessup, Ga. Plans playing fairs in Florida.

MR. AND MRS. J. C. McCAFFERY were among New Year's celebrants in Havana, Cuba.

THE TITLE of midway organization at Ottawa Provincial Exhibition this year will be Bernardi Greater Shows.

OSCAR BLOOM, John Duffee and Van Vantile represented Gold Medal Shows at the Indiana fair men's meeting, Indianapolis, last week.

HAPPY JACK ECKERT, well-known fat-man attraction, was recently exhibiting at Lyons, Ga., and planning to soon play winter fairs in Florida.

SESRAD, of "Freezing a man alive" note, starting this week on a vaude tour of houses in Georgia and South Carolina for several weeks with his mental act.

H. G. PAULI, electrician with Max Gruberf Shows last several seasons, recently left Philly and is spending the winter at his home in Sutherland, Ia.

SEVERAL of the "Jessop Boys" attended the Indiana fairs meeting at Indianapolis from their home city, Connersville. Edward has nearly recovered from a siege of illness.

THE YEAR is yet "very young." Like any "kiddle" it has two ways to go—"good" or "bad." Your earnest efforts in behalf of your profession will help make it a "good one."

JACK KENNEDY and the missus enjoying their winter stay at Georgiana, Ala., but looking forward to again trouping and pleasures between stands aboard their house car.

MARVELOUS MELVILLE JR., sensational aerialist, infoes from his winter home in Florida that he has been engaged by Manager John Geocoms of Friendly City Shows as one of the free acts that company coming season.



CHRISTMAS PARTY at home of P. T. Strieder, manager South Florida Fair, Tampa. Standing, P. T. Strieder and daughters, Agnes and Elizabeth; Mrs. Milton M. Morris (in front of Miss Strieder); Milton (Milt) Morris; Mrs. and Mr. W. C. (Bill) Martin; Frank Jones. Seated, Mrs. P. T. Strieder, Mrs. Sol Morris (mother of "Milt"), Mrs. Augusta Vaught (mother of Mrs. Morris), John Wood, also of the party, snapped the photo.

SINCE ending season with Krause Greater Shows, Earl Hennings has been sojourning at a tourist camp near Bonita Springs, Fla.

TOM MARTIN and Eddie Phillon have been promoting and working spots in Cleveland under church and lodge auspices. They are forming a partnership.

BILL STARKEY, last four seasons with J. Harry Six Attractions, is recovering from a severe attack of the flu at Cleveland. His daughter, Annabell, also ill.

MEMPHIS, Tenn., Jan. 7. — Eugene Grinnell, of Grinnell's troupe of midwinters, is undergoing treatment here in Baptist Hospital for a stomach disorder.

HEAR THAT Billie Clark has been playing two-day stands in storerooms in the South, with Tony the Alligator Boy, to fair business.

"IT IS a 'touch' winter here"—included in a letter from an Eastern Florida city by a trouper who was "moving to the sticks."

JOE TRACY EMERLING lately staged two indoor affairs at Dayton, O. W. L. (Irish) Cassidy handled banners and promotions for both events.

SAILOR BILL'S store show, with a large collection of coin machines, monkeys, mouse circus and other attractions, has been having a satisfactory business playing two-week stands in Virginia cities.

PROBABLY concerted effort will ere long disclose which of the many "corners" around which prosperity has been hiding.

W. T. (FITCH) WILLIAMS, wintering at Monroe, La., postcards that there are quite a number of showfolks hibernating there, including attaches of C. W. Nail Shows, which have quarters at Monroe.

"WHITEY PRATT, down Texas way, has added a pop-corn outfit to his other attractions, Deep Sea Show and shooting gallery, on a truck, and his "home on wheels" trailer.

ADDRESSING another veteran showman Chris M. Smith saluted: "From one old 40-miler to another." Chris was saying howdy to acquaintances at Greenville, S. C.

MR. AND MRS. LEO JULIEN and brother, Joe, after closing season with Bruce Shows, are wintering at Miami. To again be with Bruce this year, with "something new in Monkey Land."

C. A. ROCK infoes that he has entered an electrical contracting line with E. G. Lunday, who has been in electrical business there a number of years, and that he expects to hold partnership in the firm thruout 1933.

AS HAS BEEN his custom, K. P. (Kit) Carlos, show artist, designed, built and hand painted a swell yuletide remembrance, based upon Biblical history

—very novel offering of himself, Mrs. Carlos and their son, Louis.

MAJOR JOHN HALL, many years a trouper, also Starr DeBelle, years with Johnny J. Jones Shows, joining Harry Silvers' aggregation of entertainers, playing theaters in the West Palm Beach section.

FRANK (TUBBY) HERRING, formerly with Melville-Reiss Shows, Greater Sheesley Shows and others, states he will have change of rides this year with Empire City Shows. Planned being at their winter quarters about the middle of this month.

B. A. SLOVER scribed that he had taken over a "Gangster Car" exhibit and was operating both the car show and one of his pony tracks, playing still dates in South Carolina until start of Florida winter fairs. Had successful stands at Greer and Winstboro.

MR. AND MRS. CHESTER A. DUNN, last summer with Rubin & Cherry Shows and later Johnny J. Jones Shows at fairs in Southeast, recently made a return trip to Cleveland from De Land, Fla. Stopped at Savannah for a brief visit with J. L. Murray.

THE LA ZONA (Lillian Fox) Revue has been working night-club dates in and around Kansas City. Five-piece troupe—La Zona, Delores Fox, Claude Johnson, Virgin Ross and Sherman Adams, will work independent coming tent season.

MR. AND MRS. GEORGE A. BARTON, of Kingsbury, Ont., wintering at Fort Pierce, Fla., had as New Year's guests Mr. and Mrs. W. L. Avery and Steve Lincoln, who motored from Cocoa, Fla., and Mr. and Mrs. Harry Richardson, of Ruskin, Fla.

MR. AND MRS. JOHN R. CASTLE while en route from New York to Chicago visited Mr. and Mrs. Albert (Al) Wagner in Toledo, who advise that they have again booked their string of concessions with Castle-Ehrlich-Hirsch Shows for coming season.

BEFORE THE ADVENT of the new year W. H. (Bill) Rice pulled a bit of humor on friends by pen sketching (in red ink) a Ferris Wheel (as No. 1); show front, reading "Unborn"—meaning 1933 (as No. 2), and a snow-covered concession top—with smoke pouring from a stove pipe (as No. 3).

PARIS, Jan. 2. — J. W. Conklin, of Conklin's All-Canadian Shows, left for England last week with Mrs. Conklin. Altho the Conklins were fortunate in being able to see in operation many of the leading amusement parks and street fairs of Europe, they found no real novelties nor any striking ideas.

THE PERSONNEL of the after show or concert during the recent Charity Circus at Savannah, Ga., presented by Mabel Brown Kidder (Mrs. Charles Kidder) also included her son, Gilman Brown, Helen Selver, Peggy Johnson, Bernice Swift, Vivian Lambaugh and "Farmer Boy" Murphy. Performance included five illusion presentations.

NEW DEAL SHOWS is the title of the caravan managed by T. L. Dedrick, now in Georgia — instead of "Square Deal Shows"—as given in last issue. Understand that Mrs. Dedrick suggested the title (New Deal)—which, incidentally, suggests "prosperity"—at least, it was a campaign issue of President-Elect Roosevelt.

SAN ANTONIO "Pickups"—Prof. John Ruhl has closed his Flea Circus.

1933 Forecasts (25 Pages) and Horoscopes. Now ready at reduced prices. 1, 4, 7-page readings. Eight styles. Books, Buddha Papers, Crystals and Mindreading Apparatus and Supplies, 100-page illus. Catalogue, 50c. NELSON ENTERPRISES, 193 S. Third St., Columbus, O.

25-PAGE 1933 FORECASTS Two-color covers. Biggest and best reading of the market. Now ready at reduced prices. Sample, 30c. NELSON ENTERPRISES, 193 S. Third, Columbus, O.

W. G. Wade Shows OPEN SATURDAY, APRIL 15, IN THE VICINITY OF DETROIT

WANTED—New and Novelty Shows. Will help finance you if required. CAN PLACE legitimate Concessions of all kinds. WILL SELL a few exclusive, and our prices are in keeping with the times. Will exchange Concession space for one Sensational Free Act. Would like to hear from Riding Device Foremen and Helpers. Address all communications to W. G. WADE SHOWS, 280 E. Howard Avenue, Detroit, Mich. Phone, Log-1100, 1200.



# Looking Back Thru The Billboard

## 25 Years Ago

(Issue of January 11, 1908)

Will E. Alken will probably have his new Corderman Ferris Wheel with one of the Middle West carnivals coming season. . . . Harry J. Freeman, agent, closes with Coney Island Shows. . . . Lachman-Loos Shows having fair business in Louisiana. Also Bauscher Big United Shows. . . . The Cliffords, sword swallowers, finish their Southern engagements. . . . Sydney Wire, prominent show press agent and writer, contributes a currently interesting story, headed "The Motion Picture World." . . . Jack Lee's glassblowers in Newburg, W. Va., this week; Dan McGee's glassblowers, Humboldt, Tex.; Eugenc Devine's glassblowers, San Francisco. . . . E. Kirke Adams and Company in vaudeville with their impalement act and objects balancing.

## 10 Years Ago

(Issue of January 13, 1923)

Disastrous fire at winter quarters of J. F. Murphy Shows, at Norfolk, Va. . . . The SIA, PCSA and HASC, showfolks associations, each had big social functions during the holidays. . . . Mr. and Mrs. Rubin Gruber and James C. Simpson, of Rubin & Cherry Shows, in New York on business. . . . Felix Blei and Maurice B. Legg partners in Knickerbocker Shows. . . . Johnny Bejano will have Big Circus Side Show with Morris & Castle Shows coming season. . . . Royal American Shows new title to former Siegrist-Silbon Shows—Eddie Silbon sold all interests to C. J. Sedlmayr and Jos. T. Hamm. . . . W. A. (Snake) King making extended visit to Los Angeles. . . . Ed K. Smith to take over and operate Smith Greater Shows. . . . Paragraph in Carnival Caravans: "Current Comment: Profit by the past!"

## Tampa "Breezes"

By FRANK (Not Walter) WINCHELL

TAMPA, Fla., Jan. 6.—Mrs. Rubin Gruber and her mother and her daughter, Edith, arrived from Montgomery after a motor trip thru lots of rain and mud.

P. T. Streider, general manager South Florida Fair, was a real host to numerous of the showfolks during the holidays. Tampa Yacht Country Club was the scene of a gala New Year's Eve celebration party, where P. T. and wife were hosts to Alex Sloan, "Boots" Hurd, W. C. Martin and wife, Frank Winchell and Elizabeth Streider. New Year's dinner party at the Streider estate, with the following guests: Alex Sloan, Mrs. Johnnie J. Jones, Johnnie Jr., "Boots" Hurd, Mr. and Mrs. Wallace, John Woods, Agnes Streider Williams and son, W. O. (Bill) Martin and wife, Frank Winchell, Elizabeth Streider. After dinner open house held sway. Among the guests calling were Mr. and Mrs. Mill Morris and Joe Redding.

Mill Morris and wife with their mothers, Mrs. Sol Morris and Mrs. Augusta Vaught, were hosts to Cliff Wilson and wife at bridge New Year's Eve in the private car.

Albert Thornton, director South Florida Fair, gave a Christmas buffet supper party for his daughter, Susan, and her guests at the Thornton home. Nora Radtke and Row Stanley attended and added much to the enjoyment of the guests with their palmarist.

Mrs. Johnnie J. Jones and son, with "Boots" Hurd, visited their many friends here during the holidays, returning to Savannah after New Year's.

Art Atherton arrived and immediately took over his duties in the Model Shows of America office. He will be with the show during its "winter tour."

J. C. McCaffery and wife returned to winter quarters after a pleasant week in Havana, Cuba.

Barney Lamb and family arrived, bringing with them the two freaks, Robert Lewis, elephant boy, and Betty Cole, year-old four-legged girl. Barney reported that he made expense during the quiet weeks and managed to live nicely with the proceeds of his traveling store show.

Nat D. Rodgers was seen around the fairgrounds numerous times during the holidays. He returned to Chicago to take up his duties with the Century of Progress.

Lillian Murray Shepard arrived in time to see the finishing touches applied to the front of Broadway Melodies, which she will manage the coming season.

Joe Redding returned from West Palm Beach.

Eddie Marconi has been applying a "magic brush" to the show fronts of Model Shows of America.

Nate Miller dismantled his Scooter, which had been operating at Sulphur Springs Park, to get ready for the Florida tour. Nate has a new top, and the newly painted ride makes a nice flash.

## Philadelphia "Pickups"

PHILADELPHIA, Jan. 6.—The weather was favorable to the museums last week, consequently business was better than for several weeks. The holidays also helped to make for better business.

Max Gruber's World's Museum continues the same attractions for the present week.

South Street Museum has a complete new show, of the following attractions:

Alexander's Flea Circus; Prof. Herbert, magic; Cleve, the Seal Boy; Linton, sword swallower; Van, tattooed man; Washboard Jones and colored orchestra; Lady Betty, mentalist; electric chair. Ossified Harry is the extra added attraction. Business New Year's Day was the biggest of the season and has continued very good all week. Tom Scully is now handling the front.

Gorman's Eighth Street Museum continues to do an excellent business. About the same lineup as last week. New attractions are saving-woman-in-half and levitation illusions. Doralindo is the new added attraction.

Word comes from Rube Nixon that he is enjoying the warm weather at Tampa this winter and will remain there until some time in April, when he will come north to make arrangements for the summer season.

Jackie Mack is now assisting on front of World's Museum after closing the holiday season at Gimbel's, where he impersonated Mickey Mouse for children.

Eddie Breitenstein, one of the best known attendants of freak attractions, is looking after his charges, Eko and Iko, during their engagements at museums this winter.

Morris Michaels is making his home here this winter, as usual. Was with Benny Krause last season and says he did as good as could be expected.

O'Brien Bros.' Attractions report that the first part of the winter season was above expectations. Indoor promotions were given in a number of cities in New York, Pennsylvania and New Jersey. Staff, consisting of Bob Reber, James O'Hara and J. W. Welch, did strenuous work in the advance promotions. Last half of the winter season will cover New England, up-State New York and several lake-shore towns.

Simon Krause is home for the winter. Toured with his brother, Benny, last season and is satisfied it was "not any worse."

## BANQUET-BALL

(Continued from page 38)  
talk centered around his plans and programs for 1932.

Others called on for brief talks and bows included: Mrs. Curtis Velare, newly elected president Ladies' Auxiliary, HASC, and Mrs. Gertrude Parker Allen, retiring president of the auxiliary, Mrs. Charles Gosa, of Missouri Show Women's Club, St. Louis; Mrs. Hattie Hawk, Mrs. C. W. Parker, Eddie Vaughan, George Howk, Mr. and Mrs. Noble C. Fairly, J. L. Landes, Larry Hogan, Catherine Oliver, Curtis Velare, Tony Martone, Nod Stoughton, Ned Torti, Louis Margolis, Mrs. W. Y. (Doc) Turner, P. W. Deem and Dave Lachman.

Telegrams from various parts of the country were read. These messages, congratulations and regrets on not being able to attend.

The diners adjourned to the ballroom annex, where they danced until the wee hours of New Year's morning. In the annex approximately 300 additional revelers joined the throng. These included a number of folks who are employed and were unable to attend the banquet, also included many outside the amusement world. On this "night of nights," the Coates House is turned over to the showfolk. Every room in the house is a subsidiary of the main celebrating hall.

Those who registered included: Mr. and Mrs. Clifford Adams, Mrs. Gertrude Parker Allen, Louise Allen, Mr. and Mrs.

Harry Altshuler, Madge Arbogast, Mrs. Carl Barzen, Mr. and Mrs. Al O. Beck, Mr. and Mrs. Gean J. Berni, Mr. and Mrs. Ben Block, G. E. Bolton, Mr. and Mrs. Vincent T. Book, D. W. Brewer, E. B. Burtis, Mr. and Mrs. C. G. Buton, Elsie Calvert, Mr. and Mrs. Sam Campbell, R. J. Cousins, Norris B. Cresswell, Mr. and Mrs. L. W. Cresswell, Theresa Curley, Mr. and Mrs. Clyde Davis, Mrs. Cora Davis, Mike Davis, Mr. and Mrs. P. W. Deem, W. Frank Delmaide, Mr. and Mrs. W. Harry DuBee, Virgil E. Earl, Mr. and Mrs. Leroy Eyster, Billy Edwards, Mary Edwards, George Elser, Mr. and Mrs. Noble C. Fairly, Mr. and Mrs. W. J. Francis, Mr. and Mrs. Charles Gosa, Mr. and Mrs. C. M. Hade, Mr. and Mrs. R. E. Haney, Mr. and Mrs. Lawrence (Moxie) Hanley, Jim Hart, Lucile Parker Hemmings, Mrs. Daisy Hennies, Mr. and Mrs. O. W. Hennes, Nat Hirsch, L. S. Hogan, Mr. and Mrs. L. B. (Doc) Holtkamp, Mr. and Mrs. George Howk, Russell Hull, Dillon Hurt, Mr. and Mrs. Russell Jewett, Mike A. Keegan, Louis Keller, Mr. and Mrs. Earl Knauff, Mr. and Mrs. Dave Lachman, Mr. and Mrs. J. L. Landes, J. E. Leggett, Willie Levine, Don Lutton, E. L. McConville, G. C. McGinnis, Col. Dan McOugin, Mr. and Mrs. L. J. Margolis, Toney and Ruth Martone, Mr. and Mrs. J. Nelson Miller, Mr. and Mrs. E. Martin, Jack Moon, Mrs. Jess Nathan, Mr. and Mrs. Nath Nelson, Catherine Oliver, Mrs. C. W. Parker, Mr. and Mrs. Paul D. Parker, Mrs. O. E. Pearson, Mr. and Mrs. P. F. Pooock, Mr. and Mrs. H. R. Porter, Mr. and Mrs. Frank Redmond, Mr. and Mrs. C. B. Rice, Dot Robinson, J. F. Rodabaugh, Ben O. Roodhouse, Mr. and Mrs. Bea Ross, George Ross, Mr. and Mrs. George Sargent, W. J. Shaw Jr., Mr. and Mrs. C. E. Sherman, Mr. and Mrs. Sam Spallo, India M. Stevens, Nod Stoughton, Mr. and Mrs. Ed Strauberg, J. R. Sweeney, Mr. and Mrs. Tom Sweeney, Ned E. Torti, Dora Traband, L. O. Traband, Mrs. W. Y. (Doc) Turner, Mr. and Mrs. Eddie Vaughn, Mr. and Mrs. Curtis Velare, Mr. and Mrs. E. C. Velare, Mr. and Mrs. B. W. Wadsworth, M. E. Wagoner, Mr. and Mrs. J. Robert Ward, Patricia Ward, Mollie Watson, Dr. Walter L. Wilson, Mr. and Mrs. G. L. (Mike) Wright, Harold Yennie, Mr. and Mrs. Glen Hyder, Mr. and Mrs. Babe Drake, Mr. and Mrs. Elmer Smith, W. L. (Big) Britton.

## Sidelights

Castle-Ehrlich-Hirsch Shows were represented by Toney and Ruth Martone.

The "Sob Sisters," a group of show women organized for friendly gatherings, joined in to make the week a success. Monday following New Year's they gave a dance, which closed the lid for 1932.

Larry Hogan, of Beckmann & Grety Shows, was in bright and early. Stayed for all of it and left Tuesday morning for Chicago, via St. Louis.

Not one but several local business men (other than show business) were high in their praise on the attitude taken by showfolk in these times of depression. "Old Man Depression" and his partner, "Gloom," were a long distance from this celebration.

Lola Hart and Leona Carter, two "regulars," were absent on account of illness. The ladies and their gowns. A dazzling array of beauty!

Dave Lachman's table seated 24. Called it the "Alamo-Lachman" table.

J. L. Landes, chairman the ticket committee, has been very successful the last three years in selling tickets. "Put it over" is his slogan, and he does.

Louis Keller termed it one of the nicest New Year parties he has ever attended.

Messrs. Campbell and Pooock, owners the Coates House, were on hand to see that the hotel was properly turned over to the folks. Just two individuals who can't be beaten.

Where were Dave Stevens, Matt Dawson, Walter Driver, Doc Allman and Frank Capp? First banquet they missed.

## BINGO CORN GAMES

FROM 20 to 300-CARD SETS.  
20, 35, 50, 75, 100, 150, 200, 250, 300 Cards.  
20-Card Set ..... \$1.00  
35-Card Set ..... 1.50  
50-Card Set ..... 2.00  
75-Card Set ..... 3.00  
Send for Free Sample Cards and Price List. We pay postage down! G. O. D. expertise. Instant delivery. No checks accepted. Established 10 years.  
J. M. SIMMONS & CO.,  
100 North Dearborn Street, CHICAGO, ILL.

## Moose Indoor Circus WANTS

Concessions of all kind. Also Auto doing two acts. Write now! Rooms, N. Y. week January 20. Utica, week February 13. Can open. Concessions here week January 27. Write quick. Plenty of money up here. Good spenders. Address  
H. B. ABDIZ  
207 John Street, UTICA, N. Y.  
Pay your wires.

Sailor Jack, tattoo artist, magician and showman, has a bally attraction in the Beckmann-Grety store show on Houston street, at Soledad. . . . Many showfolks seen reading the Holiday Greetings Number of The Billboard in lobby of Prudential Hotel.

AFTER CLOSING with Reading United Shows, Chevanney and DeVoare launched their traveling store show and have played Tifton, Moultrie, Albany, Valdosta and Waycross (Christmas week), Ga. Management provided a dandy Christmas dinner for the 12 attaches at a cafe in Waycross; also a Christmas tree and presents were exchanged, Gordon McWilliams informs.

OVERHEARD: Performer spoke real harshly to a very self-important executive of a special event, who was all dolled up in "soup and fish," and incidentally, a local civic official. The executive: "You do not know who I am, do you?" The actor: "I just now found out—you're 'Mr. Egotism'—but if you don't pay me my salary I'll jerk you and your buds out of that 'monkey suit'!"

A. L. (ANDY) ANDERSON, who with his aunt, Louise Harrison, has been mentalisting at Birmingham, Ala., for some time, motored to Lexington, Ky., and Cincinnati last week on a business trip, partly toward purchase of an office-home trailer. They plan making winter fairs in Florida. "Andy" has his two attractions, wax show and coin-machine arcade, stored for the winter in Kansas.

ABOUT THE ONLY "fly" in the movie interests' "butter" in Florida is Billy Wells and his tent dramatic show. Carnival man merely "dodged and run" last winter when the tentacles of the "Octopus" stretched forth, "sucked in" city dads and with them dealt "tent shows" a disastrous blow. But Billy is this winter standing on his claimed rights against "discrimination" and is still presenting his performances to Floridians and tourists. More power to him!

## Somewhat Like a Cat

A commercial-line salesman struck up acquaintances with the management of a small wintertime carnival in the South. Later, during five consecutive weeks, he heard as "fact" that it had "busted and disbanded," in as many different towns, but each time found it still exhibiting, altho with a fluctuation in number of attractions.

On his sixth visit he remarked to the manager (who owned several rides and some show tents and concessions): "Well, 'I'll be d—' I have found something outside the animal kingdom that can be said to possess 'nine lives'!"

## "DEAR DAB:"

"This is written January 2 and am looking around the much-tooted 'corner' after the depression of 1932. Wasn't with a carnival last year, instead was a promoter. After getting rained out at four promotions, having three county fairs fole up and cancel my contracts, driving over detours, sleeping in tourists' camps, eating at drug stores, not getting the nut during the entire season and just recovering from my third attack of the flu, I can now solve all suicide mysteries—they killed themselves.

Yours truly,

"I. COLLIER DOWN."

CHRISTMAS DAY was observed by all at winter quarters of Johnny J. Jones Shows. Mr. and Mrs. J. L. Murray dined in their dining car with Mr. and Mrs. Charles Smith as guests. Others at the table included Dutch Fredericks, Mr. and Mrs. Walter Leslie and crew, Mrs. Johnny J. Jones and son, Johnny Jr.; Mrs. Grant Smith (Sister Sue) and husband and Duchesa Leona had Christmas turkey in the Jones private car. Mr. and Mrs. Edward Madigan dined with their cookhouse crew at fairgrounds—Eddie prepared a large turkey and there was a Christmas tree, Baron Paucot, Prince St. Denis, midgets, Mr. and Mrs. Frank Shean dined out Christmas Day and evening brought friends to their Hotel Savannah apartments, among them Mrs. Johnny J. Jones, Mrs. Grant Smith, Mrs. Edward Madigan, Duchesa Leona and Johnny Jr. Later came Mr. and Mrs. J. L. Murray, Harry B. Saunders was confined to his bed at Hotel Savannah with an attack of the flu. Mrs. Saunders his nurse, and his Christmas was made as pleasant as possible.

# You Will Find Quick Money Getters Here!

**PEN AND PENCIL SETS**, in Box, Dozen Sets, \$2.75; Gross Sets, \$30.00; Sample Box, 25c...

**LEMON-AIDER**, Novel Juice Extractor, \$2.49

**Razor Blades**, Per 100, \$1.05, 1.40

**NORWALK BLUE BLADES**, Double Edge, 1.45

**Kentucky Blade**, Sharpener, 2.35

**POT CLEANERS**, Zinc, 25 Gram Size, 2.30

**Red Cleaner**, Copper, 25 Gram Size, 2.50

**NEEDLE THREADS**, \$1.85, \$2.75, \$4.25, \$5.00

**Needle Threads**, with Directions, .80

**POCKET COINERS** (Special) with Blades, 2.00

Deposit required on all C. O. D. orders.

Shipping charges extra. Samples at wholesale, plus postage.

**ALWAYS PROMPT SERVICE**

**CHARLES UFERT**  
NEW YORK  
15 East 17th Street, In Business Since 1913.

**DISTRIBUTORS CREW MANAGER**  
shows agents to **100% PROFIT!**

Sells for **25¢**

Seventy bars of 62- fine Toilet Soap, packed in gorgeously colored box, sells for 25¢. An opportunity to make real money, no matter how large your organization. Write for details. Sample, 2c. **VICTOR SOAP CO.**, 600-A Fountain Square Bldg., Cincinnati, O.

## 1000 LIGHTS 10 CENTS METLMACH

**WANTED**—10,000 Salesmen To Make Big Money SELLING METLMACH, THE MODERN MACH

What is METLMACH? It is a mach that can be in 100 feet of water or more, placed in fire will not burn, thrown in water does not harm it. Positively fire, water, rat and childproof. Seems impossible, but it's true.

**A POCKET PAL**—A HOUSEHOLD NECESSITY. WORTH ONE DOLLAR—COSTS ONE DIME.

Read 61 for 15 METLMACHES and Display Enak. Sell them and make 30% profit. A big repeater. Get into a profitable, paying and permanent business. Sample, 15c.

**METLMACH CORP.**, 101 Water St., Newark, Ill.

**FLASH CARD MOUNTING**

**SELLS THIS FINE ABRASIVE Safety Razor Hone**

With 3 Swedish Chrome Steel Blades. Selling Price \$1.00. Printed on Card, 25c

This Combination Sells Like Hot Cakes. Combination on Cards, \$1.00 Doz., \$12.00 Gross. Abrasive Hone Alone, \$1.10 Doz., \$13.00 Gross.

**KINDEL & GRAHAM**  
Manufacturers—Exporters—Distributors,  
782-784 Mission St., San Francisco

**144 STROPPERS** \$7.20 Gro. sample, 10c.

**144 STROPPERS** Gross Price in Dozen \$7.20

**144 BOXES** \$12.00. STROPPERS, \$1.50 GR. UP. Sample of all, 20c.

Buy direct from the manufacturer. Better merchandise, and pay only one profit. Get our new Price List, \$1 on C. O. D. We're prepared to lower your cost on any article you sell. If you have quantity output, and if it is made of metal submit sample. We'll make the deal.

**STAR BARBER SUPPLY CO.**  
2115 Hanna Street, Fort Wayne, Ind.

**"LOW PRESSURE SELLING"**

Automotive and Electrical Replacement Parts used constantly by all repair men. Big profits, big seasonal savings. Big profit. Thousands of highest grade standard items, all fully guaranteed. Free illustrated Catalog tells all. Make money with us and meet today's challenge with a smile.

**World's Largest Supply Source of Its Sort.**

**URON INDUSTRIES, Inc.**  
"Economic Waste Eliminator."  
1249 West Sixth Street, CLEVELAND, O.

**\$ EX-SERVICE MEN \$**

1933 Calendars are ready. Send 2c for Sample Line. We also publish 3 Veteran Soldier Appeal Magazines, including "Treat 'Em Square" and "Buddies." Book samples free. **TREAT 'EM SQUARE PUB. CO., INC.**, 3 Stone St., New York City.

**GET A TERRITORY, REAL \$ \$**

Large Assortment Patriotic Calendars, Holiday Veterans' Joke Books, Oldest National Monthly, Unemployed Veteran, 18 other Veteran Specials. E. F. Peels Approval Position. Samples free. **VET'S SERVICE MAG.**, 125 West 51st St., New York City.



By GASOLINE BILL BAKER (Cincinnati Office)

## Uncle Sam, Pitchman

If the facts were known, we are in truth a nation of pitchmen. Occasionally newspapers and magazines will flare forth with certain "exposes" and columns of copy relative to the pitchman and his doings, little realizing that the very ads carried in their own pages reflect the hopeful "spies" of (in the broader sense) pitchmen.

Way back in the 18th Century, shortly following the revolution, enterprising pitchmen were sailing boats to the farthest corners of the world. They sold our goods to the natives they encountered, pitched in every foreign port and made the Stars and Stripes well known everywhere. The only difference being in the name—they called them **TRADERS**—but essentially the operation was much the same.

The old-time Yankee trader wandered over the parts of the world from Asiatic Russian ports to Africa, India, the South Sea Islands, South America, etc. Often they would encounter difficulties and local opposition that looked almost insurmountable. But the old-time traders never faltered. The search for sales went persistently forward thruout the generations until today we have become a true race of enterprising, aggressive traders.

The early American trader has become a traditional and honorable part of our national history.

While the trading conquest of foreign markets progressed with increasing zest and enthusiasm, a race of "land traders" sprang into existence, pursuing with equal skill and enthusiasm the art of leaving a home "port" and "cruising" from town to town, extolling to the "natives" the merits of goods offered for sale. These "land traders," or pitchmen, have grown until they are now numbered by the thousands.

The pitchman of today encounters much the same sort of opposition as the old-time traders frequently met. The sea trader was confronted by tariff barriers and adverse propaganda of all kinds. Today the pitchman has a tariff counterpart in the various local readers designed to make pitching unprofitable and tending to keep local business in the hands of local tradesmen.

There is little essential difference between the adventurous spirit of the trader who set out with a shipload of goods to conquer the markets of the world and the equally adventurous spirit of the pitchman who sets out from home in his automobile loaded with merchandise which he proposes selling to the "natives" of the various "ports" he makes in his "cruise" over the country.

Both are part and parcel of our national being. Both reflect the same glorious spirit of adventure and the lure of the wide open spaces. Both represent that quality which has made America and Americans foremost in the world's business marts.

The pitchman (and trader) creates a market for the goods turned out by our factories. Our factories in turn pay the wages that create buying power for the purchase and consumption of more goods. The whole is wrapped in a great intricate combination that spells **AMERICA**, the land of free men and opportunity.

We wouldn't think of asking our traders to stay in port and not try to market goods outside the boundaries of our

country. That would be wrong, against all the traditions of our national history.

Yet there are some unthinking communities that today are attempting to impose license fees, etc., that tend to make the pitchman's trade unprofitable locally. This is unwise. A reasonable tax to help support local expenses is good. But to make the pitchman's trade impossible to pursue is an effort to keep him in his local port. We have been quick to protest any effort to restrict the trade of our exporters. Yet within our own borders we sometimes pursue a policy that "smells strongly" to say the least.

Why not give the pitchman a break? Remember that under the skin we are all cousins—a nation of pitchmen!

**ELBERT HUBBARD** WAS... for a wise man. He said: "If you work for a man, in heaven's name work for him! If he pays you wages that supply you bread and butter work for him, stand by him and stand by the institution which he represents." Get the idea? You are the man you're working for. If the game pays you wages that supply you bread and butter work for it, speak well of it, think well of it, stand by it and what it represents. When you are too good for the game—then is the time to **GET OUT OF IT!**

## New York City Notes

By **CHARLES (DOC) MILLER**

The 1933 med pitch store run by one who knows the biz, and a good from a bad location, can still click here—provided that the store is staffed by capable workers who work in harmony, is framed as it should be, to preach the gospel of health, with a good product and no signs about health. Such signs were all right before, but not today. Courtesy should be a feature, with new faces and a new location.

There are two kinds of variety—good and bad. The latter has been a menace to pitch stores here. The pitch store belongs to pitchmen and pitchwomen and should be operated here as everywhere else. Depression or no depression, we are still living in the U. S. A. and only 100 per cent American talks should be given.

Promoters who have a store on Sixth avenue have made a deep cut in prices. They call it an after-Christmas sale. Promoter said his variety pitch store in Brooklyn was going like a house afire. Why is it closed now?

Dapper Larry Velour, pitchman, had a hand in making one of the record pitches of the year. He did it a short time ago with soap and a rehash on a scalp treatment. He used no gimmicks and had no holly. The feat was performed at the Palace of Health, Broadway. Larry is a resident of New York, but is now working out of town.

Calculator Hubbard, in a new role at Jim Goldie's cigar pitch store, was making good passouts with cigars. Buddy Russell, window demonstrator, said 59-cent poke sets were going good. Broadway, corner of 52d street: Clarence Giroud was loading the chorus girls up with holiday cigars. Clarence seemed right at home in this line.

Brooklyn: Merchants or no merchants, the street boys were working the Flatbush avenue exit. All the pitch stores, with the exception of Coney Island, are now in Manhattan.

Most of the stores were closed Sunday (Christmas) and also Monday.

On the 27th The Hindu (promoter) transformed his neckwear shop into a neatly framed pitch store. It is located on 125th street, between Seventh and Eighth avenues. The roster, all clean, courteous workers, includes Delmar (mountainist), good appearance, a fast snappy act, good passouts, with incense at 25 cents; Rajah Jabo (herbs), all dolled up like the Sultan of Turkey, and Chief Thunder Cloud (soap), a real Indian with feathers galore. The store gets a seven-day-a-night play each week. It is located right in the famous colored section of Harlem.

NHA (promoters) reopened the stage in their store on Sixth avenue. Stores on this street got only a six-day-a-week play. The street is noted for its employment agencies. Thousands of unem-

**ELGIN-WALTHAM WATCHES LOW AS \$1.85**

Send for Our Circulars NOW!

Showing the Biggest Bargains in Watches and Diamonds in the Country

**GENUINE DIAMOND**

A Beautiful Genuine Full-Out Diamond, in Modern, Up-to-date Solid White Gold Mounting. Complete, in a Pres- \$2.45

entation Box..... American-We Carry Every Well-Made Watch, Also Swiss.

**H. SPARBER & CO.**  
418 Holland Bldg., 311 N. 7th St., ST. LOUIS, MO.

PRICES TALK! ARE YOU LISTENING?

**BIG CUT IN PRICES**

**ANOTHER NEW STROPPER**

**Window Workers! A New Deal**

WALLENBECK MOLAND MFG. CO.,  
4th and Elm Streets, Sandwich, Ill.

**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.**  
Optical Specialties  
17 N. Wabash Ave., Chicago, Ill.

**5¢ TO 10¢ COUNTER GOODS**

**BIG PROFIT MAKERS**

**Raymond's BRAND**

Call on dealers—demonstrate world's greatest Counter Card Goods! Aspirin, complete 1 1/2¢ Razor Blades, Mercurio-Demonstrates in two seconds. Sensational, Astounding and Marvelous. Agents cleaning up. No experience necessary. Simply show it, sell it, sell it. Inside demonstrators selling through department stores, drug stores, etc. Write today for your territory. Send 10c for sample.

**WORLD'S PRODUCTS CO.**, Dept. 153, Spencer, Ind.

**Agents—Salesmen—Men or Women**

HERE IS A REAL WINNER—A big money maker—an imported Cosmetic that makes a new, beautiful complexion in five minutes. Demonstrates in two seconds. Sensational, Astounding and Marvelous. Agents cleaning up. No experience necessary. Simply show it, sell it, sell it. Inside demonstrators selling through department stores, drug stores, etc. Write today for your territory. Send 10c for sample.

**VADA**  
167 B Chestnut, KANSAS CITY, MO.

**DEPARTMENT STORE WORKERS!**

THIS DEVICE DOES THE WORK OF 20 NECESSARY KITCHEN UTENSILS

Your's fastest seller at 25c Write for Circulars. FREE SAMPLE—Mounted on Individual Cards. Exclusive Proposition and Special Price List. NEW METHOD MFG. CO., New Method Bldg., Desk MD-2, Bradford, Pa.

**300% PROFIT**

**JOKE NOVELTY DEALERS**

**WHOLESALE—JOBBER**

Send for our Big Joke Novelty List. Samples of 50 Lists Items, \$3.00. Postpaid.

**A. H. TREUER CO.**, 23 Union Sq., New York City.

**PAPERMEN**

A NEW DEAL FOR THE NEW YEAR.

Liberal proposition for Square Shooters. All States. Coast to Coast.

**F. AL PEARCE,**  
715 Shaker Bldg., Kansas City, Mo.

**SELL TO STORES**

Carded Razor Blades, also many other attractive counter displays. Enormous profits—up to 185%. Big repeats. Write today. Established 1924.

**LOHAC PRODUCTS**, 105 Philip St., Albany, N. Y.

**SOMETHING NEW!!**

**NOVELTY ELECTRIC LIGHT PULL CORD**

Going over BIG in New York. Streetmen and Garvages are selling 2 to 3 Gross daily. The Biggest 5c Seller in a long time. Send your trial order at once. You surely will come back for more. 25¢ deposit.

**BERK BROS. NOVELTY CO.**  
543 Broadway, NEW YORK CITY.

**\$3.75** Gross

**Shoots Off Corn**

Zip Hibler's corn dope would probably have been less painful to the patient than the method of corn removal recently used by a Chicago bandit. Doc George M. Reed sends in a U. P. clipping which reads: "After 25 years of suffering, a local citizen has finally gotten rid of a corn on the small toe of his left foot. A bandit shot off the corn when he became nervous and fired his revolver during a holdup. The bullet grazed the victim's foot in such a way as to cut off the corn without injuring the toe."

**Pitchmen I Have Met**

By SID SIDENBERG

Among the best goit grabbers in the business are Theodore (Teddy) Goldstein and Beasie (Babe), his vivacious little missus. These two humatone purveyors are well liked by everybody in the business. This pair are not only money getters, but it is a known fact that they have topped many of the highest powered jam men and med men when working on the same lot.

Lately the Goldsteins have been trailing the Ringling-Barnum Circus. Among the trailers were several high-powered jam men. And several times the Goldsteins had to assist some of them in making the jumps. While doing that Teddy, at the same time, invested over three grand in transportation facilities. He purchased a new automobile and a new home trailer with the most modern conveniences available.

Teddy comes from the well-known Goldstein family of pitchmen. Al Goldstein is now operating several novelty jewelry stores in Chicago, Cincinnati and Cleveland. Al also was a humatone pitchman and is said to have made a barrel of money in the biz. Irving, another brother, well known to the boys in the East and West Coast resorts, is in the five-star class of mazuma takers.

Teddy has been in the business about six years. He married Babe in Chicago when he was 16 years old and Babe only 15. Right after they were hooked they started grabbing the dough—and I dare say that at the rate they are going, if they hold on to the shekels, they will be able to retire in 10 years or so among the most well fixed in the biz.

Teddy and Babe are not only pitchfolks, they are entertainers of high type. Years ago they would have been worth as much in vaudeville as they are making off their merchandise today. Teddy is a whiz with the whistle in his limitations of practically every musical instrument made.

The Goldsteins carry a miniature piano mounted on a platform at the rear of their car, on which Don Jackson does his stuff—and how!

Teddy is a member of the Elks. He is 22 years old and calls Chicago home, where they expect to remain this year for the big grind at the World's Fair.

display their goods, with seldom a beef from the merchants. Calendars and steel rules are still getting a little here. Saw the rules make a nice passout yesterday. Looked like they were having a good day."

**JUST A LINE TO INFORM**

the folks that I am 'still on earth' and doing nothing," types Buffalo Cody, Chicago. "I don't see anyone getting money. The boys I talk to all kick about business being bad. One of the stores I was in the other morning had a bunch of workers who were arguing about who should open. So I don't think they were getting any large chunks. Chief Mex has left the store on Madison street. Doc Broad's store seems to be going. Quite a few men hanging around. Couldn't tell whether or not they were workers, as I only heard a couple work. Think I will sit by my fireside until the bluebirds sing, then I may hit the road again. Saw several men working steel rules on the streets here. They seemed to be getting a little money. Here's looking for better times for us all in 1933."

**JOE GARFUNKLE REPORTS**

that Nanticoke, Pa., was quite a mecca for the boys and girls recently. Among the paper men were Golden, Menells and Joe Greenfield. The pitchmen include Al Speich; Ruth Crawford, perfume; Mrs. Count Golden, pens and perfume, and Slim Siltz, gummy gahoo. Joe says "a good week was had by all."

**THE STELLA POMEROY SHOW**

under the guiding hand of Tom Waters, is still going along and meeting all conditions, good and bad. Tom pipes: "We had a record-breaking two weeks at Wintertown, Pa., and left many good friends there. At Bridgeton, Pa., we were showed in and were able to give only four shows in ten days. Spent Christmas there and the hall we occupied had a kitchen attached, so we enjoyed a 13½-pound turkey with all the trimmings. Stella Pomeroy, known for her culinary ability, outdid herself. Next went to Felton, Pa. Enjoyed fair business. Med and candy sales good. Billy Vertz is a great favorite with his wooden shoe dancing. He has sung that old-time ballad, 'Won't You Come Over to My House,' so often he himself finally succumbed—the fair damsel's name is Lillian. Roy Robinson is a hit with his novelty stunts on the wire and traps. And I do my best with piano and comedy. My skills with Stella are real 'gloom killers.' Jim O'Neill, of Actors' Equity, in a recently received letter, stated that an unknown actor sent in \$250 to Equity to purchase 250 Christmas dinners for unemployed actors and actresses. I wrote the following bit of verse as a tribute to that unknown actor Samartian:

"I don't know who you are, old pal,  
But my hat's off to you;  
For you are made of God's own clay,  
And I know he smiles on you.  
"The mouths you fed on Christmas Day,  
And the hearts that you made gay,  
Is a mark in white on your kind soul  
For that great judgment day.

"So here's to you, good actor man,  
And to your Christlike deed,  
And may YOU never find yourself,  
A down-and-out, in need!"

**"THEY SAY THERE'S**

a depression," inks Jake Croft from Miami, Fla. "But it is difficult to believe it upon seeing the array that has assembled in the land of coconuts and palms. And as for transportation, many of them seem to be sporting new cars. Among those working are Bill Wilson and myself, Roy Graam, Jay Lewis, Mickey Russell, Doc Cunningham (some jump, Doc, from that house car we saw you emerge from in Waterboro, S. C.), D. J. Dixon, Ritchie Keiffer (Keiffer said he turned his old car into a doghouse for his flock of trained canines), George Atkins, Finkelstein, Joe DeLucie and his brother (Howard) and daughter (Joan), Carolina Smith and W. M. (King Tut) Tutton, in his new bantam-size coupe. Christmas was Doc Cunningham's birthday. He put on quite a spread for the boys at a local hotel. The boys went together and presented Doc with a handsome green watch—and a sub on three papers. Little Joan DeLucie is now a full-fledged trouser. She has the story down word for word. Roy Graam says this Miami sunshine is good enough for him and that he will winter here and not make the Florida fair. Tex Dabney is now off the leaf and operates an attractive hotel in Tampa. Phil Babcock is in the restaurant business here. When the boys come in and try to go on the cuff with

**MEND ANYTHING**  
*Amazing New Way!*

**MYSTERIOUS METALLIC LIQUID BINDS ALL KINDS OF MATERIALS TOGETHER AS IF WELDED**

THE universal mender has been discovered at last! METALLIC-X—a mysterious liquid metal binds all kinds of materials together as if welded. Any combination possible—wood to wood—metal to glass—metal to metal—glass to metal—glass to glass and scores of others, all bound together as if in one piece! Amazingly easy to use, too. No skill required—no heat, acids, clamps, soldering irons or tools of any kind needed. Nothing like it for repair jobs of every description in home or industry. Preferred for both mending and new work by carpenters, cabinet makers, putter makers, furniture factories, etc., in place of glue cement or solder. METALLIC-X even replaces welding and riveting in many cases! Best of all, any joint made with METALLIC-X is made for good. Unaffected by heat, water, oil or atmospheric conditions. Will not crack, soften or dry out—and wild horses cannot tear it apart.

**FREE SAMPLE**

So astounding are results possible with METALLIC-X that it is impossible to realize how wonderful it really is, without seeing a sample of work done with it. Such a sample will be sent FREE of cost on request. No obligation. Eye with your own eyes what METALLIC-X can do—test its incredible strength—learn how many ways it can be useful in your home or business. Mail the coupon at once!

LUX-VISEL, INC.  
Metallic-X Division  
Dept. A-5881 Elkhart, Ind.



**AGENTS... DISTRIBUTORS**

**Make UP TO \$175 In a Week**

Unquestionably the greatest money-maker in years! Sells like wildfire either in stores or direct to homes! Only 30 stores with average sales of but 3 tubes a day each pay you \$150 a week. Adding earnings through sales to homes brings \$150 to \$175 within easy reach. Automatic repeat sales—unlimited possibilities for future. Investigate this extraordinary opportunity. Mail the coupon TODAY SURE!

**MAIL COUPON TODAY**

LUX-VISEL, INC. Dept. A-5881, Elkhart, Indiana.  
Rush me full information about METALLIC-X with amazing FREE job-sample. Also explain sensational new plan that yields PROFITS up to \$150 in a week and more.

Name.....  
Address.....  
City..... State.....  
County.....

Phil he asks them their line. If a sheetie happens along he reaches under the counter and hands him a receipt book. He has a similar line for pitchmen, etc. The weather here has been beautiful. No one seems to be getting big money, but they all maintain a good front and keep the cars wheeling. Prof. Seward is on Flagler street with the big car flash, working to good tips. Red Howell is doing the rchash."

**EARL V. JOHNSTON PIPES**

from Omaha: "Medicine shows have nearly all disappeared from this territory. It seems to be plenty tough out 'where the West begins.' I believe that 1933 will eventually be good if one can manage to hold on thru the rough spots until prosperity gets around that 'corner' we hear so much about. My mother, Coleau Johnston, is planning on joining Doc E. Johnston in the East next March. Frederick Earl Jr. is in high school here, and yours truly and wife, Dolly, are just waiting for 'Old Man Winter' to close his show before we bust loose and try it again. One hill-billy anger will provide my entertainment in 1933."

**A WIRE FROM RIGTON**

tells that they have now left the Midwest and are off on the long trek to Florida, beginning the eighth of the 16-week vacation.

**"JUST A FEW LINES**

to let you know I am back in 'good old New York.' postcards Goldy (the Whistler). "Expect to be here for the winter. The road is terrible. Have been thru the Midwest. Things seem pretty shaky out there. Here's a tip: On Route 30, leaving Pennsylvania into Ohio, be careful. I was shaken down, going 35 miles per hour, for 50 bucks. Watch your step before you hit Youngstown. It seems that they need the dough. I hope they use a little of this money to buy the pitchman's medicine. I expect to work around Broadway, as there is always room for one more good pitchman. Plenty of live ones here (7,000,000 of them)."

The thing that goes the farthest. Toward making life worth while. That costs the least and does the most. Is just a real pleasant smile. DOC GEORGE O. PADY.

**JANUARY SPECIALS**

- Electric Clocks (Guaranteed), Each... \$9.45
- 18-In. Steel Rules (Best Make), Dozen... \$2.00
- Fountain Pen and Pencil Set... \$3.50 (Boxed), Dozen
- Large Size Heavy Inflated Rubber Animals, Each 25c Selling, Dozen... \$1.25
- 5-Pc. Furniture Set (Boxed), Gross... \$8.00
- 3-Pc. Toothpick Knives, Gross... \$1.75

**NEW TRICK NOVELTIES**

- Rubber Ham Charms, Dozen... \$0.45
- Cow Voices, Dozen... .75
- Race Balls, Dozen... .75
- Joy Buzzers, Dozen... 1.20
- Shooting Books with Caps, Dozen... .75
- Sgt. Mora Novelty, Dozen... .50
- 25¢ Deposit with Order, Balance C. O. D.

M. K. BRODY, 1116 S. Halsted, CHICAGO, ILL.

**LIGHT WEIGHT SOAP**

**\$4.25**

THE FAMOUS NUTRO BRAND. So popular with agents and salesmen everywhere. New extra Sassy labels, rich colors. Send for a Gross today. \$2.00 Cash With Order, Balance C. O. D. Govt. Excise Tax 5% Additional.

**NUTRO MEDICINE CO.**  
18 SO. PEORIA ST. CHICAGO, ILL.

**RAZOR BLADE**

and STREETMEN'S SUPPLIES  
Write today for our Prices on Razor Blades and Streetmen's Supplies. Prices are always Lowest. Prompt Service.  
Complete Line of Novelties for  
**CLAW and DIGGER OPERATORS**  
J. C. MARGOLIS  
629 Broadway, New York, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

employed are to be seen here every day. Most of them have money, as it costs 25 to get a job at any of the agencies.

I will pass up the biz that was done in the pitch stores the week ending December 31. Plenty of workers at liberty. Coney Island, December 26; Ideal weather, fair crowd. Three locations operating. Passable biz for this date.

I am writing these notes the last day of 1932 a few feet away from the Gay White Way of Broadway. In a few hours night will be turned into day and money will be spent freely. Near by is McFadden's 5-cent restaurant, where people go who had everything money could buy at one time. But fate has played its part. A kind word is better than money to some people.

Fat Dana, pitchman of the old school, is on a much-needed vacation.

Not a pitch store in this city is a real winner. Why?

Pipe in, Doc McKay (daddy of soap workers); also Doc Hershney, who showed them something new here. And let's hear from you, too, Doc Wall.

**"BRING AN ARDENT READER**

of your Pipes columns, I am contributing my bit," shoots W. E. Cooke from Columbus, O. "The capital city went over big at Christmas time, if you can judge by the number of pitchmen and peddlers who operated here. I counted 40 in four city blocks Christmas Eve. Everybody appeared to be getting a little, with shopping bags the big items. Men and women with families were given permits to work for 10 days. And how they took advantage of the opportunity! The authorities even gave them the break of permitting them to work right in the doorways of the dime stores and other places. Columbus to my notion is one of the best towns, considering its size, in the whole country for the streetman, especially when you think of the 'bang-ing' it gets the year around. They spread out card tables, packing cases, etc., to

"WELL, I AM FINALLY caught up with half of the Ragan twins," cards Tom Sigourney from Los Angeles. "Mary is working at Long Beach; Madeline at San Francisco. Had one fine New Year's party. Included were Mary Ragan, Cal Morris and his wife, Scale King Kennedy, Silk Hat Harry Downing, etc., etc. We visited one of the 'sport' ships and played every game from 'African golf' on. Opepy Dan's is about the only pitch store in Los Angeles now. I will open somewhere this week. Doc McKay, Paul Hunt and Doc Howard are at Long Beach now. Everybody out here seems to be wearing good clothes and most of them are driving cars. So there must be some money in circulation."

"IT MIGHT BE OF INTEREST to know that the boys got their usual yuletide break in my town," writes Zip Hibler. "They did better, I believe, than they would have been permitted to do in any other city in the country. The press also states that the unfortunates were provided for on Christmas Day. This shows the spirit of our citizens and authorities. Here no one seems to be denied the right to live. They might be somewhat restricted at times, but it's only because there are people connected with all professions who would run things into the ground, if permitted. But it is safe to say that my city's idea of a reasonable tax and reader has kept thousands out of the breadline and has put thousands of dollars into the pockets of manufacturers—money that would not have been there if it wasn't for the salesman. He's the man who moves things, and the sooner a lot of 'city dads' of other cities come to the same conclusion the sooner prosperity will be back."

**JOE E. HANKS** wants to read pipes from Dewitt Shanks, the Petersons, Oriawold and others who have been absentees from Pipes.

**MADELINE RAGAN WRITES** from San Francisco: "There was a big Christmas party at Oakland in honor of Charley Halley and myself. I was presented with a dandy ring by Frank Libby. Mr. and Mrs. St. Matthews put the party on, turkey and all the trimmings. Kid Allen and Anderson were also there. Store on Market street has reopened with Tagora, man from India; Ellsworth and Pappas. Business here is nothing to write home about. Baby Patay is spending a vacation with her father in Cincinnati. Tom Sigourney better hurry up here, because I will be heading up to little old New York soon. Doc Miller says it is tonsome without me. I am sorry to hear that Doc Jack La-Mell's store was in the wrong spot. But it won't be long now till the bluebirds will be singing, then away to the wide open spaces. Where is Clay Bohon? Pipe in, oldtimer, people think you have left this world, so surprise them. Here's to more pipes from Doc Miller and the boys back east."

"I WORKED THE FIRST half of last week in a leading drug store window," shoots in D. F. McFarland from Waterloo, Ia., "using a public-address system, and it sure was the stuff. I had never used one of these outfits in a window until a few days ago. I am telling you that there are certainly plenty of tricks to using one and getting the gab over. I wouldn't be without



HERE IS JOE E. (Fine Arts) HANKS, a hard worker and one of the best liked boys in the biz. Joe's home town is Atlanta, Ga., but he has been living in Chicago for the last year. Joe writes, "Have just finished reading the Pipes columns in the Holiday Greetings Number, and by that good old trouper spirit invoked, I really look for prosperity. If the whole country could be half so optimistic we would all soon be singing that little ditty about 'It ain't gonna be long now.'"

one and am more than pleased with the turnout. The few stores that I have worked in seem to get a kick out of it, as it is something new in these parts. I have met most of the men in the business in this section. Many of them seem to be in the money and own their own homes. But don't waste your r. r. fare in coming to this country, as things are plenty tough now. Three banks went to the wall last week. But there is still money to be had if you plug away. And I am sure plugging to get what little is coming my way. I know many of the boys who knew me in the East will be interested to learn that I am really doing a little better out here than at the fair's last fall. I think 1933 is going to be a good year, if you try to make it so. Ignorance and lack of confidence is the basic cause of the depression, just like all other ills. I was headed for the Coast, but don't think I will make it this season and am going to put it off another year. What has become of Hightower, George Silvers and Young, the button worker? Pipe up, boys! And there is the transferer worker by the name of Hendricks, who I helped turn over five gross in one day in Miami in 1925. Was he hot? And a darn fine fellow, too!"

**REMEMBER THE TIME** Doc Fred Gaseaway had his shirts washed by a colored woman down in the Lone Star State? After the old woman hung the wash on a fence to dry the grass caught fire and burned the shirts—with the exception of the cuffs—these the woman's little boy brought back to Doc with the explanation: "Ma says here's your wash, and yoa-h-all don't need to pay for it dis time."

**"THE LICENSE SITUATION** here is getting pretty tough," warns A. Proctor, Lincoln, Neb. "I advise all kinds of salesmen, whether doorway, lots or house-to-house workers, to skip Lincoln."

**"DURING THE SEASON** of 1932 I, for the first time, started on my own," shoots Doc Vane from Philadelphia. "But not that I was new to the game, as I was with Doc Lorman out of Philly years ago and I have always had the med opy germ in my mind. I have played piano in Philadelphia theaters practically all my life and think I know a little about the show business. In the spring of 1932 I purchased all the formulas and remedies from Doc Van Buren's widow, equipped myself with platform, tent car, truck and trailer. I waded in and played 18 weeks and did not miss a single pay day. Came home with a small wad, which was not bad for a beginner. The roster of my show included Ernie Gordon, contortion specialties; Joe Davis, blackface and comic; Fred Siddons, blackface and character comedy; Jack and Sadie Ward, comedy balancing and high ladder, assisted by Helen and Ted, who also worked in acts. Princess Spotted Tail did specialties and

lecturing, and I handled the piano. I recently purchased a new truck and am all set and ready to go for the 1933 season. Am only waiting for the leaves to sprout. My success on the first season, especially during these times, was largely due to advice and words of encouragement from T. M. Maloney, Doc Franklyn, Gordon Howard and Universal Concessions Company."

**"NO BOYS WORKING** on High street when I was up there the other morning," pipes Doc George M. Reed, Columbus. "Am leaving here some time this week. Jack Thomas (Gold Seal fame) is in Pittsburgh and on his way East. Says he finds business just so-so. Quite a few of the boys say they like to read pipes, but don't want to write them, because they either don't want their names in *The Billboard* or don't want it to appear that they are just trying to get their names in print. Now, boys, if you do not want your name in just shoot in the pipes and ask Bill not to use your name. He will respect your request every time. But shoot in the pipes and give us the news. *The Billboard* is the only magazine that gives the pitch boys and girls a break. Come on, you oldtimers who used to send in pipes. And that includes Tom Kennedy, Frank Libby, Pat R. Goman, Ned House, Hightower, Grant L. Mohney and George A. Groom. While I was sick I got a number of letters from the boys. I surely enjoyed them and had Mrs. Reed answer them all for me. Earl Wilson is a busy man right now with his new paper cleaner. E. R. Wayman and son are getting ready to spring something new real soon. Advise the boys who sell and demonstrate med that the license in Wheeling is practically prohibitive."

**HARRY MAIER IS** staying in New York this winter.

**IN SPITE OF A** new ordinance passed by Fort Wayne (Ind.) city council, Old Bill Ellis, George LeVaway, Frank Vale and "Pebbles" Smithy are still holding down entrances on North Calhoun street. Ellis states the boys are doing a fair business. Bill is selling "resurrection plants" and they prove to be an attraction to the fair sex. LeVaway is pushing knife sharpeners; Vale and Smithy novelties and the misus are missing from their old stand in the lobby of the Woolworth store this week. Bill Ellis told *The Billboard* correspondent of a painful mishap which happened to Mrs. Ella. She slipped and fell down a cellar stairs. Fortunately, the injuries were not serious, a bruised shoulder and minor contusions.

**A POSTCARD FROM** Jimmie Williams, Washington, reads: "The boys in and around D. C. did not do so well this Christmas. Zachary had a big store on one of the main shopping streets, claims business was bad. Around Louis's place they are all now talking of the inauguration of the new President. Sam Craig is still in the door-to-door line. 'Uncle John' Baker and brother are still on the paper, working out of here. Henderson and Skipper working shives. Red Roberts says he is giving Florida to the birds this year. Hear Tug Wilson is on his way down yonder. I am still on the paper around here."

**B. E. PATTEN, OF** Patten Products Company, Washington, types: "Sure delighted to note the new pep and ginger in your interesting and valuable department. Keep up the good work. I read every word, including the long and interesting article *My 40 Years in Pitchdom*, by my good friend Doc George M. Reed, of Columbus. There never was a whiter, cleaner worker than Doc Reed. His greatest pleasure seems to be giving helpful info to the other fellow. If Doc is to go back to the time when he was a boy, I can go him just 10 years better. It was a full 50 years ago that I first sold *The Chicago Ledger* (now *The Blade and Ledger*) in the little town of Farmington, Ia. The *Ledger* carried appealing ads. I answered some of them and bought a few very cheap rings and other jewelry from J. Lynn & Company. I pitched this stock with success to traveling men and the natives. Since that time I have sold many things, conducted newspaper agencies, and even published a paper of my own. But for many years now I have been in the medicine business, demonstrating it in drug stores, selling house to house with large crews and pitching from the platform. In Washington it is not permissible to pitch

**Proposed Ordinance Held**

City council, Columbus, O., ordered held in committee the newly proposed ordinance designed to impose a prohibitive license tax on out-of-town dealers who desire to operate in the city. The action to hold the ordinance up was taken after it failed to satisfy several councilmen, following advice from City Attorney Davies that two Ohio court decisions have held unconstitutional similar regulatory ordinances, and the State statute authorizing them, of other cities.

medicine or sell it from house to house. This law is strictly enforced. However, med can be sold as a health food. Krammer, health exponent and lecturer, now has a store here on Ninth street. I have dropped in on him several times, but never have been able to stay long enough to talk with him, as he is always working and had a good audience. He is a tireless worker and is always jumping from food to excisers, and back again. Doorways are open on the downtown streets. About everything can be sold if you work hard enough. Mills, of Baltimore, was seen working his needle threader to fair biz but at cut rates. Unemployment and heavy salary cuts in government ranks has hit Washington hard, but on the 1st and 15th (pay days) biz is fair. The papers here seem to take delight in giving space to propaganda against the small salesman who is really trying to make a living. But the harder things get the harder we must fight, and never say die."

**TEXAS JACK ALLISON** pipes that altho Murphy, N. C., is a little off the beaten path trouper occasionally pass thru, and many of the boys stop and cut it up.

**St. Louis and Chicago Breezes**

By DOC FLOYD R. JOHNSTONE

There are two stores going here (St. Louis) and both doing fair business. Doc Guy M. Duncan is operating one store on Sixth street. They are really packing the people in. Mrs. Duncan is putting on a free act. She does hypnotism with chickens, rabbits and alligators—has the town talking. Also on the roster of this store are Jack Sluce and Doc Johnstone. Doc J. H. Wahl and Bill Ruls have opened a store on Olive street. They are getting over good and have framed a real store.

Doc Gillette, of corn note, is working around here, but expects to go back to Chicago next month.

In Chicago: Doc Gilbert and Mike Orr were still holding down Doc Broad's store, in the Loop, to fair biz with fruit lax.

Fitzgerald, with pens, has a good Loop location in a store entrance and seems to be getting his.

Chief Men moved out of the store on West Madison street and is working in some spot that he keeps secret.

Lester Kane and Doc Devine are still in the Boston store. They are clicking to good results.

There were quite a few boys working all over the Loop, on lots and in doorways.

Food for thought: Why did the writer leave the "Sunny South" to come north for the rest of the winter? Answer: Because the cotton pickers were picked.

**FROM ERIE, PA.**

James J. McCarthy tells about a former saloon keeper, a man who really had money in his day and lost it all thru unfortunate investments, who is now pitching razor blades in a doorway of one of the Triangle's principal arteries in Pittsburgh. More than the loss of his money he feels the irony of the last remaining shred of his once powerful political power. A word from him was once sufficient to secure the appointment of a policeman. Now, by orders from above, the authorities allow him to pitch his razor blades unmolested. Another barb is that passing his pitch daily and entering an "establishment" near by are numerous fair-weather pals to whom he once lent fives and tens when they were up against it. They not only have never paid him, but now, in passing, do not even give him a nod of recognition. Mac continues: "I saw one pitchman here during the closing days of the old year. He was passing out glass shiner. He had a good spiel and was getting some money. Some time ago I was talking to a storekeeper in Clinton, Mo., who said, 'Pitchmen should certainly go to heaven when they die.'"

**STREETMEN**  
Glass Cutter Tool, Gr. \$8.50.  
White House Garn. Set, Doz. \$1.75.  
Liberty, Corona, Marathon Razor Blades (Gillette Type), Per Card \$1.25.  
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I asked him why so. He said, "Because they always tell the truth about the other fellow's goods!"

I HAVE BEEN RATHER attentive reader of your columns for several years, says W. T. Taylor, Indianapolis, "and I believe that I have profited considerably. I have just come up from a tour of Kentucky. Saw several working in Louisville. I understand that they are about to make the boys quit operating in the greater portion of downtown. But the boys say that as long as you work doorways of Fourth street, and the landlords are decent, there is seldom a protest from the authorities. Joe Reed was working horn-rimmed. Mike Welch had his wire jewelry. Also saw three solder workers. They all seemed to be getting a little—but far from the big dough. The tobacco markets seemed rather hard as a rule to penetrate. There are plenty of doorways being worked in Indianapolis. Most towns in Indiana are pretty well open. In most places doorway workers can set up in nearly any spot. It is seldom that the owners protest. Frank Vail likes to work in doorways of defunct banks, if they are in the money districts—he says: "No one wants any claim to these spots anyway, so I just head for them." Frank is in Indianapolis now, working his metal mender. I get a great kick from talking to him. He has a world of humorous conversation, talks like a college professor, looks you straight in the eyes and, I think, should be in vaudeville. I asked a native today how it was that Frank could last so long and satisfy everyone. He said: "How can a man complain the way Vail conducts himself? He is apparently unconcerned over making a sale as tho it mattered little to him." Vail said, in answer to this, that people are tired of being SOLD, that he just reverses the principle and tries to make them WANT to buy. He puts in long, hard days, uses his unique salesmanship—and gets money. Bill Ellis is here with knife sharpeners. Paddle Smithy was here with flukum recently Am going to Toledo this week."

All Pipes communications to Gasoline Bill Baker, The Billboard, 25 Opera place, Cincinnati, O.

INDIANA COST

(Continued from page 30) taken. Charge was made that one un-accredited ballot had been cast. Those re-elected were Mr. Reddish, Mr. East, C. Y. Foster, Carmel, and Mr. Priddy. Budget reductions included drastic cuts in horse racing, from \$27,000 last year to \$16,000; horse exhibit, cut from \$18,820 to \$14,500; cattle exhibit, \$14,500 instead of \$19,984, and similar cuts for remaining departments. Mr. Barker said reductions were required to prevent repetition of the loss at which the fair operated last year. Also ordering sharp curtailment, the board decided to remain in the Grand Circuit because of success of previous meets here. Since the fair attached itself to the Grand Circuit a few years ago, racing records have been broken on the track with regularity. Suggestion was made by E. D. Logsdon, Indianapolis, that the gate admission charge be discontinued this year. He suggested that there be no charge at the entrance gates, the only charge being for admission to the grand stand and the Coliseum. "I believe that more can be earned from concessions, the grand stand and the Coliseum, which would offset losses occasioned by discontinuance of the gate charge," he said. "I am in favor of giving a free fair a trial." No action was taken, but he had some support in his efforts for the free gate.

Employees' Pay Lowered

The board approved a \$6,000 budget for amusements and \$8,000 for publicity, both items subject to change. Reduction in night admission prices, but no reduction in day prices, which remain at 50 cents, was announced at the final session. Night prices will be 25 cents, beginning at 6 o'clock. Automobile tickets were cut from 50 cents to 25 cents, day and night. The board also will cut the pay of all help from 25 to 33 1/3 per cent, the most drastic cut taken by employees of any State department. No action will be taken by the board with regard to pari-mutuel legislation this session, but other fair officials will support some such measure. Members were assigned to these de-

partments: C. H. Taylor, Boonville, Coliseum; Guy Cantwell, Gosport, agriculture; R. C. Jenkins, Orleans, cattle; O. R. Jenkins, Osgood, parking and police; O. L. Reddish, Waveland, swine; E. D. Logsdon, Indianapolis, manufacturers' building and mechanical exhibits; F. J. Claypool, Muncie, speed; G. Y. Foster, Carmel, gates; Thomas Grant, Lowell, women's building; E. S. Priddy, Warren, sheep; U. C. Brouse, Kendallville, concessions; Levi P. Moore, Rochester, publicity and amusements; Oren E. Felton, Fairmount, poultry; John Bright Webb, Indianapolis, horses, and R. D. Canan, West Lafayette, grand stand.

HERE AND THERE

(Continued from page 29) Expects to work a couple of weeks in Baltimore. Captain Volney Phiffer is presenting Leo, the MGM lion, and a small chimp, "Tarzan's Mate," in the auditorium of Gimbel's Department Store in Philadelphia. Another attraction at Gimbel's—Prof. Smith and his Punch and Judy show, presented in the English manner with trained dog working with wooden heads. Chief White Eagle, Sioux Indian, who was with the 101 Ranch Show at the Jamestown Exposition and also with the Miller Bros. their first season on the road, has a motorized pit show playing small towns in Florida. Has collection of Indian relics, also freak animals and birds. Goldie Fitts is master of ceremonies at McCaslin's Museum in Baltimore. Bill Bateman, who had the cookhouse with the Reno show last season, expects to leave for Florida in the near future. O. W. Boardman is at Burlington, N. C., with his Monkey Motordrome. C. Emerson Brown, director of the Philadelphia Zoological Society, is proud of his collection of apes.

MAGIC

(Continued from page 22) mond, Ind., where they filled in last Saturday and Sunday. In a visit to the magic desk Jack stated that he was extremely satisfied with the season just ended, and that the future looks just as rosy. The Gwynnes are booked to play either Kansas City, Mo., or Milwaukee for RKO the week of January 13, with other Bill Howard time to follow. Jack and his family of assistants are now making the jumps in a block-long V-8 seven-passenger sedan which they purchased recently in Bay City, Mich.

LE PAUL (Paul Bradon) headlined the Fanchon & Marco show at the Fox-Orpheum, Oakland, Calif., last week. Le Paul is presenting a mystifying card routine, spiced with a witty line of patter. He is well known in the Bay region and is receiving a lot of attention from the magi in that territory.

FORTSON AND COMPANY, now in their 12th year in Little Rock, Ark., and vicinity, concentrating chiefly on schools, are not complaining of the business they have done so far this season, altho the bad weather in that section has knocked them out of several good dates in recent weeks. Company is presenting a program of magic, music, marionettes and ventriloquism. In the roster are William P. Fortson (Ching Chang), vent. and magic; Billy Fortson, marionettes; Florine Fortson, piano and doubling with Billy on sax, accordion, musical lyre and other instruments, and D. Rainy, props and stage. Two trucks are used to transport the outfit. Roba the Magician was a recent visitor on the Fortson show. Manager Fortson also has had a card from the Great Zelmo, who is headed that way.

A GROUP OF ALUMNI and seniors of the Horace Mann School, one of New York's most exclusive private schools for girls, recently held a magic party. John Mulholland, editor of The Sphinx, and Julien J. Proskauer, director of the same publication, gave a joint performance of magic. Mrs. Pauline Pierce Mulholland, graduate of Horace Mann, and Mr. Proskauer's oldest daughter, Jean, a senior of Horace Mann now, were hostesses.

"TELL THE PAINT HEARTS to cheer up, as magic must be very much alive when out of the 4,000 people at the Governor's Inaugural Ball at the State Capitol, Madison, Wis., the newspapers single out a magician as 'one of the highlights of the inaugural ceremonies,'" writes A. L. Topel, of that town. "It shows that the public likes magic or it wouldn't have such a soft spot in its heart for magicians. The magician was not present as a performer and the newspaper item was unexpected and unsolicited." Ben Goldenberger, the magician, who received the unexpected honor,

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is professionally known as Ben Berger. Under the direction of A. L. Topel, Berger is playing thru Wisconsin with his full evening's entertainment.

CHARLES SILVA, San Francisco wonder worker and newly elected president of Golden Gate Assembly No. 2, S.A.M., is mapping out an attractive line of work and publicity for the coming year. The assembly will shortly present Max Mallini, globe-trotting conjurer, in an evening of mystery at the Palace Hotel, San Francisco. Soon after they will offer Steve Juhas in an evening's program at one of the city's leading hotels. Mr. Silva has also started work in an endeavor to bring the city's various independent magical clubs and followers of the profession into closer association.

HARRY OPEL, Toledo magish, infers that he's framing an hour's program to present at churches and lodges around his home city on a percentage basis.

OAKLAND MAGIC CIRCLE assembled at the home of Treasurer Henry V. Griffin for its monthly social New Year's Eve. A program of magic suited for the occasion was put on by members of the Circle, Lloyd E. Jones acting as emcee. "A pleasant time was had by all," Lewis A. Miller reports.

ROSS HATTON, Omaha magish, gives us the lowdown on things magical around that he-man's town. Under dates of December 30, Ross writes: "Assembly No. 7, S.A.M., recently had the pleasure of entertaining Marquis and his charming wife and their manager, Richard Buck, at a buffet supper at the home of Fred Johansen. The Assembly attended the Marquis performance at Benson High School in a body. We were given a lesson on how to handle an audience when a trick goes haywire. Marquis scored a solid hit with the audience. Kenneth Carlson, 17-year-old vent. artist, is still knocking 'em dead in these parts with his wooden-headed partner, Charley. Herb Fischer, Fred Stratman and myself are doing club work around town. Lance Swallow built a new two-hour show and got married all in the same month. C. R. Tracy did the same thing, and both report things going along okeh. Maurice Lenser is away at college and doesn't get to see the bunch very often."

HARRY BLACKSTONE, following his engagement at the Granada Theater, Toledo, O., week of December 25, jumped into the Club Mirador, Toledo, New Year's Eve, to head the club's floor show.

THE GREAT HUNTINGTON is touring Kansas and Missouri with a two-hour show, playing under auspices.

ON NEW YEAR'S DAY the International Lyceum Association held its annual dinner and party at the Auditorium Hotel, Chicago. After the dinner, Carl E. Backman, president of the association, announced the remainder of the evening would be turned over to a magic show under the direction of Dr. Harlan

Earn More Money on Profit Sharing Plan.

SELL MEN'S SILK LINED TIES \$1.50 DOZEN—\$18.00 GROSS. High Priced Labels—French Shapo. \$2.75 DOZEN—\$30.00 GROSS. Hand-Tailored—6 1/2" Lined—Open Ends. Beautiful assortments. Plain colors and smart patterns. 25% Deposit with Order. Satisfaction Guaranteed or Money Refunded. MICHAEL CRAVATS, Dept. NW-56, 37 Union Sq., New York.

Turbell. The following magicians took part in the program. Eugene Laurant, John Platt, Philip Foxwell, of South Bend, Ind.; Max Terhune, of Anderson, Ind., and now a member of the WLS Barn Dance program; Tony Novak and Dr. Turbell, who closed the show with his "Seeing With Finger Tips." The show was m. c'd by Dorny. The guests of honor of the evening were Mohamed Shurat Ali and his wife, of Bombay, India, who are on a lecture tour of the United States.

"THERE IS NO QUESTION that magic in Connecticut has felt the depression," writes A. G. Odell Jr., of Windsor, Conn., "but in comparison with everything else we can't kick. The business is still there, but you have to go out and knock it down, and you have to hit hard and often to bag it. I expect to have my school show in operation again during the next three months."

ROYAL V. HEATH, treasurer of The Sphinx, announces that as of January 1, 1933, The Sphinx subscription list showed an increase of 26 per cent over 1931. The advertising revenue is about 17.2 per cent over 1931, said Mr. Heath. Mr. Heath, mathematical expert of the S.A.M., whose problems in numbers confuse his fellow magi, disclaimed any tricks with the figures.

THE BERKELEY Country Club, Berkeley, Calif., made its New Year's Eve party at the club's lodge a day, night and morning affair. One of the numbers on the evening's "surprise" program was Magical Novelties, presented by Zamloch and Company (Carl Zamloch and A. F. Bull). Zamloch featured sleight-of-hand effects, closing with Thayer's pigeon vanish and the substitution trunk.

With the Mentalists

MADAME IANNAI, radio mentalist, is now working under the management of Sam Brown, Detroit theater man. She is at present appearing at the Rustic Tavern, Detroit tearoom.

DAISY HARTWELL, billed as the "Girl with the X-Ray Mind," has opened at the New Broadway Theater, Decatur, Ind., for an indefinite stay. Miss Hartwell, following her stage act, gives private receptions for women on the mezzanine floor. Miss Hartwell moved to Decatur after a week at the Majestic, Fort Wayne.

ZILLAH, "lady with the X-ray eyes," is playing Cincinnati neighborhood houses.

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FOR THE FOLLOWING WEEK'S ISSUE

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Chorus wardrobe, tabloid scripts, scenery.  
TATE, 1927 Fletcher, Anderson, Ind.

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Every owner buys Gold Initials for his auto. You charge \$1.50, make \$1.49. Ten orders daily easy. Write for particulars and free sample.  
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Good line Peddling Items also. MILL DISTRIBUTORS, 1386 West Sixth, Cleveland, O. ja21x

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sellers at 10c. Cost you less than 14c; samples, 10c; gross, \$2.00; 500, \$6.50; 1,000, \$12.00. 1/4 cash, balance C. O. D. Counter Display Cards, 5c. RUBY SHARPENER CO., 302 So. Bldg., Washington, D. C.

**STAGE MONEY MAKES A BIG**  
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Write, get real surprise. Product every woman wants. \$10.00 per day easy. MISSION FACTORY L, 2328 Pico, Los Angeles. fe4x

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Pups, \$15.00. BULLDOGS, 501 Rockwood, Dallas, Tex. ja14x

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**ATTRACTIVE PROPOSITION FOR**  
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MUSICAL INSTRUMENTS

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SO DISAPPOINTED — ALONE FOR the holidays. How I missed you. Let me see you. Nothing matters but us. Thanks. L. M. PARTNERS WANTED WANTED — ASSISTANT OR LADY partner for standard animal act of 3 ponies, 10 dogs and 2 monkeys. Have transportation. State experience, age, all in first letter. Send photo. BOX C-626, Billboard, Cincinnati, O. WANTED — PARTNER WITH TENT, trucks and little money. I have acts, dogs, ponies, monkeys, calliope, small parade wagons, etc. OBERT MILLER, Smith Center, Kan. SALESMEN WANTED SALTED — ROASTED PECANS ON counter display cards. 40% commission. Something new and they sell. G. W. ROOTS, Box 658, Britton, S. Dak. SELL FAMILY PROTECTION — \$1,000 Death-Accident benefit; membership \$6. You make \$5. All ages; no examination. NORTH AMERICAN BENEFIT, Wilmington, Del. SELL NOTHING — \$170 WEEKLY. \$500,000 salesboard firm announces new No Investment Plan. Season starting. K. & S., 4228 Ravenswood, Chicago. SCENERY AND BANNERS DYEDROPS, SCENERY, BANNERS — Finest work; lowest prices. ENKEBOLL SCENIC CO., Omaha, Neb.

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PIANIST — ALL ESSENTIALS. NAME BAND experience. Working but desire change. BOX C-627, Billboard, Cincinnati. 1042 YOUNG MAN, PIANIST, DOUBLE BARIOTONE. In arrangement. Have car. FRED LEONARD, Deaton, Tex.

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MISCELLANEOUS

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MUSICAL INSTRUMENTS

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VAUDEVILLE ARTISTS

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PIANO PLAYERS

DANCE PIANIST AT LIBERTY — NEAT AP-pearance, sober, reliable, young. Absolutely deliver or pack. Wire or write WILLIAM W. SIEGFRID, 610 North Fifth St., Kookuk, Ia. 1041







Hackett, Mr. & Miller, Pat & Roro Turner, Harry H. Wilkinson, Mr. & ...

Winkler, Blanche Testa, Mrs. James, A. F. Rosen, Bill Sullivan, Jimmie Duval, Herb ...

Adelburt, Ernie Denison, Eddie Dwyer, James ...

Blakely, Mrs. Ben Pool, Mrs. Edw. ...

Austin, Nell Bailey, Walter ...

VAUDE-PRESENTATIONS

Aransson, Fyrie & Lane (Prospect) Brooklyn. Acos, Three (Hipp.) Cleveland ...

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Ladies' List

Allaway, Anne L. Bailey, Mrs. Bill Blahos, Bill ...

MAIL ON HAND AT ST. LOUIS OFFICE

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Route Department

When no date is given the week of January 7-13 is to be supplied. In split week houses, the acts below play January 11-13.

Gentlemen's List

Arbuckle, Roscoe (Met.) Brooklyn. Armando & Lita (State) New Orleans ...



PAUL & NINO GHEZZI ORIGINATORS 'BLACKBOTTOM' UPSIDE DOWN

**T**  
 Tamara (Old Roxy) New York.  
 Tamlyn, Eddie (Poll) Springfield, Mass.  
 Tandy (Capitol) Hartford, Conn.  
 Tarmel, Joe (Loew) Montreal, Que.  
 The Juana Idea & Sunkist Beauties (Buffalo) Buffalo.  
 The Slims (Albee) Brooklyn.  
 The Trio Twins (Regent) Paterson, N. J.  
 The Veece Choir of 110 (Radio City Music Hall) New York.

**U**  
 Ubang! Idea & Sunkist Beauties (State) New Orleans.

**V**  
 Valson, Nennette (Capitol) Hartford, Conn.  
 Van Blit Boys (Boulevard) New York.  
 Van Al, & Thelma (Orph.) New Orleans.  
 Van Grona (New RKO Roxy) New York.

**W**  
 Wagner, John (Capitol) Hartford, Conn.  
 Wahl, Walter Dore (Earle) Washington, D. O.  
 Wahletka, Princess (Prospect) Brooklyn.  
 Waldron, Jack (Chicago) Chicago.  
 Walter & Fields (Radio City Music Hall) New York.  
 Wat, Willie, & McClinton (Albee) Brooklyn.  
 Watter, Chas. (Snowball) (Poll) Bridgeport, Conn.  
 Whoopee (Mainstreet) Kansas City.  
 Williams, Herb (Century) Baltimore.  
 Wing Wah Troupe (Orph.) New Orleans.  
 Wood, Bright (Loewe) Fox) Washington, D. O.  
 Wright, Helen (Poll) Springfield, Mass.  
 Wyan, May, & Co. (RKO Pal.) Albany, N. Y.

**Y**  
 Yacht Club Boys (State) New York.  
 York & King (Earle) Philadelphia.  
 Young, Hal (Chicago) Chicago.

**BANDS AND ORCHESTRAS**

(Work of January 9 to 14, inclusive)  
 Agnew, Charlie (Frolic Cafe) Chicago.  
 Albrecht, Leon (Ambassador Grill) New York.  
 Bell, Jimmy (Savoy Ballroom) Chicago.  
 Bernie, Ben (College Inn) Chicago.  
 Biscini, Henry (Creston Ballroom) Detroit.  
 Biscini, Don (Carter Hotel) Cleveland.  
 Brewer, Ted (Silver Slipper) Cleveland.  
 Britton, Frank, & Mitt (Met.) Brooklyn.  
 Bruce, Jack (Showboat Cafe) Pittsburgh.  
 Burkhardt, Johnnie (Brown Hotel) Louisville.  
 Busch, Henry (Hotel Schroeder) Milwaukee.  
 Cavanaugh, Gab (Cotton Club) New York.  
 Carlone, Freddie (Ritz Ballroom) Cleveland.  
 Carr, Jimmy (Riviera) Fort Lee, N. J.  
 Coleman, Emil (Montparnasse) New York.  
 Collins, Artie (Gibson Hotel) Cincinnati.  
 Conombo, Russ (Park Central Coconut Grove) New York.  
 Coon, Dell (LaSalle) Chicago.  
 Cowan, Elst (Plaza Cafe) Pittsburgh.  
 Cummings, Bernie (Trianon Ballroom) Chicago.  
 Deane, Meyer (Mayfair Yacht Club) New York.  
 DeW, Freddie (Blue Grotto) Chicago.  
 Denny, Jack (Waldorf Empire Room) New York.  
 Devon, George (Stevens Hotel) Chicago.  
 Dickey, Carlos (Hammond) Ind.  
 Duchin, Eddy (Central Park Casino) New York.  
 Ellington, Duke (Avalon Club) St. Louis, 14-28.  
 Egan, Happy (Governor Clinton) New York.  
 Ferdinand, Angelo (Garden City Hotel) Long Island, N. Y.  
 Fisher, Mark (Edge-water Beach Hotel) Chicago.  
 Herlo, Ted (Hotel St. Francis) San Francisco.  
 Hix, "Red" (Paris Inn Cafe) Pittsburgh.  
 Friedman, "Snooks" (Paramount Hotel Grill) New York.  
 Garber, Jan (Muehlebach Hotel) Kansas City.  
 Gangan, Jimmy (Hotel Duluth) Duluth, Minn.  
 Girun, Tom (Bal Tabarin) San Francisco.  
 Gill, Emerson (Lotus Gardens) Cleveland.  
 Green, Jimmie (Musie Box) Chicago.  
 Hall, George (Tart Hotel) New York.  
 Harsh, Johnny (Hotel Mark Hopkins) San Francisco.  
 Handler, Al (Via Lago) Chicago.  
 Harrod, Buddy (Yeong's Restaurant) New York.  
 Harves, Joe, & His Missourians (Village Novel Club) New York.  
 Hicks, Art (Biltmore Country Club) St. Louis.  
 Hicks, Earl (Grand Terrace Cafe) Chicago.  
 Hoffman, Earl (Cafe de Alex) Chicago.  
 Hoan, Tweed (Beach View Gardens) Chicago.  
 Hot, Ernie (Embassy Club) New York.  
 Hottel, Claude (Roseland Ballroom) New York.  
 Ingenue, The (Hotel Radisson) Minneapolis.  
 Janis, Freddie (Kil Kat Club) Chicago.  
 Jones, Isham (Hollywood Restaurant) New York.  
 Kardos, Gene (Gloria Palace) New York.  
 Kasal, Art (Bismarck Hotel) Chicago.  
 Kayser, Joe (Pershing Ballroom) Chicago.  
 Kemp, Hal (Black Hawk Restaurant) Chicago.  
 King, Henry (El Patio) New York.  
 King, Wayne (Aragon Ballroom) Chicago.  
 Kip, Patrick, Jesse (Biltmore Hotel) Los Angeles.  
 Kover, Kay (Belleisle Hotel) Kansas City.  
 Lange, Syd (Paramount) Chicago.  
 Lania, Howard (Pennsylvania Athletic Club) Philadelphia.  
 Lech, Lou (Berliotti Cafe) New York.  
 Lewis, Ted (Poll) Bridgeport, Conn.  
 Lombardo, Ouy (Roosevelt Grill) New York.  
 Lopez, Vincent (Congress Hotel) Chicago.  
 (New Komore Hotel) Albany, N. Y. (beg. 15).  
 Lester, Marv (Oriental Gardens) Chicago.  
 Lyman, Abe (Paradise Cabaret) New York.  
 Lynn Corvey (Jeffrey Tavern) Chicago.  
 McCoy, Clyde (Drake Hotel) Chicago.  
 McCoy, Ted (Gay Ballroom) Chicago.  
 Madara, Enrique (Flamingo) New York.  
 Miles, Joe (New Hollywood Cafe) Cleveland.  
 Miller, Fritz (Merry Garden Ballroom) Chicago.  
 Murphy, Dan (Po'castle Ballroom) Columbus, O.  
 Olsen, George (New Yorker Terrace) New York.  
 Osborne, Will (Club Forest) New Orleans.

Peck, Jack (Foreman Ballroom) Pittsburgh.  
 Pedro, Don (Terrace Gardens) Chicago.  
 Pettis, Jack (Peabody Hotel) Memphis.  
 Peyton, Eddie (Frolic Cafe) Miami, Fla.  
 Postack, Irving (Little Ritz Club) New York.  
 Pollak, Ben (Chez Paree Restaurant) Chicago.  
 Potter, Jerry (Limehouse Cafe) Chicago.  
 Redman, Don (Cowan's Inn) New York.  
 Rogers, Buddy (Pal.) Chicago.  
 Russo, Dan (Ganton Tea Gardens) Chicago.  
 Saxe, Joe (Beach Club) Galveston, Tex.  
 Saxe, Phil (Oranada Cafe) Chicago.  
 Schaefer-Englert (Nixon Cafe) Pittsburgh.  
 Schroeter, Lou (Bohemia Restaurant) New York.  
 Selton, Ben (Bohemia Restaurant) New York.  
 Scott, William (Neptune Grill) New York.  
 Simon, Seymour (Netherland Plaza) Cincinnati.  
 Smith, Stanley (Ambassador Hotel) Los Angeles.  
 South, Eddie (Ballyhoo Club) Hollywood.  
 Spedale, Mike (Elks' Club) Brooklyn.  
 Steele, Al (Longview Farms Inn) Pittsburgh.  
 Stern, Harold (St. Moritz Grill) New York.  
 Tremaine, Paul (Walton Hotel) Philadelphia.  
 Walsh, Phil (Alport Tavern) Chicago.  
 Watkins, Sammy (Baker Hotel) Dallas, Tex.  
 Weeks, Anson (St. Regis Hotel) New York.  
 Weems, Ted (Pennsylvania Grill) New York.  
 Whiteman, Paul (Biltmore Supper Room) New York.

**DRAMATIC AND MUSICAL**

Blossom Time (Shubert) Cincinnati 15-18.  
 Cat and the Fiddle (Apollo) Chicago.  
 Colbourne, Maurice-Burry Jones Co., in the Queen's Husband; (Columbia) San Francisco 9-21.  
 Counsellor-at-Law (Shubert) Boston 9-28.  
 Design for Living (Nixon) Pittsburgh 9-14.  
 Family Upstairs (Garrick) Chicago.  
 Face the Music (Hanna) Cleveland 9-14.  
 Good Earth (Earl) Chicago 9-14.  
 Green Pastures (Forrest) Philadelphia.  
 Land of Smiles (Chestnut St.) Philadelphia 9-21.  
 Leigh Parade (Ed Wynn's) (Grand) Chicago.  
 Walsh (Shubert) Kansas City 15-21.  
 Of Thee I Sing (Cass) Detroit 9-14; (Hanna) Cleveland 15-21.  
 Pardon My English (Colonial) Boston 9-14.  
 Play's the Thing, The (Blackstone) Chicago.  
 Rhapsody in Black (Met.) Minneapolis 11-14.  
 Show Boat (Auditorium) Chicago.  
 Skinner, Cornell, Otis (Harris) Chicago 9-14.  
 Student Prince (Shubert) Cincinnati 19-21.  
 Tattle Tales (Belasco) Los Angeles 9-14.  
 There's Always Juliet (Plymouth) Boston 9-21.  
 White's, George, Melody (Boston O. H.) Boston 9-14.

**EMPIRE BURLESQUE**

(Week of January 9)  
 Baro Facts (Trocaadero) Philadelphia.  
 French Models (Modern) Providence.  
 Moulin Rouge (Empire) Brooklyn.  
 Night Hawk (Star) Brooklyn.  
 Nile Life in Paris (Maj.) Williamsport, Pa., 10; (Nemo) Johnstown 11; (Embassy) Altoona 12; (Orph.) Reading 13-14.  
 Oriental Girls (Howard) Boston.  
 Record Breaker (Capitol) Albany, N. Y.  
 Round the Town (Empire) Newark, N. J.

**MINSTRELS**

Happy Days, Leon Long, mgr.; La Orange, Calif., 11; Grand 12; Modesto 13-15.  
 Lydick's, Jack, Reuss (Hipp.) Danville, Va., 11-14.  
 Mack & Long's New Idea, Jack Long, mgr.; (Paramount) Des Moines, Ia., 8-13; (Fox) Rock Island, Ill., 14-17.  
 White, Lessee (Station WSM) Nashville, Tenn., 9-14.

**REPERTOIRE**

Billy's Comedians, Billy Wehle, mgr.; Frost-prov. Fla., 9-14; Clewiston 15-18; Pahokee 19-21.

**MISCELLANEOUS**

Birch, Maxilian, & Co., Henry H. Davis, mgr.; Lowell, Ariz., 12; Lordsburg, N. M., 13; Deming 14; El Paso, Tex., 18; State College, 19; Mt. Sopchoppy 18; Carrizozo 19; Roswell 20; Artesia 21.  
 Brown, Evans, Magician-Entertainer; Scott City, Kan., 11; Orinell 12; Russell Springs 13.  
 Carolina Fun Show; Lanes, S. C., 9-14.  
 Oark Shows; 11-12; (Alabama) 9-14.  
 Delmar, Great, & Co., hypnotist and escape; (Dixie) Brookville, Fla., 12; (Pal.) Leesburg 13-14; (Circle) Sebring 15-18.  
 Harlan Med. Show, Matt Harlan, mgr.; W. Frankfort, Ill., 9-14.  
 Marine-Fireline Co.; Houston, Tex., 9-14.  
 Marquis, Magician, & Co., Richard G. Buok, mgr.; Fairmont, Minn., 11; Albert Lea 12; Mason City, Ia., 13; Austin, Minn., 16-17; Fairbault 18; Owatonna 19.  
 Oark Shows; A. Rich, Okla., 9-14.  
 Reno, Great, & Co.; Chicago, Mo., 9-14.  
 Stanley, Frank & Mae, & Hollywood Cowboys; Shelbyville, Ill., 11; Pana 12-13; Lincoln 14; Mattoon 19.  
 Thurston Mysteries of India; (Capitol) Clarksville, Tenn., 11-12; (Alabama) Hopkinsville, Ky., 13-14; (Capitol) Bowling Green 16-17; (Warner Bros. Blech) Owensboro 18-19; (Warner Bros. Princess) Mayfield 20-21; (Weller) Zanesville, O., 9-14; Marietta 15; Somerset 16; (Chicago) 17; Chandlersville 18; Dresden 19; Fraysburg 20.

**CARNIVAL COMPANIES**

Bunte, Crystal River, Fla., 9-14.  
 Florida Am. Co.; Homerville, Ga., 9-14.  
 Geller, Warren, Ark., 9-14.  
 Model Shows of America; (Fair) Largo, Fla., 9-14; Bowling Green 16-21.  
 New Deal Shows; Waynesboro, Ga., 9-14; Sylvan 16-21.

**CIRCUS AND WILD WEST**

Holland, M.K., Indoor; Council Bluffs, Ia., 11-18; Waterloo 21-28.  
 Ingraham, H. O., Old-Time Dixie Circus; (Tenn.) 11-12; (Alabama) 13-14.  
 Lewis, Texas, Ted, Wild West; Smithville, Ga., 9-11; Decoto 12-14.

**Additional Routes**

(Received too late for classification)  
 Arizona Cowboys, H. B. Blackburn, mgr.; Covington, Ind., 10-11; Wallace 12-13.  
 Bishop's Show; Oella, Md., 9-14.  
 Blythe Players; Chesapeake City, Md., 9-14.  
 Burke's, Jack; Lovell; Earl; Lanes; Lewes; Wills; Va., 11 (Imperial) Roanoke Rapids, N. C., 12-14; (Webb) Gastonia 16-17; (Alva) Midgerton 18-19.  
 Childer Players; Blytheville, Pa., 9-14.  
 Coak's Show; Nashville, Ga., 9-13.  
 Delaney Comedy Show; Toronto, Ont., Can., 9-14.  
 Elliott Show Co.; Dickey, N. D., 9-14.  
 Foxonox, Chas. Underhill, mgr.; Great Falls, S. C., 13-14; Winnsboro 16-17; Lancaster 18-19; Hahopolville 20-21.  
 Goodwin Health Show; Happy, Tex., 9-14.  
 Johnson Show; Stockbridge, Wis., 9-14.  
 Jolly Pathfinders Co.; Galin, Ill., 9-14.  
 King Fun Show; Grand Valley, Ont., Can., 9-14.  
 Mardock Bros.' Show; Cascade, Md., 9-14.  
 Ozark Show; Alhambra, Okla., 9-14.  
 Phillipson Comedy Co.; Greenfield, Ind., 9-14.  
 Reddens Circus Side Show; (Playhouse) Stateville, N. O., 13-14.  
 Schneider, Doc; Yulefest Cowboy Band; (Palatine, Tex.) 12-13; Jacksonville 14-15.  
 Smith-Roberts Music; Burlington, N. C., 9-14.  
 Star Riders Show; Plant City, Fla., 9-14.  
 Thirt Players; Darlington, S. C., 9-14.  
 Walker's Hay-n-Laf Show; Oakgrove, Ark., 9-14.

**IATSE DENIED**

(Continued from page 3)  
 ceivers pending the appeal to the Supreme Court. It is not deemed likely that the case will come up for a decision for at least another two weeks.  
 Sam Kaplan, deposed president of the local, over whom all this storm of legal entanglements was waged, won a little respite from the many charges filed against him when the case against him and 21 other officers and members was declared a mistrial. They have all been accused by the State of coercion of nine members of the union who had started a civil suit to get an accounting of union funds. Assaults, threats and personal injury were alleged by the nine members, who declare they were threatened with harm when they first sought an accounting.  
 Before the trial was discontinued prosecutor for the State charged that men have been hit on the head with chairs, beaten with blackjacks and intimidated with revolvers because they dared to go into court to ask their rights, and that in many cases officers of the union had demanded an initiation fee of \$1,000. No definite date has been set for a retrial.

**RADIO CITY**

(Continued from page 3)  
 when the change of policy comes thru. Instead of the 75-cent to \$2.50 scale now existing, the new top on week days and holidays will be 85 and 90 cents, respectively. From opening until 1 o'clock it will be 35 cents and from 1 until 6 o'clock the price will be 55 cents. The New Roxy's scale of \$1.10 and \$1.65 tops will be changed too to meet the Music Hall's scale.  
 Leon Leonidoff will remain at the Music Hall to produce the stage shows, as the circuit feels that he is best fitted for the new policy in view of his work at the Old Roxy during its heyday. However, the RKO Roxy will require the services of a producer when the current show goes out. Most likely candidate is Jack Partington, of Funcheon & Marco, who has not as yet been approached. Clark Robinson, of the Old Roxy, has been making a bid for the position, but there are differences on the salary question. The New Roxy's policy would be firm and a vaudeville unit type of a stage show. Next picture will probably be *Ho! Pepper* (Fox).  
 Since M. H. Aylesworth has delegated the operating powers of both houses to the RKO theater division, the circuit's present cabinet is in charge. H. B. Franklin heads the cabinet, and sitting with him are Herschel Stuart, Robert Slav, Phil Reisman and Martin Beck. Additions to the cabinet for decisions on Radio City affairs are Aylesworth and Rothafel. Franklin spent all this week at Roxy's office in Radio City and has effected many economies and laid the ground work for many more.  
 Franklin is now getting the lowdown on who's who in Radio City's theaters and already he has decided there are many for whom the circuit has no need. While he refused to mention names of those to go, the list appears to be a long one. Reports so far are that notices of dismissal may be given to Irving Caesar, S. Jay Kaufman and several of the staff in Edmund Jones' department. Robert Reud has already resigned from the publicity department, and it is most likely that this department will be shelved and the publicizing of the two theaters turned over to RKO's own publicity staff. Thursday of this week Franklin

decreased the number of stagehands from 88 to 40.  
 All this week RKO's vaude-booking office has been infested with Music Hall acts clamoring for information as to how the circuit will take care of the additional two weeks in their four-week contracts. Most of them have been given other dates in RKO theaters, but others, such as Hald Kreuzberg, have to be paid off, inasmuch as they are not suited for regular vaude houses. There was confusion tho, when performers squawked that their contracts say they are to play two-a-day, but clause four pointed out that the circuit could demand otherwise when necessary.

**MACBETH**

(Continued from page 17)  
 tempting to establish itself permanently here. The cast, working co-operatively, is making a brave attempt to put the idea over, but its chances obviously are slim. The location of the theater, the little publicity obtained and the financial inability to put on first-rate productions all work against it. The 25, 55 and \$1.10 scale is attracting mostly students, but not enough to fill the house. At this performance the orchestra was half full.  
 Macbeth is given a fair production. Faulty lighting and several accidents marred the first performance, but this could be corrected later. Costuming and sets were adequate, if one did not expect too much, and Percival Vivian's direction was fair. As to the individual performances, Ian MacLaren's Macbeth was outstanding. He radiates a sincerity that is winning and gives his lines their full value. Agnes Elliot Scott's Lady Macbeth was not too convincing. In appearance she is hardly what one would imagine Lady Macbeth to be after reading the play, altho her performance was good.  
 Percival Vivian was satisfying in the porter bit, while Curtis Cooksey was effective as Macduff. The others did not make any individual impressions. The production as a whole was fair, altho the few accidents brought ill-timed laughs and spoiled highly dramatic scenes. The student audience seemed to enjoy the accidents more than the beautiful poetic passages. It must be tough for the cast to perform before such a mob.

PAUL DENNIS.

**TORONTO EXHIBITION**

(Continued from page 3)  
 the same way as America felt it until early last spring," and that, in any case, the Canadian temperament, from an economic viewpoint, is so adjusted by an older tradition as to make commercial fluctuation less radical and disastrous for Canada than would be experienced in this country under equal conditions "over which no one has any control."  
 He feels that England's debt payment of \$95,000,000 December 15 last to the United States is bound to have a definite effect on international trade, and especially trading between this country and the British Empire, "since the discrepancy in currency exchange — the American dollar and the British pound sterling — is so much a part of the world's industrial affairs."  
 Dr. Waters, who is by way of being an expert economist at a sort of amusement craftsmans vitally interested in auto-craft from a student's point of view as well as what effect political and economic movements may have on show business, also spoke fluently on tariffs and the importance of the Imperial Economic Conference held in Ottawa last year.  
 He does not think that the Chicago World's Fair this year will hinder CNE's gate. He was to leave for Toronto today or tomorrow to shape a report for the meeting of the fair's board of directors in a few weeks.  
 Among bands under consideration, one is the Northumberland Fusiliers of Bermuda, a 40-piece aggregation prominent in British band circles.  
 Charlie Ross showed the reporter a colored sketch of the scenic idea for this year's lavish pageant, *Montezuma*, with its scope to be as ambitious, and perhaps more so, as the glittering and bejeweled professionals offered in other years. The central setting mounts to a height of 55 feet, flanked by a series of colossal setbacks, all of which is by way of depicting the "mechanical" progressiveness of the Aztecs forerunning our own modernistic and towering structures.  
 Mr. Ross left Saturday night for a four months' tour of the West Indies. With him were Mrs. Ross and their daughter, Betty.

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**AVERY**—Nellie, wife of William J. Avery, died at her home in Ocean View, Va., last week after a brief illness. She was well known in show business as a soubrette and for 20 years trouped with various musical comedy tabs and burlesque shows. She played long engagements in Denver, Memphis and Baltimore. Her husband was musical director on the same shows with her. Besides her husband, she is survived by a son, Johnny Robinson Avery, of Baltimore. Burial was made in Elmwood Cemetery, Norfolk, Va.

**BEERMAN**—Frederic L., 55, a leading pianist, composer and band leader in Muskegon, Mich., for the last 25 years, died January 1 in Mercy Hospital, Muskegon, after a two weeks' illness with a severe cold. He went to Europe in 1900 to study under the noted German maestro Scharwenka. He returned to Muskegon in 1905 and planned to tour the country as a concert pianist. His plans were upset, however, by the death of his father, after which he assumed the management of the music house founded by his parent, which he operated until the time of his death. He directed his own band, which played all over the State of Michigan. He also was leader of the Muskegon Symphony Orchestra. He was the composer of several marches and a course in piano. Funeral services were held January 4 under the auspices of the Muskegon Elks' Lodge. Burial was under the direction of the Muskegon Commandery, Knights Templars. He is survived by his widow, a son and a daughter.

**BEERY**—Mrs. Bertha, wife of Clint E. Beery, former national president of the Circus Fans' Association, died January 3 at her home in Chicago. Funeral services were held January 5 and burial was in Evergreen Cemetery, Chicago. Surviving Mrs. Beery are her husband and four children, Vernon, Eugene, Mildred and Charles.

**BERNARD**—Henry Jay, 98, retired actor and Civil War veteran and said to have been the first to take *Uncle Tom's Cabin* south of the Mason-Dixon line, died at Sturgis, Mich., January 5.

**BOTT**—Frank L., police captain, who had a wide acquaintance among theatrical folk, died of pneumonia at his home in Paterson, N. J., recently.

**CALDWELL**—Neal, 30, associate director of the Little Theater of St. Louis, died at the French Hospital, New York, January 3. He was ill for only one week. Death was attributed to an abscessed throat. Mr. Caldwell had gone to New York to spend the holidays and to obtain new ideas from stage productions, which he planned on using in his work at the St. Louis Little Theater. He was formerly for two years with the New York Theater Guild, and for five years associated with the Goodman Memorial Theater, Chicago. Surviving him are two sisters. The body was shipped to Champaign, Ill., his birthplace, and funeral services and interment took place there January 7.

**CASO**—Mrs. Anna Lurie, 37, music instructor of New York, was asphyxiated at her hotel in Paris December 23.

**CHARRY**—Dr., creator of many of the open-air theaters in Southern France, died at his home in Beziers, France, December 23.

**CHILVERS**—Hugh, 67, grand opera baritone and formerly leading man for Mrs. Minnie Maddern Fiske, died at the home of his brother in Detroit December 31. Deceased retired from the stage several years ago. He appeared with Mrs. Fiske in *Erstwhile Susan*, Victor Herbert's *Her Regiment*, and five years ago had the lead in *Countess Maritza*. Burial was made in Detroit January 2.

**COIT**—Sam, 60 who retired three years ago after a stage career of 20 years, died at his home in New York January 1. Coit was recently re-elected president of the Actors' Order of Friendship. He was a member of the Actors' Equity Association, a trustee of the Actors' Fund of America and a member of the Episcopal Actors' Guild. He also was a member of the Lambs' Club and Sons of the Revolution. Coit studied at the old National Conservatory of Dramatic Arts under F. S. Mackay. He first appeared on the professional stage in 1900 in *Quo Vadis*. Later he appeared with Edith Taliaferro in *Rebecca of Sunnybrook Farm*, playing the role of Simpson in both the New York and London productions. One winter he played stock in Montreal, returning to New York to appear in *Show Shop* with Douglas Fairbanks. He played the role of the sheriff in *Lightnin'*, and his last stage appearance was in *The Nest Farm*. He is survived by his widow, Mrs. Estelle H. Davis, director of the Columbia Laboratory Players. Funeral services were held in The Little Church Around the Corner.

**COLLINS**—Milt, died of cancer January 4 at Ansonia Hotel, New York, where he made his home. Years ago he was a

vaudeville headliner. He was a Dutch monologist, using the billing of "The Speaker of the House." During recent years he was in an agency partnership with Gus Adams. He is survived by his widow and daughter.

**CONNERS**—Barry, 50, screen writer and author, was suffocated when fire broke out in his Hollywood apartment January 5. Several other occupants of the apartment building were overcome by smoke from the fire.

**CONNOLLY**—Bernard T. (Ben), 55, for nearly 40 years a stage and property man at Rochester (N. Y.) theaters, died of a heart attack while at work in the Eastman Theater, Rochester, last week. Death came shortly after he had been appointed building superintendent of the house. He was president of the Rochester local of the stagehands' union. He leaves his wife, a stepdaughter and three sisters.

**COUGHLIN**—Mrs. Harriet Shattuck Jacobs, 74, owner of the Shattuck Theater, Howell, N. Y., died December 30. She was the last of the Shattuck family. With the exception of her husband, Edward Shattuck, who resides in Brooklyn, she left no immediate relatives.

**COWAN**—Mrs. Anna L., 88, mother of Mrs. Fred (Fog Horn) Clancy, died at the home of her son, T. C. Cowan, at Joplin, Mo., December 26. She is also survived by two other children, T. W. Cowan and Mrs. Jessie G. Hooper, both of Webb City, Mo. Interment was made in Mt. Hope Cemetery, Joplin, December 28. Mrs. Cowan was an ardent cowboy-sports fan and had attended many rodeos staged by her son-in-law, who has of late been in the East.

**DANEGORR**—Josef, 68, who began his stage career in New York and later worked with Max Reinhardt, died in Vienna January 2 of a heart attack.

**DARRAGH**—Mrs. Don D., 25, died recently in Denver from influenza. She was known in vaudeville as Silyn Di Gnetano. For the last five years she and her husband have conducted a dancing school in Denver. She is survived by her husband, Donna; her parents, Mr. and Mrs. John D. Gaetano, of Philadelphia; two brothers and two sisters. A son and daughter, Adam and Amelia, are with Ed Wynn's *Laugh Parade*. Funeral services and burial were in Denver.

**DAVIS**—Frederick W., 74, nationally known author of *Nick Carter* stories, died at New Bedford, Mass., January 4. He often wrote under the name of Scott Campbell.

**DAVIES**—Ben, 48, formerly an operatic tenor with the Carl Rosa Opera Company, died December 22 in St. Donat's Castle, Wales.

**DAVIS**—Harry E., 45, formerly special agent and general agent for various carnivals in the West, including Clarence A. Waltham Shows and Snapp Bros.' Shows, from which profession he retired in 1923 and entered real estate business in Los Angeles, died suddenly January 1 at his home in Hollywood. Funeral services were conducted from Simons Funeral Parlors, Los Angeles, January 4, with interment in Home of Peace Cemetery, that city.

**DE PACHMANN**—Vladimir, 82, world-famous pianist, died at Rome January 6. He was regarded by some as the world's greatest pianist and the most expert interpreter of Chopin. He was noted for his eccentricities. He did not hesitate to proclaim his own greatness, and one of his favorite tricks was to make audible comments to his audiences while playing. Born in Odessa, Russia, he played all over the civilized world and toured the United States extensively. He became an Italian citizen in 1928, in which year he gave his last public concert in London. His last visit to the United States was in 1925.

**DICKEY**—Paul, 60, one of the important figures in the theater and the films, died suddenly at his room in a club in New York January 8. Dickey, whose home was at Beverly Hills, Calif., was a playwright, actor, stage director and scenario writer. He staged the musical comedy *Ross-Marie* and collaborated with Charles Goddard and Mann Page on plays in which Francine Larrimore and Elsie Janis appeared. He was regarded as an expert in "doctoring" plays and many successful productions benefited by the revisions he made. Dickey was born in Chicago and attended the University of Michigan, where he played half back on the famous "point-

a minute" football teams of 1903 and 1904.

**DONAHUE**—Thomas J., 74, known thruout the New England States as a poet and author, died in Middletown, Conn., December 27. Several of his poems had been set to music during the past month and were ready for exploitation.

**FILSON**—J. William, musician, died of a heart attack at his home in Salem, O., December 31. Mr. Filson studied music in Paris, Italy and this country, and during the war served in the well-known Princess Pat regiment of Canada. He is survived by his mother, a sister and two brothers. Burial was made in Salem.

**FORTIER**—Mrs. Leopold M., 55, formerly Florestine Belanger, prominent in Montreal music circles for more than 30 years, died in Montreal January 1.

**FRANKLIN**—Jessie, 61, died recently of arthritis. Years ago she appeared in burlesque, and lately she earned her living as a psychic catering to performers appearing in New Haven. She was a warm friend of hundreds of performers who traveled thru the city with Fanchon & Marco units. She was deprived of the use of her hands and legs for several years.

**GREEN**—L. Worthington, 74, screen author, died December 19 in Hollywood Hospital, Hollywood. Survived by his widow, daughter and two sons.

**GREENE**—Fred P., 56, of Tabor and Greene, said to be the oldest colored act in vaudeville, died of heart disease December 28. His last engagement with Tabor was at the Harlem Opera House December 20.

**HAAS**—Alfred F., 89, died in Tiffin, O., January 3. He was buried in Tiffin with military honors, being one of the few surviving members of the GAR. Mr. Haas was well known in the profession. He is survived by his son, Harvey Haas, and daughter-in-law, Irene Harper Haas, who operate the Harvey Players. Interment at Greenlawn Cemetery, Tiffin.

**HARRIS**—Frank J., 77, past president of the Genesee County Fair Society and one of the leaders in the movement that kept that organization alive in late years, died suddenly at his home near Batavia, N. Y., last week. He leaves his wife, three sons and two daughters.

**HARTMAN**—Agnes A., 72, former Swedish actress and the mother of Mrs. Alan Hale, died December 22 at her daughter's home in Los Angeles. Three children survive.

**HENNING**—Frederick Jr., 19, member of the well-known vaudeville act of Pat Henning and Company, was drowned in Lake Waugumpung, South Coventry, Conn., December 25. His brother, Patrick, was rescued, and their father, Frederick Henning Sr., had a narrow escape when he fell into the icy water in attempting to save his sons. The tragedy was the culmination of a day's ice fishing by the brothers.

**HORTON**—H. Robert, 42, who billed himself as "Roberts the Handcuff King," died last week at St. Joseph's Hospital, Philadelphia, an hour after presenting a torture escape at the annual New Year's party presented by the Professional Entertainers' Association in Red Men's Hall, that city. Physicians attributed his death to over-exertion.

**HUBBARD**—William, for many years stage manager at the Apollo Theater, Atlantic City, and prominent in local fraternal circles, died there recently following a heart attack. Hubbard was a member of the Elks, a life member of the Eagles and a member of Local No. 77, IATSE.

**HUBERTUS**—Leo, passed away December 30 at the Danville (N. Y.) General Hospital following a short illness. He was the son of the late Nicholas Hubertus and for a number of years traveled with various musical organizations. He was forced to quit his musical career because of deafness. At the age of 14 he joined Scribner & Smith's Overland Circus, traveling the New England States. With the show at that time were Bob Stickney Sr., as equestrian director and George Hartwell, clown. Other engagements included Gentry Bros.' Dog and Pony Show; Ezra Kendall's production of *Along the Kennebec* and another scenic production, entitled *Across the Pacific*; Leon Washburn's, Stowe's and Steaton's and Andrew Downie McPhee's *Uncle Tom's Cabin*; Guy Bros.' Minstrels, Gorton's Minstrels and many others. His father many years ago conducted the Citizens Band of Danville and at one time was a member of the old original Gentry

Bros.' Band. Interment was in the family lot at Greenmount Cemetery, Danville, N. Y.

**IRWIN**—John Phillip, 72, retired owner of the Lincoln Amusement Park, Worcester, Mass., collapsed while walking with his wife, Mary, and died in an ambulance on the way to St. Francis Hospital in Miami Beach, Fla., where he had been sojourning in the Roosevelt Apartments. Death was attributed to heart disease. He was visiting Miami Beach with his wife and son, George.

**JENNIER**—Frank H., died in Washington December 19 of pneumonia and was buried in Arlington Cemetery. He is survived by his widow, Mrs. Margaret Jenner; a daughter and four brothers and two sisters.

**JOHNSON**—Frances, 21, formerly a movie extra in Hollywood, died suddenly in Paris January 1.

**KEMP**—George S., 75, personal assistant to Guglielmo Marconi in the latter's wireless experiments in 1897, died in London January 2.

**KING**—Jack, professional chute jumper of Chicago, was killed at the Eustis (Fla.) Airport Christmas afternoon. He was making his 801st jump.

**KJANASS**—Henry, 55, of Revillo, S. D., for the last six years boss canvasser with the Christy Obrecht Show, died December 23 in Revillo. Burial was made there December 28.

**LYONS**—Katherine, 44, drama editor and critic for *The Boston Traveler* since 1918, died in Boston January 3. She recently underwent an operation in a local hospital.

**MCDONALD**—John D., died recently of cancer at French Hospital, New York. For many years he appeared on the legitimate stage and in vaudeville. Thru the kindness of his lifelong friend, W. O. McRobie, his relatives were located in Waltham, Mass., where he was buried in the family plot.

**MCDONALD**—Mrs. Agnes, died at Madison, Wis., January 4. She was the mother of Roy (Mickie) McDonald, clown with Hagenbeck-Wallace Circus, and Mart and Jennie McDonald.

**MOSKOWITZ**—Mrs. Henry, 55, who achieved fame as political adviser to former Gov. Alfred E. Smith, died of heart disease at her home in New York January 2. She was the wife of Dr. Henry Moskowitz, adviser to the League of New York Theaters. She was responsible for much constructive legislation and active in a wide sphere of welfare work. Her activities included the organization of a Committee of Amusement Resources for Working Girls. She was instrumental in bringing about the passage of the dance-hall license act.

**MACK**—James Wesley (McCormick), 69, died in Englewood Hospital, Englewood, N. J., January 2. He had been a guest of the Actors' Fund Home for several years. For more than 40 years he had been identified with musical comedy and burlesque attractions. Funeral services were held at Campbell's Chapel under the auspices of the Actors' Fund.

**MARRON**—James E., died at the Lincoln Hospital, New York, December 30, after a short illness. For the last several years he has been in the accounting department in the Warner Bros.' studios in New York.

**MASSFY**—James Douglas, 18, organist, died suddenly at his home in New York January 1.

**MAS**—Vincent, French opera singer, died December 21 at the Laribolsiere Hospital, Paris.

**MASSON**—W. C., 60, actor and stage director, died in a hospital in New York January 2. He was for some years a member of Mrs. Minnie Maddern Fiske's company and directed numerous stock companies thruout the country. Under the management of Winthrop Ames he was at the Castle Square Theater, Boston, and with Percy Williams at his various theaters in Greater New York. Funeral services were held at Campbell's Chapel under the auspices of the Actors' Fund. Interment in the family mausoleum at Dongan Hills, Staten Island.

**MURRAY**—Charles, 42, died in Milford, Conn., December 28. For the last 23 years he had been head waiter at the Seven Gables Inn, Milford, Conn., and prior to that was in charge of the de luxe dining car service with the Ringling Bros.' Circus.

**NATHANS**—Samuel, luggage dealer, who catered to the theatrical profession, died at his home in New Rochelle, N. Y., January 3. He is survived by his widow, Maida Cropper; his son, Murray, and daughter, Ruth.

**O'DUNN**—Irvin, 34, vaudeville actor, was killed when he fell to the rear courtyard from the ninth floor of the Belvedere Hotel, New York, January 1. He and his wife, the former Bernice Frankie, of Chicago, appeared in a singing and dancing act. O'Dunn was born in Paris, Ill. At 15 he went on the stage in Freckles, in which he toured this country and Europe.

He also played minor parts in films and did a magic act.

**O'GRAN**—Clifford, 21, property man at Paramount studios for last three years, died as the result of an automobile accident in Los Angeles December 24. Survived by a mother, brother and sister.

**PARR**—William Henry, 69, formerly general manager of several English theaters, died recently at Norwich, Eng.

**PICKFORD**—Jack, 36, film actor and brother of Mary and Lottie Pickford, died in a Paris hospital January 3 after several years' illness. Death resulted from multiple neuritis. His last motion picture was *Gang War* five years ago. Pickford was a native of Toronto, and his right name was John Carl Smith. His body will be brought to California for burial. Surviving are his widow, Mary McInern, and his two sisters.

**POLLARD**—Herbert O., 53, singer, died at Norwich, Conn., December 31, following an illness of two months.

**PRIMROSE**—Helen (Dalton), died January 5 in New York. Funeral services were held at Campbell's Chapel.

**RAUTH**—Edward, 46, Ohio musician, died recently in New York and was buried in Bucyrus, O., his former home. Rauth, before going to New York, appeared on chautauqua and concert band concerts throughout the State.

**REVEL**—Mollie, 84, retired actress, widow of Frederick Sackett, former actor, died in Bellevue Hospital, New York, December 31 after a brief illness. Since her retirement from the stage 18 years ago Miss Revel lived alone, devoting her time to the care of stray animals. A native of England, she came to this country as a child. She first appeared with the road companies of David Warfield and Edward H. Sothern, and later with Clara Morris, Annie Pixley and James A. Hearn. She was best known for her portrayal of soubrette roles. She played with Walker Whiteside in *The Melting Pot*, a 1907 success in Chicago. Also appeared in films of the old Vitaphone Company. She is survived by a niece, Mrs. Alice Slape, of Atlantic City.

**ROBERTSON**—John MacKinnon, 76, author, lecturer and former member of Parliament, died in London January 5. Mr. Robertson was considered a Shakespearean expert and lectured on the subject in this country many years ago.

**ROGERS**—Mrs. Adele A., 92, grandmother of Adola Rogers St. John, novelist, magazine and newspaper writer, died in Los Angeles December 31 after an illness of several months' duration. Funeral services were held in Los Angeles January 3. Surviving are two daughters and several grandchildren.

**SANTACHE**—Nicola, musician of Leavenworth, Kan., died recently at the Veterans' Administration Hospital, that city, where he had undergone treatment for several weeks. Born in Rome, Santache was a resident of Leavenworth for 20 years. He had been leader of the Soldiers' Home Band and the Knights of Columbus Band in Leavenworth for a number of years. He is survived by his widow, five daughters and one brother. Funeral services were held in Cathedral of the Immaculate Conception and interment at Mt. Calvary Cemetery, Leavenworth.

**SHERMAN**—George C., 53, president of George C. Sherman Company, of New York, and president of the National Outdoor Advertising Bureau, died at Greenwich, Conn., January 4, of a fractured skull sustained when he fell in his bath.

**SOUTHWICK**—Henry Lawrence, 70, president of the Emerson College of Oratory, Shakespearean scholar and widely known lecturer, died of heart disease at his home in Boston December 30. He toured England in the winter of 1897-'98 as a member of a dramatic company in Shakespearean roles. Surviving him are his widow, Jessie Eldridge Southwick, and three daughters.

**SULLIVAN**—James, exhibition handler of snakes, died recently from the effects of a snake bite at Victoria, Australia.

**TONNABERGER**—Anna, 64, mother of Mrs. O. E. Trout, well known in midway concession circles, died recently at Blissfield, Mich. Mrs. Trout made the trip from Florida, where she and her husband are wintering, to attend the funeral services.

**TOUSLEY**—Mrs. Jennie, 72, died suddenly the night of January 5 in her room at her Tourist Hotel, Joplin, Mo. Murder is suspected. Mrs. Tousley was the mother of Fred Tousley, of Kansas City, Mo., well known in show circles.

**TROLLO**—Violet Elaine, 19, sister of Nicholas G. Trollo and Leonard R. Trollo (Les Leslie, orchestra leader), of the Trollo Theatrical Enterprises, died January 7 at the Trollo home in Pittsburgh. She had been ill for the last year with a

leaking heart. Deceased was formerly in vaudeville under the name of Bobby Taylor. Funeral services were held at St. Peter's Roman Catholic Church, Pittsburgh, January 10, with burial in Pittsburgh. Surviving here are her mother, three sisters and three brothers.

**VALERIO**—Nicholas M., 50, for 30 years a musician in various orchestras in Western New York, member of the Rochester Civic Orchestra since its inception and player with the 64th Regiment Band, died suddenly of pneumonia at his home in Rochester, N. Y., recently. He leaves his wife, a son, a brother, a sister and his mother.

**VALLIS**—Bob, 50, died in London recently. He was well known as a character actor on the legitimate stage and also appeared in films with Gloria Swanson and Ronald Colman.

**VAN DIEN**—Arthur, 42, former head of RKO vaudeville transportation department and of a theatrical travel bureau, died suddenly in New York January 4. He is survived by his widow and three children.

**WEASNER**—Harvey C., died suddenly in Buffalo, N. Y., January 3. He was the owner of the Weasner Music Publishing Company, Buffalo, and at one time was associated with Jack Yellen. He was a tenor singer, a member of the Shrine quartet, Buffalo, and also broadcast over WGR, Buffalo, for some time. He was a member of Parish Lodge No. 292, F&AM; Buffalo Consistory and the Shrine. Mr. Weasner was a cousin of Harvey Hays, owner of the Harvey Players. He is survived by his widow, Jessie Van Peit Weasner.

**WEEKS**—Mrs. Susan Arabella, 82, aunt of Douglas Fairbanks, died at her home in Hollywood December 31 after a lingering illness. Funeral services were held January 3.

**WINGERT**—Joseph E., 22, brother of Billy Wingert, comedian, was accidentally shot to death recently while examining a revolver. Funeral services and burial were held in Alton, Ill.

**WOODS**—Thomas (Fatty), 38, died in Minneapolis December 27 after a six days' illness with the flu, double pneumonia and peritonitis. His great size (550 pounds, 6 feet 7 inches) had given him several minor roles in the movies in Charlie Chaplin pictures. He also appeared in films with Polly Moran and "Slim" Summerville. In recent years he has operated a booking agency in Minneapolis, and at the time of his death was operating the Spanish Villa in that city. Woods also had toured the Middle West in several pictures. He also appeared for a short time in vaudeville with Hughie Mack. Funeral services and burial were held in Brainerd, Minn., December 30.

**VORELLI**—One of the most popular of the French cafe-concert singers, died in Paris December 27.

**MARRIAGES**

**BARNES-BLONDELL**—Joan Blondell, film actress, and George Barnes, motion picture cameraman, were married at Phoenix, Ariz., January 4, the Rev. Dr. Charles S. Poling performing the ceremony.

**BINKLEY-RUBY**—Jane Ruby, winner of the Opportunity Contest in Port Wayne, Ind., sponsored by RKO, was married to Raymond G. Binkley, of Dayton, O., December 30.

**CAVANAGH-CRUSER**—Chester J. Cavanaugh, of Minneapolis, was married to Dorothy Marcia Cruser at St. Augustine's Catholic Church, Des Moines, December 31. Mr. Cavanaugh is manager of the RKO theaters in Des Moines.

**DARBY-CARR**—Louise Carr, dancer, and William Darby, film actor, were married two years ago, it was disclosed recently.

**GASS-HOLTHOUSE**—William Gass, of Decatur, Ind., nonprofessional, and Patsy Holthouse, dancer and daughter of Mrs. Mae Holthouse, prominent Northern Indiana vocalist and musician of Decatur, were married December 31 at St. Mary's Catholic Church, Decatur, with Rev. J. J. Hennes officiating.

**GRUNER-MAURER**—Walter Kurt Gruner, known professionally as Wally Lane, and Mary Edna Maurer, whose stage name is Jean Arlen, both members of the Manhattan Trio, adagio dancers, were married on the stage of the Faurot Theater, Lima, O., Thursday night, December 29. The third member of the act, Jane Arlen, was bridesmaid, and Al Hall, boss man. All are members of the Black and White Revue, current at the Lyric Theater, Lima.

**HOLMES-HEARN**—William Holmes, assistant to Mervin Le Roy, Warner Brothers' film director, and Joan Hearn, also connected with Warner Brothers, were married in the Hollywood Chapel by Dr. Frank McKean at midnight New Year's Eve.

**IMEL-FRIZELLE**—Marita Frizello, film player, and Lester P. Imel, non-professional, were married to Los Angeles December 31. Miss Frizelle is the daughter of Mr. and Mrs. Joseph A. Frizelle, of Snoqualmie Falls, Wash.

**KASHUK-ADELSTEIN**—Martin Kashuk, grip at Columbia studios, Hollywood, and Natalie Adelstein were married in Yuma, Ariz., December 24.

**NELSON-LANSING**—Frank Brandon Nelson and Mary Elizabeth Lansing, film actress, were married January 7 at Los Angeles.

**THOMS-CAHILL**—Frederick Thoms, theatrical press agent of Bridgeport, Conn., was married to Helen DeChantell Cahill, of New Haven, Conn., in New Haven December 26.

**VON SAVOYE-SCOTT**—Raymond L. von Savoye and Mary Louise Swinnerton Scott, daughter of James Swinnerton, artist, were married December 21 at Redwood City, Calif.

**WHALEN-BURROWS**—Thomas J. Whalen Jr., of New York, and the former Cecelia Burrows, known to Broadway as Evelyn Wright, were married recently. They are honeymooning at the home of the bride's parents in Rochester, N. Y. Mrs. Whalen has played in Earl Carroll's *Varieties* and George White's *Scandals* as a feature dancer.

**COMING MARRIAGES**

Announcement has been made in Paris of the coming marriage of Earl Leslie, American dancer and revue producer, and Carmen Moreales, member of the cast of the revue in which Mistinguett and Leslie have been touring Europe.

The engagement of Josephine Saez and John Wayne, film actor, was announced in Los Angeles December 26.

Announcement has been made in Port Wayne, Ind., of the coming marriage of Eleanor Lou Allegier, of Port Wayne, and Miss F. McNabb, of Santa Monica, Calif. Miss Allegier is a dancer and was formerly an instructor in the Violet Reinwald School of the Dance, Auburn, Ind.

Robert Ritchie, manager of Jeanette MacDonald, film actress, has announced that he is engaged to marry Miss MacDonald in the near future. Miss MacDonald is now in France.

The engagement was announced last week of Lillian Ruth Krass, of New Haven, Conn., to Julius E. Chernoff, of Bridgeport, Conn. Mr. Chernoff is a concert pianist and orchestra leader. No date for the marriage has been set.

The engagement has been announced of Dorothea Martha Lederer, of New Haven, Conn., and Howard Martin Antevill, of Gloverville, N. Y. Mr. Antevill is associated with the Universal Pictures Corporation. No date has been set for the wedding.

Marriage intentions filed at Greenwich, Conn., include Alphonse Gentile, musician, New York, and Sara Crispino, Greenwich; Otto Micekel, musician, and Nannie F. Branche, both of Greenwich.

Helen Gray, American dancer, appearing in London in *Tell Her the Truth*, and Laurence Rushworth have announced their engagement.

Catherine S. Meredith, of Harrisburg, Pa., will be married to John Mason Brown, New York dramatic critic.

**BIRTHS**

James Kirkwood, veteran actor, and his wife, the former Beatrice Powers, *Follies* girl and film actress, are the parents of a seven-pound girl, Jean Mary, born recently in Hollywood.

A 9-pound son was born to Mr. and Mrs. Johnnie Rexola January 3 in Flower Hospital, Toledo, O. The father is a member of the skating act of Rexola Bros., current last week at the Ohio Theater, Lima.

A son was born to Mr. and Mrs. Andy Krasppman December 20 in the Hollywood Hospital, Hollywood. Father is secretary to Charles Skouras at Fox West Coast and mother was former stage revue producer.

**DIVORCES**

Annulment of her marriage to Thomas Daniel, former naval aviator, was asked December 28 by Elinor Fair, film actress, in Hollywood.

Helen Kane secured final papers in her Mexican divorce action against Joseph Kane, department store buyer, it was revealed recently.

Rita Christanson Curley, of East Norwalk, Conn., who played Rita Dane in the musical comedy *Natinka*, was granted a divorce recently in the Superior Court, Bridgeport, Conn., from Harry C. Curley, of New Orleans. She was given permission to resume her maiden name.

Fay Abbott, of the Roberts & Abbott Med Show, announces that she won an uncontested divorce from E. J. (Tat) Young, of Kansas City, Mo., in Jetherville, Ark., December 17.

Max Hoffman Jr., stage and screen actor, was granted a divorce in Chicago December 24 from Thelma White, actress, now working in Paris.

Murrel Finley Cronjager, former *Follies* dancer, filed suit for divorce in Los Angeles December 24 against Edward Cronjager, film camera man.

Marie Harrell, film actress, obtained a divorce in Los Angeles Superior Court December 28 from Francis Marion Harrell, sound technician.

Anna Favalli, actress, who married J. E. Von Althaus February 2, 1931, obtained an annulment of their marriage in Los Angeles January 3.

Alice Joyce, film actress, was granted a divorce from James B. Refan Jr., son of the late James B. Rogan Sr., New York hotel owner, at Reno January 7.

Alice Jessup Foster, of Cos Cob, Conn., banjoist and orchestra leader, was granted a decree of divorce last week in the Superior Court, Bridgeport, Conn., by Judge Patrick B. O'Sullivan from Ralph Foster, also of Cos Cob.

**FANTASIA**

(Continued from page 17)

group that has taken over the old Provincetown Playhouse is starting off on the wrong foot, its first production being totally unimpressive.

Listed under the heading of Advisory Board are Mrs. Oliver Harriman, Cornelia Otis Skinner, Howard Chandler Christy, Frank Cambria, Ruth St. Denis, William A. Brady, Alice Brady and others who should have known better. In addition, there are play-reading, house, legal, publicity and membership committees listed; also a technical staff and a page of associate members. All this gives the impression of a well-organized group, but apparently it is organized only well enough to print name-laden programs rather than to put on good plays.

The first production, *Fantasia*, is too dull for words. It is confused in construction, the dialog and plot is trite and the staging is slovenly. The lighting was atrocious and ruined what little was not already ruined by the playwright. The scenery was, of course, inadequate and further confused the plot. The play itself concerned a suffering playwright who wrote terrible plays, but was urged on to an illusion of genius by his wife until he ended up as a beggar. The play opens with the playwright begging and then finishes back to reveal how he came to this condition. How he degenerated morally is told in the most uninspiring manner. The 27 actors apparently enjoyed exhibiting their profiles, but the audience of about an equal number began diminishing rapidly right after the first act.

Richmond Cooper was credible as the playwright, Lillian Shrewsbury was unimpressive as his wife and Frances Armstrong was easy to look at in her various roles. **PAUL DENIS.**

**THE BIG HOUSE**

(Continued from page 17)

make up for the author's failure to make the story fit for the theater.

The play follows the fortunes of an Irish family of aristocratic birth thru the years between 1918 and 1923. They are land-owning Protestants living amidst Catholics. The head of the family is a rather sensitive old man who seems at all times surprised that he should be in a position of local leader. The mother is an Englishwoman, who altho having lived in Ireland most of her life, has no real love for the place. The only member of the family having a real love for the land is their daughter. The author, with the aid of several minor characters, shows us the horrors of the land during these years when rival political factions and religious sects sought to control the destinies of the country. And apparently, at least to this department, what he was trying to drive at is that, despite all obstacles and hatreds, there is a strong tie between the Irish and their native birth.

But he has not succeeded in transcribing this idea in effective theatrical terms, at least not for local American consumption. Try as we might we just could not be sympathetic with these people either in their victories or defeats. And to most of the audience it simmered down to an appreciation of the individual work of the performers. **JACK MEHLER.**

## Out in the Open

Wuxtry! All About Foreign Situation, Artists' Union, Bill Rice, Indoor Shows and Little Bits of Everything

By LEONARD TRAUBE  
(New York Office)

**F**OREIGN stuff, including the Canadian. The recent injury of Ray Ringens, the high diver, was probably the worst of his career, but newspaper dispatches exaggerated when chronicling the effects of his fall while playing a park in Europe. Collins Amusement Service has a scout on the Continent, gentleman in question being in Paris when last heard from. . . . Wonder how many new foreign acts will find themselves with American circuses the coming season. Looks like booking offices will import a minimum of troupes.

Bertram Mills' Olympia Circus in London opened with a glittering array of turns, manifestly studded with standard animal acts. . . . Dorothy Packman is back from Cuba with a swell mid-winter sunburn, whatever that is, and some hitherto untold tales. Her boat came in a day late, which reminds us that Gene Enos, ye equestrian director of Downie Bros' Circus, and Mrs. Enos arrived in Prague, Czechoslovakia, the other week, with steamer 24 hours behind time. Among the landmarks viewed by this perchy couple have been Prague's Broadway, one of the largest and oldest clocks in the world and the entrance to a bridge built in the 13th Century and still in use, all of which is from a trio of those souvenir postcards. . . . The report that George Hamid landed the act contract at Ottawa, Can., was confirmed here. . . . With their visas expiring, quite a few outdoor performers are being politely requested to leave these United States in double-quick time. And so they are selling their trucks and other paraphernalia for whatever they can get and making a beeline for the pier.

**B**ROTHERS Richard and Thomas Coleman, of Coleman Bros' Shows, made an important business trip to this town. . . . Sam Wagner, the side-show sponsor, certainly gets consistent plugging from that Broadway source. . . . Buddy Hutchinson continues to smile thru it all. . . . That was Jake Driscoll, former agent. . . . Heard that Bob Merton's indoor show at Reading, Pa., ended week's run day after New Year's much in the black. . . . Is Eddie Elkins running the Westchester Amusement Company on his own, with Irving Udowitz out? . . . Harry Bentum and Al Hamilton were to leave for Buffalo. And so maybe a doling up there before February rolls around. . . . John M. Shoecley expected in any minute now.

Bookie Fields, away from the Rialto for several months, is back on the talking post of Hubert's Museum. . . . Someone appears to be pushing an outdoor performers' union to be headquartered in New York. We're all for it. . . . That was Will Hill, who scored with his circus unit, notably at a Providence, R. I., theater. . . . Earl A. Reid, launching Reid Greater Shows the coming season, was in town purchasing equipment, a light plant specifically. . . . Wonder why that special agent skipped out of town so soon. So many, many people wanted to see him, too. . . . There's plenty being said about Ernest Anderson's novel and punchy (not to say satirical) holiday cards, drawn by none other than the Duke (Kittle the Cartoonist) himself. Remember?

**S**HORT Story. Bill Rice, the Great Kills, S. I., amusement barometer, received two elaborate Christmas cards from a pair of distinguished people. He bought envelopes to fit the cards and remailed them to another guy who knows the "distinguished people." The guy in question was tickled silly, but when this item appears he'll be taken out of his paradise. We always have been one to destroy illusions, image-breaker that we are. P. S. — Mr. Rice will be surprised to know the source of this item.

**A**T LEAST two major indoor shows are due for Washington's Birthday week! There's the Bradna-Davenport Shrine Circus in Cleveland's public auditorium for that stanza and into March 4, Frank Wirth has the Shrine plium at Hartford, Conn., that week. Indoor circus features this month would include the El Jebel Shrine Circus, Denver, starting 21 for nine days; H. C. (Doc) Ingraham's Old-Time Dixie Circus, Memphis, 16-21; Moose Auto Show and Indoor Circus, Columbia, S. C., same week; George W. Faigle's dolings for the Legion at Tulsa, Okla., 19-21; Legion show at Waterloo, Ia., 21-25; Ingraham-Orr Legion Circus at New Milford, Conn., 26-28; Barnett Bros' Circus, Lebanon, Tenn., 24-28, and others. That was Jack H. Smith, of psycho-airplane ride note. . . . Fred Fansher's new commercial domicile is on Fifth avenue, quite removed from his former Broadway abode. . . . George L. Dobyns walking and talking with J. J. Kelly. Dobyns is around the 62 mark and doesn't look an hour over 40. . . . Larry Boyd, after suffering with all kinds of ailments for a week, arrived back in New York from his sickbed at Terry (RKO) Turner's home in Larchmont, N. Y., and is up and around again. Looks fit after losing about 30 pounds. . . . Abe Goldstein, the clown, in from Pittsburgh. . . . That was Paul Alvarez and Fred Bradna's brother-in-law, both of the International Artists' League. And, incidentally, we wonder how true the report is that the American members of the IAL will form the nucleus of the performers' union mentioned a few paragraphs back. . . . Marie Rochet, the horse trainer, and Capt. Charles Carlos, the society circus impresario, have been on vaude dates. . . . They are saying

that Tom Mix will take out a show on his own next season, touring South America.

**T**HE Bad Boys of Broadway are having a grand time relating the a la Hollywood happenings at the Radio City Music Hall, which now looms as the fallen dream of Samuel Lionel Rothafel. The best one we heard concerns the circus troupe which was told to top off about 15 minutes from its act. The troupe fought for its 19-minute routine. The master showman was rushed to the scene. "I am Roxy," said Roxy. "You'll do but four minutes," commanded Roxy. "Well," responded the head of the unit, "I'm So and So and we'll do 19 minutes."

**O**NE of the real veterans of outdoors is Capt. Gurly Wilson, trainmaster of the Brown & Dyer Shows when W. A. Dyer and Alex Brown were the pilots. Years prior to that he was lion trainer on the Johnny J. Jones Shows. For three years he's been superintendent of the Cleveland Zoo and is counted one of the most popular characters around that town. With him is none other than Frank LaBarr, who prides himself on having received more than 300 holiday cards, including one from President-Elect Franklin D. Roosevelt. LaBarr is in the process of framing the memento. . . . Talking about zoos, the Bronx Zoo has a new visitor in Doreen, who came all the way from Africa and is said to be the only Dark Continent bongo in captivity. Doreen is described as a variety of "harnessed antelope." Incidentally, Dr. W. Reid Blair, zoo's general curator, had occasion to talk about the okapi, calling it "an animal that started out to be a giraffe and became discouraged." Not bad that.

## Equipment and Supplies

Manufacturers — Distributors — Jobbers

By BILL BOARDER

**JOHN A. MILLER**, the well-known amusement park and gravity ride designer and builder, has developed something new and original in the gravity ride. It is a six-track racer with a capacity of 1,800 people per hour. Mr. Miller, who has to his credit about 40 United States patents, predicts this gravity ride will revolutionize the park business as his two-track racer did in 1904 after the parks were hard hit and needed new devices of merit and interest. It is well known to amusement park men how popular these racers were. The plans and details of the new device are now at the Dayton Fun House and Riding Device Manufacturing Company, and preparations are being made to put it on the market in the spring.

**THERE WAS** a sample on the porch the other day of a product that years ago was the leader of its field. Then it quit advertising and was gradually su-

perseeded by other products. The moral: It pays to maintain position by advertising and aggressive sales methods. A comeback is nearly always impossible.—*The Oak Leaf.*

During the past week we have had inquiries for the items mentioned below. The asterisks indicate those items on which we have had more than one inquiry during the past month:

- \*California Gold Coins.
- \*Candy Floss Machines.
- \*Cigars, Cigarettes and Tobacco (Wholesale).
- \*Coconut Shell Lamps.
- \*Combination Egg Separator, Mixer, Beater, etc.
- \*Counter Display Cards.
- \*Dresses, Silk, Crepe and Wash.
- \*"Halgar" Horoscopes.
- \*Hand Needle for Making Rag Rugs.
- \*Hosiery (Seconds).
- \*Imitation Furs.
- \*Matches (Advertising Books).
- \*Rattan and Straw Braid.
- \*Run Mender Needles.
- \*Salesman's Protector (Book).
- \*Trailers and House Cars.
- \*White Mice.
- \*Window Washers.

All information requested has been given, but if any of our advertisers want the names of the inquirers we will be glad to furnish them upon request addressed to the Cincinnati office of The Billboard.

Notice to Inquiring Parties—Self-addressed envelopes should accompany all requests for information. Inquiries are answered promptly, but because we frequently receive additional information which might be of interest to those inquiring, it is advisable to furnish us with a permanent address whenever possible.

A message from the vice-president and general manager of the McGraw-Hill Catalog and Directory Company to his salesmen. As shown in a sense are salesmen, there is much food for thought in this for them, as well as for amusement device manufacturers, supply-house men, etc.

"To MAKE money you've got to SPEND money!" True in the past, but never more true than it will be in 1933. Let's face the facts! Business is fed up on this "depression." But business cannot get better by just sitting back and waiting for better times. Let's not kid ourselves—there will be no "Gabriel trumpet" to announce the end of the depression. We went into the depression as individuals and as companies ONE AT A TIME. And we will have to come out of it the same way—one at a time. And every one by his own efforts. Let's look back a minute and see what has happened.

For about three years now business in general has been steadily falling off. And as business has been sliding down hill business men have turned to a study of their own organizations in an effort to make up for the slack in business by economies and cost cutting. In recent years students of economics have found that they could MAKE MONEY by SAVING MONEY. Business men have therefore retrenched, consolidated their positions, cut their payrolls, reduced their budgets, eliminated their advertising and have put into effect all sorts of economies. But this principle of making money by saving money, we must remember, is operative only so long as money has been spent wastefully. It is not a principle that can be relied upon as a PERMANENT money maker.

When expenses have been cut to the bone as they have in most businesses

today, so that further saving of expense simply means the sacrifice of the business itself, the only way to make money is to step out and create money-making opportunities thru greater sales of the company's goods. And that calls for the INVESTMENT of money—not for the saving of money.

Business has been riding along on its MOMENTUM now for a long time—the momentum which advertising and selling efforts built up for companies during the prosperous years. And while we know that following every period of this kind the sales efforts that have been done in these times carry along for a while, we know, too, that this momentum does not and cannot last forever.

Business has been coasting down to a standstill. The old momentum which business has been riding on has now lost its force. Business has got to start pedaling again if it wants to get somewhere. It's time to start new momentum!

It's time, now that opportunities for making money by saving have disappeared, to return to that old-fashioned business principle which we have found so successful in the past: "To make money you have got to spend money."

So let's urge manufacturers as we go into the new year to resume their spending for essential sales-building tools so that they may again resume making money and put their businesses back on a healthy, progressive, forward-stepping, prosperous basis.

**Sam B. Dill Files Bankruptcy Petition**

PERU, Ind., Jan. 7.—Sam B. Dill, owner of Sam B. Dill's Circus, filed petition of voluntary bankruptcy in Federal Court, Indianapolis, January 6. He listed liabilities as \$13,482. Includes following unsecured debts: \$2,100 to wagon and truck manufacturing company; \$120 to a tent and awning firm; \$75 for rental of steam calliope, and damage claims by a Green Bay (Wis.) woman for injuries received while attending a performance of the circus when she fell while descending from the top row of seats, claiming permanent injuries; \$1,325 for rental of three elephants.

Mr. Dill, according to reports, had planned to enlarge his motorized outfit this season. When showing titles surrounding Peru the past season he played to packed houses. The petition is the cause of much speculation among circus friends here as to Mr. Dill's plans for the coming season.

**NAAP Product Men's Meet Called for January 25**

NEW YORK, Jan. 7.—As the first step in a widespread membership campaign seeking to swell and to make more representative the roster of the Manufacturers and Dealers' Section of the National Association of Amusement Parks, Leslie G. (Andy) Anderson, Eastern advertising manager *The Billboard*, who is chairman of the section's membership committee, has called a meeting of the committee at the Advertising Club here on Wednesday noon, January 25.

Among those expected to attend are Fred Fansher, president of the section, and R. S. Uzzell, secretary.

In a circular letter sent today to all members and committees Mr. Anderson included a questionnaire on membership ideas and urged that suggestions be submitted for consideration at the meeting.

**Lefty Garber, Notice!**

CINCINNATI, Jan. 8.—*The Billboard* today received the following letter. In part, from Mrs. H. E. Caperton, 1354 West Fort street, Detroit: "Mrs. Catherine Garber is seriously ill at Mercy Hospital here. Anyone knowing the whereabouts of her husband, Lefty Garber, please notify him at once. Mrs. Caperton informs that she is Mrs. Garber's sister.

**O. J. BACH SHOWS, Inc.**

WANTS Cook House, privy in Hickok, Canada. Furniture and all concessions except Corn Game. Prices in keeping with the times. RIDES—Tilt-a-Whirl, Lumpy-Loop, Kiddie Rides. SHOWS—Hawajian, Mickey Mouse, Mechanical. Also Free Act. Address O. J. BACH, Box 255 Ormond, Fla. or FREDERICK DECOURSET, R. F. D. 4, Bellefonte, Pa.

## WEST'S WORLD'S WONDER SHOWS

Now Contracting For 1933 Season

SHOWMEN—Why not hook your attraction with a show that plays the cream of territory? If you have a money-getting show write us.

CONCESSIONARIES—Have you got the finest and best equipped 20-car show for your 1933 Midway, a show that you may depend upon for sale and sure returns, get in touch with us.

WILL BOOK OR SELL Penny Arcade. Address

FRANK WEST, General Manager, Box 1438, Norfolk, Va.

# Hartmann's Weekly Broadcast

THE Legislature of Tennessee has just gone into session, and undoubtedly the Ways and Means Committee will be looking for new sources of revenue, as the State's treasury, I understand, is not in a very healthy condition. Here's something the legislators could do to create new revenue sources:

License taxes applying to tented shows—circus, carnival, repertoire, etc.—in Tennessee the last few years have been so high that it was impossible for many of these amusement organizations to appear in the State and show a profit. If these license fees were reduced to figures within reason, without the least doubt there would be a larger number of these tented shows playing in the State and this would mean increased revenue for its treasury.

Not only the State, but the county, city and town governments would benefit materially with a reasonable tax policy by encouraging far more shows to come into the State, making for increased tax revenue.

There are other States in the Union besides Tennessee having exorbitant license taxes against transient shows and slim resources that would do well to follow out this plan. It must be borne in mind, too, that the need for clean amusement in these trying times is far greater than during normal periods.

Probably no hotel man on the Pacific Coast is better known to outdoor showmen than that likable chap, Francis Patrick Shanley. His friends will be glad to read the following item, which appeared in the "Now and Then" column, conducted by Othman Stevens, in *The Los Angeles Examiner* of December 30: "You'd best get your top hat and tail coat out of the camphor chest, for Francis Patrick Shanley is coming back for a master of ceremony stunt for the 11th annual Charity Banquet and Ball of the Pacific Coast Showmen's Association.

"This will be on Wednesday night, January 11, at the Biltmore's Gold Room.

"While the affair will be the greatest show on earth, Francis Patrick Shanley, the merely the greatest hotel man who ever handed a key across a counter and called 'Front,' will be no small part of the galaxy.

"He will be surrounded by the greatest talent and the superlative beauty of the pictures and the stage, but Francis Patrick will keep that spotlight mighty busy.

"Call up Steve Henry or any notable showman and find out about this splendid beneficent event."

Steve Henry, former staff man with circuses, is the outdoor representative of *The Billboard* in Los Angeles and Hollywood.

Remember the Kiralfo Brothers, the battle-ax jugglers? Well, Vinc Kiralfo of this team is in pretty bad shape physically. He has been on the sick list for the last five years, suffering from neuritis, nephritis and diabetes, coupled with dropsical symptoms and progressive paralysis of the lower limbs. He is almost helpless, but with the aid of a crutch and cane he manages to move about a trifle. Vinc is located at Cynthiana, Ind., Route No. 1, where he lives with his sister, Mrs. Mary Franks. He would be delighted to hear from Clint Dodson, Sam Griffin, Erwin Trio (formerly of the Who, What and When Minstrels), Ed Brumage, Lillian Pickett and other friends.

Uncle Cy Millikin, the Buckeye rube, can be seen these days doing his rube stunt on the streets of Columbus, O., advertising the Hartman Theater, which has just adopted a new policy of five acts and a first-run picture. "The new policy," says Uncle Cy, "is sure to click, as the management has struck the 'Missing Rope' by making the top price only 30 cents. Of course, the natives cannot trade a load of hay or a sack of wheat for a duet, but there should be no worry about that, as I am about the only farmer left in these parts, the others having all become good Democrats."

Thomas F. Wiedemann lost a good meal ticket last week when his big

turtle died. He is at Houston, Tex., for the time being, if not the winter.

It doesn't seem that long, but anyway "Uncle" Joe Thonet has been out of the carnival business now for 14 years. He and his wife are at Oceanide, Long Island, N. Y., where they have a beautiful home (have picture of it right before me). And you might also be interested in learning that the Thonets are great-grandparents.

With "new deal" very much in the air these days, it was a timely move on the part of that carnival manager in the South who adopted the title of "New Deal Shows" for his organization.

## New Deal Shows

Clifton, Ga. Week ended December 31. Weather, mostly favorable. Business, satisfactory.

Heading to this show's "show letter" in last issue was erroneously given as "Square Deal Shows"—instead of New Deal Shows. Outfit is completely motorized and presents a very pleasing appearance on the midway. Number of attractions being augmented by Broadway Steppers, minstrel show, and three of Ketcher's Legion Shows (until that company starts its season), namely, Hawaiian Village, "Hell's Highway" and coin arcade; also J. A. (Jimmy) Winters, of that company, is assisting Manager T. L. Dedrick, including with the advance. All of which is from an executive of the show.

## Great Sutton Shows

OSBOLA, Ark., Jan. 5. — Among attaches of the show wintering here are Ed Groves, who has had concessions with this company the last six years; Mr. and Mrs. F. M. Sutton and son, and all the help on the three rides, Ted England, who has been with the show 12 years, has a cafe here. Among visitors have been Harry Small, agent Sol's Liberty Shows; Johnny Johnson, of Al Hansen Shows; Joe Beatty, of the shows bearing his name, and many other showfolks. W. R. Coley, in Louisiana with Leggett Shows, says he will be on hand when this caravan opens its new season; also Ray Highsmith, cookhouse, who is in North Carolina. Work that needs be done at quarters will start about February 1. WILL NORWOOD.

## Inconsistent "Kidding"

CINCINNATI, Jan. 8. — Relative to an item (without heading) in last issue that J. C. (Jimmy) Simpson had been in Knoxville, Tenn., representing the Royal American Shows, the fact has since been learned that Mr. Simpson was "just kidding" with the correspondent—who probably expected a more informative answer to his inquiry. Incidentally the item got into print because of the reasoning that "Jimmy" but a short while ago engaged with Castle-Ehrlich-Hirsch Shows for this year, and he could have been fulfilling some sort of promise made prior to his Castle-Ehrlich-Hirsch affiliation.

## Kuehnel's Museum

WILKES-BARRE, Pa., Jan. 6. — Kuehnel's European Museum opened here last Saturday, with the offerings including eight acts, etc., as follows: Susie the Elephant-Skin Girl; Egan Twist; Silent Turk, iron-tongue man; sword box; shooting thru a woman; Professor Valance, magic; human bellows; mentalist; "Irish Jack" Lynch and Billy Milton are on the front.

## Mix Visits Chicago

CHICAGO, Jan. 7. — Tom Mix, accompanied by his wife, the former Mabel Ward, arrived in Chicago shortly before New Year's, and after spending a short time here proceeded to Bloomington, Miss. Ward's former home. They will return to Chicago Monday and later in the week will depart for Erie, Pa., where Mix must appear for the hearing of Zack T. Miller's suit against him.

## Wonderland Shows

WASHINGTON, Jan. 5. — The Wonderland Shows to be launched coming season under the combined management of Al Porter and M. L. Lapp, will carry eight shows, four rides, a free act and electric light plant, according to Mr. Porter, who also informs that among recent visitors to the temporary headquarters were Al Bernberger, Red Hicks, Sam Applebaum and Max Brenner.



Make Money with Champion CARDED PRODUCTS  
Aspirin, Razor Blades, Solder, Cellophane, Peanut Cards and Boxes, Stationery and Premiums.

Flexible Steel Rule  
78-In. Bakelite Case. Sample, Prepaid, 50c. Patent Selling Novelty for 1933. Full Line for House-to-House Selling.

RAZOR STONE  
Sample Only 25c.  
Free Circulars. Quantity Prices on Request.  
814 Central Street, KANSAS CITY, MO.

CHAMPION SPECIALTY CO., KANSAS CITY, MO.

## Rubin & Cherry Shows

MONTGOMERY, Ala., Jan. 5. — Arthur Atherton, the Russian Midget Troupe and Alex and Jewett Garrett all left for Tampa for the forthcoming Florida fair. Mrs. Anne Gruberg and daughter, Edith, and mother, Mrs. Teppish, also left for Tampa. Rubin Gruberg still here and will remain another week. Josie Nagata has bought his son, Joseph, another pony to replace the one that was mysteriously shot a few weeks ago—and Joseph is seen proudly riding around quarters daily. The ladies at quarters have organized a "sewing circle." At the last meeting more men than women were present, and they brought their needling to the club. Bert Miner and Sailor Gardner are busy at work on the beautiful home of Mrs. Gruberg here. They are repainting the entire house. Eddie Marconi, the show's scenic artist, has also departed for Tampa, and will be busy painting fronts for Model Shows of America. Mr. and Mrs. Roy Shepard gave a New Year's party and a big time was had by all. J. A. PEARL.

## Isler Greater Shows

ADA, Okla., Jan. 5. — The holidays over the boys are all back to their daily grind at the winter quarters. As the show will receive a complete overhauling and painting they will be kept busy to finish their tasks before opening time. Business Manager Dick O'Brien is on a business trip thru Texas, expected back about January 10. Fred Bond has built a new barn on his place at Dallas. Bobby Burns, now in Wichita, will soon be here to oversee getting his outfit ready for the new season. Bob Miller, who has the arcade and shooting gallery, located on Main street here, has moved to a new location. Whitley Emerson, now in Kansas City, will be here about February 1. There are quite a few of the boys wintering at the show's quarters at Chapman, Kan., getting some equipment ready for the new season, and same will be shipped south in the near future. Everyone at quarters here pleased to hear that General Manager Louis J. Isler had recovered from the flu and was again able to get around and personally supervise the work being done at Chapman. Bill Cantrell, ex-troupier, who has a cigar and news stand here, each night "cuts it up" with the boys who make his place their evening headquarters. Louis Nagols, formerly with Norman Smith's Sildrome, going over big at a local theater, putting on one-act playlets, using local talent. MARK BRYAN.

## SAINT WENCH—

(Continued from page 17)  
as the play, and the acting is, to say the least, expansive. The direction of Charles Hopkins, oddly enough, does little or nothing to curb it. Miss Menken herself prouettes on table tops as Mara and generally throws herself enthusiastically into those attitudes which costumes seem to force on even our better actors. Edward Leiter bounces energetically as Kristan. Russell Hardie is extremely holy in the thankless part of Josef. And young John Drew Colt has his devils convincingly.

Saint Wench is Miss Menken's first effort as an actress-manager. May she have better luck next time. EUGENE BURR.

## GEORGE WHITE'S MUSIC

(Continued from page 17)  
new material. And there's nothing new in the way of material in this try. A couple of new dance production numbers, culled from the late Scandals, have been injected in place of some other dance numbers from other late Scandals, and that takes care of the dances. Eleanor Powell subs in whatever spots Damita held in the recent edition and wears the same costumes for equal effect. So what it all boils down to is that White wants \$2.50 for the Howards, and how he figures on getting it is a mystery, because he couldn't with Richman and Lehr and with Damita as added glamour. All the principals are supposedly working on a straight percentage, with the

## WORLD'S LOWEST 1933 PRICES



- NEW—All our blades are now licensed and are manufactured under Patent controlled by GILLETTE CO. Each blade stamped in individual lithographed envelope, PACKED 5 BLADES IN CELOPHANED PACKAGE.
- CHAMPION DOUBLE-EDGED BLADES (20 Packages) \$1.20
  - 100 Blades 1.20
  - BROADWAY DOUBLE-EDGED BLADES (20 Packages) 1.30
  - 100 Blades 1.30
  - HONOR DOUBLE-EDGED BLADES (20 Packages) 1.40
  - 100 Blades 1.40
  - RUBY AND PARAGON Double-Edged Blades, for 3-Hole Gillette Razor, Twenty Cellophane Packages of 5 Blades to Custom. Best Quality Made. 75c
  - 100 Blades 75c
  - RUBY AND PARAGON Double-Edged Blades, 24 Packages (48) Blades on Enamel Display Case (Retail Value). Also on Single Card. Highest Quality Blade Made. 40c
  - 31 Packages 40c
  - PINE TRINE SOAP, each cake wrapped, 10 Sell-er Gross lots, Each. 1 3/4c
  - PINETRINE SHAVING CREAM, large 35c size. Special, Gross lots, Each. 4c
  - PINETRINE SHAVING CREAM, GIANT 75c size. Special (New York). 6c
  - Gross lots, Each. 6c
  - 35c Size SHAVING CREAM A TOOTH PASTE, Very Big Seller, Wonder Gross Lots Each. 5c
  - MYSTIC PENCILS, Gross Extra Special. 80c
  - MERCUCROPHONE, Guaranteed H. W. D. \$3.40
  - Gross 16c
  - ASPIRIN (\$1.70 Retail Value) with 14 Envelopes, Each Containing Four 5-Grain Tablets on Individual Card. Card Complete. 20c
  - 48 Envelopes, Card Complete. 20c
  - PALM AND OLIVE OIL SOAP, Also HONOR TRICOLOR SOAP, 3 Cakes Wrapped in Cellophane. 20c
  - Dozen Cakes. 20c
  - PALM AND OLIVE OIL SOAP, Large Sho Cakes, each individually wrapped. 21c
  - A Very Fast Seller, Dozen. 21c
  - HONOR HEALTH SOAP (Red Color, Medicated), Also HANY CASTLE SOAP, 3 Large Cakes Wrapped in Cellophane. Dozen Cakes. 24c
  - HONOR 7-1/2 BAR SOAP, Wonder Variety Assortment, \$1.00 Value, in Attractive Box, Box Complete. 12c
  - LIFETIME READER BOOKS, The King of all Books, 100 Books. 5.75
  - "HER UNBORN CHILD"—A Hard-Cover Novel with 128 Pages, Cloth Binding with Lithographed Illustrations. 3c Each. Five when Get in While It's Hot! 3c
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## MILLS SALES CO.

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same going for the house owners, and if this is true the house certainly can't be getting rich. The "names" should be able to draw down about \$10,000 between them in any de luxe house, which is well-nigh impossible here. The show, as remarked before, has nothing new except what the Howards contribute, and whatever they do here they have done before. The *Pay the Two Dollars*, *Bums*, *Rigoletto* and *The Feud* sketches are here again, tho' it must be said that they are a funny today as they were in the past, and Willie Howard is a riot. Tom Patricia rejoins the White forces after several years and is again seen in those rather hectic dances which used to be quite popular but are rather old-fashioned nowadays. He was greeted affectionately by the first-nighters and was spotted twice in this lineup. That about covers all the new talent in the offering, unless it can be said that Richman sings a few different revivals of his old favorites. And to those who like Richman that is enough said. Lehr, of course, came thru with a smash, but he, too, could have used some variation on his material from the last edition. JACK MEHLER.

# AMUSEMENT-VENDING

## COIN MACHINES

A Department for Manufacturers, Distributors, Jobbers and Operators

Edited by Walter W. Hurd

Address All Communications for This Department to WALTER W. HURD, Care The Billboard, Chicago Office.

### First Reports Show Automatic Store To Be Successful Venture

LOS ANGELES, Jan. 7.—C. O. Johnston, Pacific Coast distributor for the National Sales Vending Machine Company, has just completed a report showing the sales made in a test made by him with the automatic commissary in one of the better class apartment buildings in Los Angeles.

Mr. Johnston installed a number of his automatic commissary, candy and cigaret vending machines in the Chatham Apartments four weeks ago. Machines installed vend ginger ale, lime rickety, bakery goods of all types, coffee, milk, sugar, meats, staples and canned goods of all kinds, candy bars, cigarets, etc. An assortment of 34 different articles was provided.

Sales during the first week totaled 434, bakery goods leading the long list with a credit of 99 sales. During the second week 505 items were sold, with 101 sales credited to bakery goods. During the third week 512 sales were made, 99 of which were bakery goods. Each grocery item retails for 10 cents, bakery goods for 8 cents and 10 cents, candy bars for 5 cents and cigarets at 10 cents and 15 cents.

In installing the machines Mr. Johnston allows the apartment house owner 5 per cent of the gross sales made thru the machines in return for the floor space. In a number of apartment houses this was not necessary, inasmuch as the managers seem anxious to have the machines installed as another service the apartment house renders to its guests and they are glad to provide the space gratis.

Each machine is serviced daily, old merchandise not moving is replaced with new and fresh merchandise, until it is determined just what particular items sell the best in a location. All merchandise is of the finest quality, and all canned goods are standard items. In the case of bakery goods, the delivery man is provided with keys to the machines and twice daily he adds new bakery goods and removes all unsold merchandise. By so doing the machines have fresher bakery goods than that provided at neighborhood grocery stores.

Mr. Johnston has compiled a list showing the percentages of profits to the operator. Candy returns the largest gross profit, 45 per cent. Beverages will return 43 per cent, groceries 27½ per cent, bakery goods 20 per cent and cigarets 18 per cent. Five per cent of the gross is deducted for servicing costs. Mr. Johnston is a newcomer to the

### Penny Play in Canada

ST JOHN, N. B., Jan. 7.—The penny-play type of jackpot machine has made its debut in this territory, where the nickel machine has proved very popular during the last two years, and the penny machines are now reported to be going very strong. The penny machines are favored in the grocery, candy and refreshment places in the neighborhood districts and are apparently patronized largely by young people and children of school age.

Retailers who play up their penny candy have found the penny jackpots a means of drawing patronage for the candy. The penny machines are now being installed in the stores located in the heart of the city and which appeal largely to adult patronage. The penny machines are being distributed by the St. John Sales Company, a local firm that handles coin machines of all kinds. Leslie Callaghan was probably the first to install the penny machines in his place, and he is now offering a wide range of merchandise to the winners.

The St. John Sales Company has been in the jobbing business here for the last two years and is owned and managed by the three Mintz brothers. Sol Mintz acts as general manager. They offer a very complete service, including selling, repairing and supplies of all kinds.

coin-machine world. Formerly a dry-goods traveling salesman, he spent several years looking around before lining up with his present company. Since opening on the Coast two years ago he has made steady strides and is now forming a company to act as operator and install the automatic commissary in apartment buildings. Already several of these machines have been installed throughout the city, as well as outside of L. A., by independent operators. When the new company starts to function between 500 and 1,000 apartment houses in Los Angeles will be provided with the machines.

### Opens Up as Jobber

LOS ANGELES, Jan. 7.—Henry Maser, formerly district manager for the Pace Manufacturing Company, Chicago, has opened a jobbing business of coin machines and pin games of all types. Maser used to be a crack salesman for a Chicago firm in the days when the violin virtuosos were popular.



SHOWROOM of the X. L. Sales and Service Company, Inc., at Providence, R. I. Maurice Kushner is president of the company.

### Gives Views at Banquet

LOS ANGELES, Jan. 7.—D. Gottlieb, president of D. Gottlieb & Company, Chicago, arrived on the Coast last Saturday after a survey of the Southern States. He plans to remain here for a few days, during which time he and Sol Gottlieb, manager of the Los Angeles office of the Gottlieb firm, will go to San Francisco to make final arrangements for the sale of their machines in the Orient.

Mr. Gottlieb stated to *The Billboard* that conditions in the South are very encouraging and his contact with jobbers indicates a marked uptrend in the pin-game business in that section of the country. At the request of the Los Angeles County Coin-Machine Protective Association Mr. Gottlieb attended its banquet and meeting on January 3 and spoke on conditions confronting the jobbers and operators.

### Jobber Wants Downtown

LOS ANGELES, Jan. 7.—Irving Rubin, who has been operating the Los Angeles Vending & Amusement Company, is seeking a downtown location and plans to move his jobbing business within a few days. He is located at 4331 Whittier boulevard at present. Rubin, together with his brother, Oscar Rubin, are conducting a jobbing and operating business and have more than 160 machines out.

### Theater Installs Three Table Amusement Games

PORTLAND, Me., Jan. 7.—The management of Keith's theater here has placed three Whiffle coin machines in the theater, and on two of them is offering free tickets for scores over 50. One machine is in the green room for the performers and it is reported to be quite popular there. Another is in the main foyer and a third is in the men's smoking room. It is on the two latter machines that free tickets are being offered. The machines are placed by the Crown Inside & Outside Game Company, with offices in this city.

### Operating Plans Ready

CHICAGO, Jan. 7.—S. Simonson, of the Standard Manufacturing Company, says that this week operating plans, which have been fully tested and made adjustable for location requirements, have been made ready. He reports that the idea on their Jockey Club game has attracted favorable comment from many sources. Production is being put into full swing now to take care of all orders. The Jockey Club machine employs the unique idea of a double ramp to give greater speed to the balls.

### Manufacturer Observes Shift in Public Tastes

CHICAGO, Jan. 7.—In an interview on the outlook for coin machines during 1933 Ray Maloney, president of the Bally Manufacturing Company, stressed the variety and constant shifting of scenes as the thing that makes the machine business forever alive. It is true with the manufacturer and it is true with the operator, he says.

"There is forever something new to create new interest and new opportunities, but that does not always mean the older products have become profitless. In our business we have a new machine that will soon be ready, and we also find that one of our machines put on the market several months ago is becoming popular again. The new game we will have ready in about 10 days is to be called Mike & Ike, and the idea behind the design is to take advantage of a definite trend that has been recently observed by operators in all parts of the country. This new trend is an increasing amount of interest in contests and competitions between players.

"Then there are strange things happening in the coin-machine world. Six months after its heyday *Screw* is now enjoying a sudden revival in popularity. Just why this is happening no one seems to know, but operators in several cities have reported that the game is proving more popular than some of the newer games. We have accordingly made some improvements in the design of the machine and have also developed an award card for use with it. Arrangements have been made for increased production of this machine. Evidently operators and manufacturers will have to let the public decide what games it prefers to play and furnish those particular machines, whether new or old."

Mr. Maloney also explained that the new counter game Bally has recently had a big sendoff in Cleveland. Fred Murphy, one of the well-known operators of that city, has wired that "locations enthused, Bally will revolutionize business in Cleveland from opinions received." The earnings which Murphy has reported are almost unbelievable. Jim Buckley, sales manager of the firm, is out in the field at the present, and he reports that operators are just now beginning to learn about the possibilities of the new counter game. He is traveling in the South and East at present.

### New Quarters for Game

CHICAGO, Jan. 7.—The Eszenbe Company, A. C. Bindner and M. J. Steiner, proprietors, has recently moved into new quarters at 820 North Michigan avenue. The firm claims to be the originator of the automatic jackpot salesboards and reports a very successful season on these items.

The new offices are centrally located and will be much more convenient for local customers, as well as out-of-town customers visiting the city. It is announced also that some new items are being manufactured in three different factories exclusively for Eszenbe. These new items are of their own creation and design. One of them is Punch Ball, which is a new counter game to sell at a popular price. This game has been perfected for some time, but the firm had been occupied with the salesboards chiefly until larger quarters were obtained.

### Machine Will Change Odds

CHICAGO, Jan. 9.—Dave Rockola, president of the Rock-Ola Manufacturing Company, explained that he was too much occupied with two new games to say very much about the new prospects for 1933. The fact that his firm is building two new machines is a strong expression of faith in the future, he said.

The Rock-Ola firm has used the pin game principle in a new game called Wings, with the addition of a playing board that also gets into motion when the playing begins. This is announced as a unique feature which will produce surprises when the machines are ready for distribution. It is anticipated that production in quantities will begin within two weeks.

Another game soon ready for announcement is called the Official Sweepstakes. The manufacturers state that every precaution has been taken to produce a racing game that will be mechanically efficient and at the same time get the play. A special feature on this racing game is that the odds can be changed, making it really a pari-mutuel machine.

### Bringing Back Good News

CHICAGO, Jan. 7.—Dave Gottlieb, president of D. Gottlieb & Company, is reported to be on his way back from an extensive tour which included a few days' vacation with relatives in Texas and also business calls on members of the trade in the Southwest and on the Pacific Coast. He sends advance reports of a very healthy condition in the coin-machine business wherever he has visited.

"Operators," he claims, "are unloading their outworn equipment in favor of the newer, more intriguing machines which are being introduced. Practically all jobbers and operators are eagerly awaiting the coin machine show in Chicago, and many are looking forward to making extensive purchases."

### Off on Southern Tour

CHICAGO, Jan. 9.—Ed Ginsburg, of the Universal Novelty Manufacturing Company, made a hurried trip last week to visit jobbers in Detroit, Cleveland and Toledo. Spurred by the reception given to the new Handicap game, he left today for a trip thru the South and Southwest. His brother, M. A. Ginsburg, reports that he is kept on the rush all the time that Ed is away. A sister of the two young men is also very efficient help around the office.



**Best Prospect of Year  
In Operator Who Knows**

CHICAGO, Jan. 7.—The Pierce Tool & Manufacturing Company has announced that two new machines are being developed in its plant for the early part of 1933. One will be announced in a few days, it is said, and the other will be ready in time for the annual trade show. Both machines are of the counter type, to meet the growing demand for this kind of machine. The firm also announces that its Five Jacks board has been improved in appearance and play appeal. A big order recently received for this device has thrilled the entire force in starting off the year.

In commenting on trade prospects for 1933, A. L. Koolish, vice-president of the firm, spoke chiefly of his observations on the operating field today. He spoke from 25 years of trade experience and observation of the operating business, he said.

"I'm not a 'cheerio' fellow," he said, "neither do I spend much time trying to raise the spirits of my fellow man. What I say is simply a dispassionate appraisal of the facts: Operating is a business. Just as much a business as the theater or big-league baseball. And I honestly believe that in this past year operators have learned more about their business than in all the years that have gone before. They have learned, for instance, that a flow of money will come to their equipment, regardless of the times. They have learned thru the old trial and error system that the real test

of the profits they'll make . . . is not a big shot on a few locations, but steady, average profits across the board on all of them. They have learned that they don't have to shoot their wad on one single item and sink or swim on that one. They have at last begun to make close study of their locations, watch the profits, prepare for expansion, etc. They have learned this past year, and during the fall in particular, that locations can stand more than one unit at a time. That, for example, on a location only moderately profitable with a game or machine, by placing a salesboard, etc., the profits can be greatly increased.

"The operator of today no longer has a string of this, or a chain of that. Today it's a string of these, permitting of alternation and variation that cut down the expense and hazard of gambling on the potential of locations. Never has there been a more active, alert and aggressive group of business men than the operators who are in the field today. Because they are such, they have stimulated responsible manufacturers to the utmost endeavors, not only to give them good equipment, but to exercise the highest ingenuity and employ the greatest intelligence in the development of new equipment for them.

"I have felt that 1932 was a year of adjustment. From what I have observed of the operators of the country, they should be profiting all thru 1933 from their experience and business ability gained during the past year."

**Horseman Praises Game**

TAMPA, Fla., Jan. 7.—R. W. (Dick) Hood, president of H. C. Evans & Company, Chicago, manufacturer of the Saratoga Sweepstakes machine, is vacationing here for a few weeks and reports having received a big compliment for his machine from a leading horseman of a Florida track. Naturally, Mr. Hood is elated.

He was visiting the popular Tampa Shores race track, and there he met one of the officials. When Mr. Hood explained his business, the horseman smiled and exclaimed, "So you're the man who puts out those games that are giving the tracks so much competition. It sure is the next best thing to seeing the horses in the flesh." Mr. Hood reports that this horseman is famous for his uncanny ability to pick a winner.

**Another N. Y. Jobber**

NEW YORK, Jan. 7.—The Eagle Coin Machine Company opened its office in the lower section of New York City this week. The firm has a store front with a large display of machines of the latest type and also a large stock of used machines. One floor over the main floor display room will be used for a repair department and stock room. F. (Chippy) Maltz will manage the firm.

**BALLY bringing home  
the bacon—\$25 TO \$50 A DAY!**

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NO REELS OR  
ANY SIMILAR  
MECHANISM..**

*Entirely New Principle*

**7 THRILLING  
GAMES IN 1**

Sample Machine **\$19.75**

To Operators Only

In Lots of 5, \$19.75 Each; in Lots of 10 or More, \$17.75 Each. Machine Equipped with Poker Discs. Other Discs, \$1.00 per Set. PRICES INCLUDE TAX and are F. O. B. CHICAGO.

SEE YOUR JOBBER AT ONCE



Height, 12"; Width, 10"; Depth, 6 1/2"; Weight, Only 16 Lbs.

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What does it mean in business? It means business has slowed up. But why has it slowed up? Because every one wanted to get rich quick, without working. They just wanted to sit on their —, and have some one bring in the jack. Result: There was no one to do the work, therefore no jack to bring in. And lots of people have a wine taste on a beer income and live on the installment plan. "Chicken today and feathers tomorrow." They lost their nerve.

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WE DID NOT LAY ANY ONE OFF.  
BUT WE DID WORK LIKE HELL AND FORGOT ALL ABOUT DEPRESSION.**

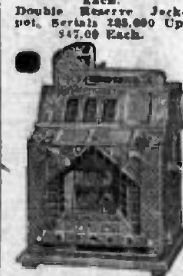
My remedy for depression: Work, don't worry. Live within your means and save for a rainy day.

**TOM WATLING**

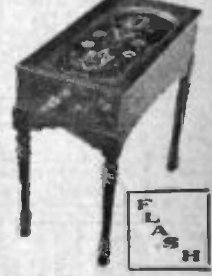
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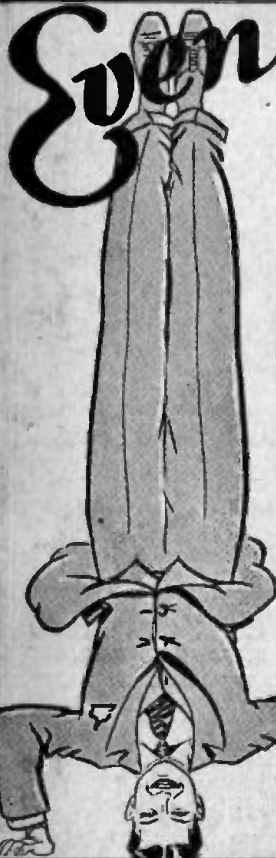
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17x22x29". Beautiful Cabinet and Wonderful Playway. Is or So Play.



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SAMPLES \$19.95

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SIZE: 33" x 17 1/2"

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If you are interested in a game that's perfect in construction—smart in design—sure of its player appeal—priced to make you money—Then Play Handicap "Across the Board" See your nearest jobber, or write to us at once for sample.

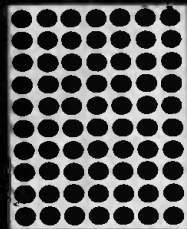
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## Production Started On New Peo Machine

ROCHESTER, N. Y., Jan. 7.—The newest Peo machine, Mat-Cha-Skor, is reported to have already made a hit with operators and jobbers who demand something really new. In spite of the fact that only a few samples are in the hands of distributors, the Peo Manufacturing Corporation has received a large number of advance orders. Tho the company has recently moved into larger quarters, it is expected that even the increased production now possible will not be sufficient to fill the demand for the new game.

Howard J. Peo has expressed his own reaction to Mat-Cha-Skor. Here's what he says: "It looks like another Whirlwind to me. Every operator who has seen and played the machine has been amazed at the new developments we have built into it. Wizard Control is, as far as we know, a brand-new method of propelling a steel ball around a raceway. No gun is used; neither is the usual spring plunger. The ball is started over the 10-foot course by a blast of compressed air, controlled wholly by the player. More real speed is possible with this new method than ever before. The ball can be made to go so fast that only the quickest eye can follow it.

"The ball lift on Mat-Cha-Skor is also well worth mentioning. We have called it the 'Magic Button' and it really does work like magic. The device is simple, 100 per cent accurate, and super-sensitive—only the slightest pressure is necessary to deliver the ball.

"This machine is big—bigger than any we have ever before built in the low price class. In fact, we originally intended that Mat-Cha-Skor should fall in the medium-price field, but conditions—the low cost of materials, etc.—enabled us to cut costs far below our first estimates. The operator, of course, will reap the benefits, because the smaller the cost of a really good machine, the more profit he will make."

## Move for Organization Under Way in St. Louis

ST. LOUIS, Jan. 7.—Plans for an organization of coin-machine operators in this city and vicinity are under way and the initial meeting will in all probability be called during the second week in January. Such an organization has been talked about for some time, and any operators who are interested in having details and data concerning the first meeting are requested to write to or get in touch with Herbert Besser, of the Besser Novelty Company, 3975 Delmar avenue. Further details will be announced in a subsequent issue.

## Operators Talk Trends

BALTIMORE, Jan. 7.—Sentiment and opinion among coin men prove to be an interesting matter here. The operators are saying that each spot gets just so much play; this play increases until it hits a point and then it goes the other way. Altho there are some who say otherwise, the majority opinion holds to this idea and coin men are found favoring a switching of machines at frequent intervals.

Trade opinion is gathering a lot of evidence also to show that locations

should not buy their own machines. Operators have gathered evidence to show that just as soon as a merchant buys a machine, the business soon goes bad. It is noticeable here that operators are scattering their purchases and are not buying in as large quantities as they once did. Many of them claim that this policy gives them the chances for a better break and they are able to make a better bid for sustaining player interest with new models.

## Good Play in South

MOBILE, Ala., Jan. 7.—Coin machines in the city and also in the county have been doing a good business, according to reports from various operators. The Rainbow, a pin game manufactured by Keeney & Son, of Chicago, is reported to be a favorite among many operators; the Steeplechase is also reported good in spots.

The Silver King, a table offering double or twin pin games, is found in one location here and is doing fair, according to report. Bob Johnson, probably the leading operator in this city, says that the play, considering general conditions, has been remarkable.

## M. A. LIGHTMAN

(Continued from page 5)  
with it in the Memphis neighborhoods for competitive purposes. Contract had been set but not finally signed. Test on differences between Low and Lightman, with MOM in the middle, will come to a head Monday night when two Lightman suburban houses are supposed to play Grand Hotel for its first neighborhood run.

**BIG PROFITS**  
ON OUR NECKWEAR.  
**\$12.00 GROSS**  
\$1.15 Sample Dozen.  
You get a line that includes Messieurs, Maîtres, Fancy and Plain Creeps, Foulards, Spider Weaves, Jacquards, etc. Hand-Made Silk-Lined \$3.00 Doz. TIES.  
Never Before Such Low Prices for Fine Merchandise.  
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Model P, used two months, at a big bargain. Also Merchandise for Machines at your own price. HERMAN PHILLIPS, care Summala, Cor. Diamond and Grant St., Olgar Store, Pittsburgh, Pa.  
**\$1.00 PER DOZEN.** Ladies' and Men's Silk Hosiery, Imperfects. Postage extra. All Sizes and Colors. E. LOUIS BRENDLEY, 416 So. 17th St., Reading, Pa.

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● **SAVE MONEY** ●  
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WIZARD CONTROL!  
MAGIC BUTTON!  
FREE WHEELING!  
Smooth as velvet—quiet as a mouse!

PRICE \$18.50  
SIZE: 16" Wide, 31" Long.  
Wood Stands, \$2.50. Tax Paid. Tax Paid.

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**RAZOR BLADES**  
**PHENOMENAL VALUES**



**95¢**

**ARMY "BLUE STEEL" BLADES**—Also Safety Razor. Cut-throat Steel—To Fit All Double-Edge Razors. Values That Will Put All Competition to Shame. Each Blade Nicely Packed in Litho. Env. (1,000 Lots) Per 100 Blades. Complete 60c

**AS ABOVE**—On Cards, 24 Pags. of 24 Retails \$3.40. Complete 60c

**AS ABOVE**—24 Pags. of 24. Card... 85

**TIP TOP BLADES**—Blue Steel or White, to Fit All Double-Edge Razors. We Challenge the World to Match This Quality. 100 Blades... 1.45

**TIP TOY SINGLE-EDGE BLADES**—The Latest Razors. Each Blade Double-Wrapped. 100 Blades... 1.25

**SINGLE-EDGE BLADES**—Fit Old Style Razors. Packed in 100, Original Shaped. 100 Blades... 90c

**AS ABOVE**—On Cards, 24 Pags. of 24 (100 Blades), Complete... 95c

**AUTO-STROP TYPE BLADES**. 100... 1.45

**DURHAM TYPE BLADES**. Per 100... 2.25

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**1 1/2 In. x 1 Yd. Gross**... 2.80

**GAUZE BANDAGE**—1 Inch. Boxen... 17

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**2 Inch. Dozen**... 25

**3 Inch. Dozen**... 29

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**ASPIRIN**—On Cards. Contains 20 Envelopes. Card... 17c

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Free Catalog. 25% Deposit With Order.

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**NEW JERSEY** Operators  
**FLASH**

1933's Greatest Machine



**SUPREME**  
—of NEW JERSEY—  
441 Elizabeth Ave., Newark, N. J.  
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**RED HOT COMIC** Valentine Cards, embossed 4 colors, 10 SNAPPY SUBJECTS to show them to sell them, and you make 500% PROFIT. Price per 100, \$2.50. Size of Cards, 5 1/2" x 3 1/2", with envelopes. Samples of Valentine Cards & Lists, 25c.

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THE MAGIC PANEL COIN TRICK	Doz. Gra.	\$1.75
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DOG FAMILY SETS, Small Size	Doz.	\$4.50
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Samples of Above and Lists sent for \$1.00.

**TERMINAL MAGIC, INC.**, 142 Park Row, New York

Worth... \$1.00 Look For Ad on Page 62

With the PURCHASE of any New Machine for this week ONLY from

**ROXY VENDING CO.**  
1133 Broadway, New York

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

**Attorneys Review Contest On Steeplechase Patents**

CHICAGO, Jan. 7.—Threedy & Cannon, attorneys for the plaintiffs bringing suit against infringers of the Steeplechase machine, gave out more complete details about the history of the case since the preliminary injunction was made permanent by an interlocutory decree granted here last week. Hearings on the preliminary decree were held on November 1 and 2, and the preliminary injunction was granted on November 2.

Further hearings were held on December 1, and on December 21 the final hearing was held. The interlocutory decree was entered on December 31 in the U. S. District Court for the Northern District of Illinois, suit in equity No. 12,418. Claude R. Kirk, inventor of the Steeplechase machine, was named as plaintiff in the case, and K. Wilkerson, doing business as the Brunswick Manufacturing Company, and the Midwest Furniture Company, a corporation, were named as defendants.

According to the verdict, the defendants were found guilty of "knowingly and willfully infringing upon said Letters Patent No. D-87,840, and have knowingly and willfully violated the exclusive rights secured to the plaintiff under and by virtue of said Letters Patent by advertising, manufacturing, selling and distributing amusement machine game cabinets embodying and containing the invention set forth and claimed in said Letters Patent."

The permanent interlocutory decree provides that the defendants be "perpetually and forever enjoined and restrained, their owners, officers, employees, directors, associates, agents, attorneys, clerk, servants, workmen, confederates and any and all others acting with, for, or in behalf of the defendants, or having knowledge of this injunction, from directly or indirectly selling or offering for sale or causing to be sold, manufacturing or causing to be manufactured, distributing or causing to be distributed, advertising or causing to be advertised, any amusement machine game cabinet of the character set forth and claimed in said Letters Patent No. D-87,840."

The plaintiff was also given the right of having an accounting against each of the defendants for recovery of profits lost and damages suffered by reason of the infringement. Further provision was made that the plaintiff would be allowed triple damages against each of the defendants.

As a further step in the case a decree of "pro confesso" was entered against the Midwest Furniture Company, defendant, on January 3 in the same court. It is also reported that contempt proceedings have been instituted against certain correspondents. Present decisions have been obtained for infringement of the design patent covering the Steeplechase machine. It is understood that suit for infringement of the mechanical patents of this machine has been filed. The Steeplechase machine is manufactured by the firm of Keeney & Son here.

**Capital City Opened By Legal Restraint**

TALLAHASSEE, Fla., Jan. 7.—For the first time in history Florida's capital city and communities adjacent to Tallahassee recently have been invaded by various coin machines and vending devices. Securing a temporary restraining order from Federal Judge William B. Sheppard of the District Court of Northern Florida, a Georgia distributor of a mint-vending machine has placed a large number of these machines in this territory.

Sheriff's officers, previously armed with what operators describe as a rather arbitrary State law, have rather effectually barred the operation of nearly every type of such machines until a few weeks ago.

Arguments by attorneys representing county and city officials, who have just been enjoined from interfering with operation of the machines, as well as counsel for the distributor, will be heard in Federal Court, which convenes here January 9. The argument will be on whether or not the injunction shall be made permanent.

JOHNSON CITY, Tenn., Jan. 7.—Despite the fact that Tennessee licenses coin machines of nearly every kind, the city commission here passed a resolution banning all coin-operated machines practically after January 1, 1933. Any machines holding license extending beyond that date will be permitted to operate until the license expires. Exceptions were made in the resolution in favor of certain machines, including pay toilets, scales or weighing machines and ordinary chewing gum machines.

**STOP! HERE! REAL BARGAINS!**

**WE OFFER MILLS, JENNINGS, WATLING, CAILLE AND PACE SLOT MACHINES AT SAVINGS OF 50% OR MORE**

Write Today for Prices  
Buy These New Machines From Us and Save Money . . .

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| STEEPLECHASE       | HARATOJA SWEPESTAKES |
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World's Largest Dealers in  
New and Used Coin-Operated Machines

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**"THE FLAGSHIP OF ALL COIN AMUSEMENT GAMES"**

**NEW MODEL MAJESTIC**

"The Snappiest Game of 'Em All"

Wait a game! MAJESTIC has as many things for you to do as the famous Majestic steamship has portholes! The player is forever on the crest of wave thrills. More action, pep and suspense than you ever expected a game to hold. Aluminum fittings throughout. Every new feature included.

**JUNIOR SAMPLE \$16.50**

WOOD STAND, \$2.50.  
METAL STAND, \$2.00.

Write to nearest Branch Office, Jobber, or direct, for quantity prices.

Prices on Senior Model on Request.

**STANDARD MANUFACTURING CO.**

4121-25 W. Lake St., Chicago, Ill.  
See Branch Office Listing in Our JOCKEY CLUB Ad.



**SENSATIONAL! NEW! DIFFERENT!**  
**CoCo-NUTS**  
SEE NEXT WEEK'S ISSUE

**Candy Venders Installed In Three RKO Theaters**

CLEVELAND, Jan. 7.—Confectionery venders were placed in operation in all three RKO theaters in Cleveland this week. This marks the first appearance of coin machines in theaters in the city and suggests a vogue which may be followed by other operators in Ohio.

With wide lobbies considerable opportunity is offered. The Palace, Hippodrome and East 105th street theaters all have the six-column venders carrying half a dozen varieties of candy. The machines are large and dignified cabinets classified as de luxe machines, which tend to harmonize with the pretensions of the furnishings. They are reported to be gaining daily in popularity. One manager suggests that they might be adopted by the legit houses where intermission sojourns with the desired snack would mean good business. RKO first installed the venders on trial in the New York houses.

**Veteran Shows 'Em How**

CHICAGO, Jan. 7.—Tom Watling, of the Watling Manufacturing Company, known far and wide as a veteran of the industry, has returned from a business trip into eastern territory. It is reported that he was the center of crowds of jobbers and operators wherever he went. He spoke at a meeting of coinmen in Detroit, and it is said he did not mince words when it came to telling the boys about the way they were trying to run the coin-machine business.

Mr. Watling also showed by actual demonstration that he still knew every screw and bolt in coin machines by fixing anything, and in any condition, that the boys might bring to him. The Watling factory is reported to be humming as the new year starts off, getting out the penny ball gum front venders with twin jackpots, the only machine of its kind in the world, they say.

**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

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Wholesale House,  
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**BULK BLADE USERS Packers, Distributors**

If you can really use large quantities of Razor Blades in bulk and want to save money, write, telling us what style Blades you want and the quantity you will buy and we will quote prices that will startle you.

**Monarch Sales Co.**

"THE KING OF 'EM ALL"  
26 East 17th St., New York, N. Y.

# WATLING'S PENNY PLAY Twin Jack Pot

1933 MODEL

The only 1c Ball Gum Front Vender, Twin Jack Pot, Bell Machine in the world  
Can Be Operated as a Cash or Check Machine

The Mechanism is not an experiment, it is the same as used in our regular five-cent, ten-cent and twenty-cent Twin Jack Pot machines. Built with a built-out Ball Gum Vender.

- WIRE YOUR ORDER NOW!**
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| No. 1 PENNY PLAY TWIN JACK POT                                    | Price \$50.00 |
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| No. 15 DIME PLAY TWIN JACK POT                                    | Price \$50.00 |
| No. 20 QUARTER PLAY TWIN JACK POT                                 | Price \$50.00 |
| No. 25 NICKEL PLAY TWIN JACK POT FRONT VENDER                     | Price \$55.00 |
| No. 30 DIME PLAY TWIN JACK POT FRONT VENDER                       | Price \$55.00 |
| No. 35 QUARTER PLAY TWIN JACK POT FRONT VENDER                    | Price \$55.00 |
| All-Steel Collapsible Stand                                       | Price 2.50    |
| 1000 Standard 5c Package Molds                                    | Price 7.00    |
- Prices Are Net, F. O. B. Chicago, Plus 10% Excise Tax on All Machines.  
Don't Write, **WIRE** Your Order. Immediate Delivery.



## THE LITTLE DUKE

You've Never Seen a Machine With Better Looks. And—WOV, What a Money Maker—TRY ONE AND BE CONVINCED.

- A 1c PLAY MACHINE WITH AUTOMATIC PAY-OFF—Made in 4 Models.
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| MODEL (A) Without Vender or Jackpot       | Price \$40.50 |
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| MODEL (C) Without Vender But With Jackpot | Price \$5.00  |
| MODEL (D) With Vender and Jackpot         | Price \$9.50  |
- The Above Prices Include the Federal Excise Tax.

**NILLS PENNY JACK POT FRONT VENDER**, \$50.50 Net, Taxpaid.  
**FACE'S PENNY PLAY BANTAM JACK POT BALL GUM VENDER**, \$60.00 Bell Machine, \$55.00, Plus Tax.

**THE NEW BALLY**, With All Latest Improvements, Used 10 Days, Each \$12.50  
**100 STEEPLCHASE MACHINES**, With All Latest Improvements, Used 10 Days, Each \$11.50

We Have All Kinds of Used Machines in Pin Games at Low Prices. Write for List, 1/3 cent deposit with order. Bullock & D. Write for Quantity Prices on Anything Coin Operated Before Buying Elsewhere. Metal Stands for Juggle Ball and Clover Leaf, \$2.00 Each.

**MOSELEY VENDING MACHINE EXCHANGE, Inc.**, 3822 CHAMBERLAYNE AVE. RICHMOND, VA.

## The ULTRA MODERN PAVAL Gum Vender

THE GREAT NEW MONEY-MAKER FOR 1933  
6 BRAND-NEW FEATURES

1. Much More Quiet in Operation.
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3. Non-Shakable Base.
4. Clap-Proof Coin Chute.
5. Positive Coin Release.
6. Flashy, Modernistic Design Throughout.

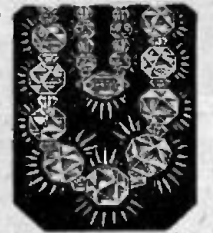
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## THIS No. D51 5-PIECE DEAL IS TAKING COUNTRY BY STORM - It's Really Hot

- Consists of 2 Pr. Quality Hose  
1 Glass Bead Necklace  
Strung on Durable Chain  
1 Package Powder and Perfume



The deal has proven to be the fastest seller out. Operators having an outstanding success with it. Worked day and night to fill orders. The deal consists of 2 pairs of hose, fine gauge, new face welt, ravel top, French heel. Comes in best selling colors. No seconds.

The beautiful necklace is very charming. Perfume and Powder wrapped together to make a very attractive package. Looks like an \$8 value. You can sell it for 99c and make nearly 100% profit.

Sample 53c. Doz. 52c Es. Dozt Gr. 51c Es. Dozt

Another deal, similar to above, No. D50, only Pearl Reproduction Necklace is furnished instead of Glass Bead Necklaces. Such a deal will cost you 47c for Sample, 45c each in Botten Lots, 45c each in Gross Lots. Coupons, 55c per 1,000.

**SPORS IMPTG. CO.**  
133 Superior Street, LE CENTRE, MINN.



## TO OUR MANY FRIENDS and PATRONS

WE THANK YOU and express our deepest appreciation for your wonderful spirit of loyalty and co-operation during this past year.

With a full sense of our obligation to you, we are prepared to meet the new year with some real surprises.

Watch Our Ads for These New Announcements.  
**FOR A MOST HAPPY, PROSPEROUS NEW YEAR.**

**WISCONSIN DELUXE CORP.,** 1902 North Third St., Milwaukee, Wis.

## IMMEDIATE DELIVERY MAT-CHA-SCORE--HANDICAP--JOCKEY CLUB

WRITE FOR JOBBERS' PROPOSITION, also NEW and USED LIST of ALL LATEST MACHINES.

**B. M. Y. Novelty Sales Co.,** 1483 E. 55th St., Cleveland, Ohio.

# The Coin Chute

By SILVER SAM

Publicity work may grow to become one of the leading functions of the association groups in the coin-machine trade. At least two operators' associations have grasped the idea and have appointed committees to carry on a definite program. The New Jersey operators are undertaking the most pretentious publicity program yet announced in the trade and it will be an undertaking worth watching. The trade needs all the favorable publicity that it is possible to get, and organized effort is the only way to get favorable publicity.

The arguments that are used to justify that large group of amusement machines, including the pin games, which are not literally gambling machines and yet have an element of chance more or less, is a very interesting subject for discussion. The first bulletin sent out by the New Jersey operators in their publicity campaign gives some of the arguments for justifying these machines by virtue of their amusement value. Coin men who are interested in the development of the trade, and especially in defending the games against discrimination, might do well to collect the arguments that are advanced from all sources. Attorneys who represent coin men are known to be collecting every bit of reason and logic available to have in readiness for the defense of the machines.

The idea should be firmly grounded into every coin man's mind that these amusement machines, such as the pin games, are a legitimate type of amusement in themselves and that general recognition should be given to this fact. But the coin-machine trade will have to do some tall pushing to get this fact generally accepted. Cases are being settled in court, and there will be many more of them during 1933. There was never a more favorable time for gaining the sympathy of the public than now, since there has been a general liberalizing of public sentiment.

The New Jersey operators sent their message direct to the prosecutors and the heads of police forces. What do you think of a plan of defense or attack like that? The objection can be raised that such publicity will only serve to arouse those officials that have not already been aroused against the coin machines. My idea is that the strength of the arguments used will be the biggest factor in the success of such an approach. When both law and logic can be put up to the officials it ought to get some attention.

Vending-machine operators are not having to worry so much now about collecting reasons why vending machines should not be taxed out of existence. The amusement-machine fellows are the ones that are having to worry now. Time was not so long ago, tho, when the vending operators were looking everywhere for arguments in favor of their machines. It has not been so long ago that vending-machine operators and manufacturers were looking for arguments to prove that vending machines were not chain stores. The Indiana chain-store tax bill was interpreted soon after its passage to apply to vending machines and would have put the machines out of business in that State immediately had not a more favorable interpretation of the law been obtained thru the strenuous efforts of a few men in the coin-machine trade.

The need then for vending machines to prove that they were not chain stores is similar in a way to the necessity now for operators to prove that pin games are not gambling machines. Theoretically, vending machines are chain stores when placed on a route, but practically they are not. Pin games may be easily used for gambling purposes, but practically they have proved to be a very acceptable form of popular amusement. Public acceptance of these games is a matter to be considered in their favor.

A New Year's greeting card of unique interest came to Silver Sam from N. B. Money, care American Consulate, Colombo, Ceylon. Mr. Money conducts an extensive jobbing business in the Orient, also operates amusement arcades.

Dave Robbins, of D. Robbins & Company, Brooklyn, tired out from continuous rush since last February, left December 29 for a two weeks' vacation in Miami, Fla. However, Dave will make a few business contacts while he is down south.

"I read the article on opportunities for amusement parlors by Paul Gerber and think it was very interesting, but I would like to ask him a question: How about the town that won't allow the giving of prizes, can an amusement parlor operate without giving prizes? Would like to have his opinion on that. I am an operator with just a year's experience in the business and am thinking of using the amusement-parlor idea next year in a park." (From an Indiana reader.)

Mr. Gerber's idea is that amusement parlors can be run successfully without giving prizes. It is understood, of course, that prizes are a decided advantage where they can be given. The type of games used in an amusement parlor is a big item in getting play, also the location and the atmosphere in the parlor itself. The big de luxe tables are generally regarded as the foundation for arcades or amusement parlors of the modern type. They give the place an appearance of quality and are also best adapted to cultivating habitual players. Mr. Gerber is at present using the "point" system in encouraging the play in his Playland. The coupon system now being used in the East, which apparently meets all legal requirements, should be a valuable aid where prizes cannot be offered.

"I would like to hear from manufacturers and concessioners who have coin-operated pool tables. I would like to hear from those who are doing business around Miami and vicinity." (A Florida reader.)

Two years ago it would have been easy to give a large list of manufacturers of coin-operated pool tables. The list of firms that have these tables is not so large now. O. D. Jennings & Company is one of the firms that can still supply them. I do not know of any manufacturers, jobbers or operators around Miami who have the pool tables. Texas was the original home of the coin pool tables, and there are many of them still to be found there.

The coin-operated pool tables were an interesting development in coin-machine history. Developed in Texas to find a loophole in a State statute that prohibited the well-known poolrooms, these games proved to be money makers in that State and soon acquired a reputation for themselves. They accomplished two wonderful things for the coin-machine trade: they proved the value of the table style of cabinet for game uses, and they also gained an acquaintance for coin machines in many hotels, clubs, etc.

Mr. Hopkins, of the Atlas Indicator Works, Chicago, has had some bad luck during the holiday period. Before starting on his business trip west his overcoat was stolen from the car. Then after he had gone as far as Kansas City, touring the Western States in the interest of the Hoin-Run and other Atlas games, the car was also stolen. He and his wife were forced to return to Chicago without completing the trip.

### DIPLOMACY

Big questions of diplomacy are now getting the attention of coin men everywhere, and it would seem that the practical side of operating machines has almost been forgotten. In all the news of 1932 there has not been very many new ideas contributed to our practical knowledge of operating machines. Amusement machines have been in the forefront, and the idea of frequent change of machines on locations has received new weight; also the idea of building habitual players has been accepted as a trade policy. In vending-machine circles, practically the newest idea that has been contributed in 1932 is the suggestion that vending machines cannot compete with retail stores or with personal selling.

The actual details of operating machines will always be something to be acquired by experience. There are not many rules that can be written down. There will always be a need for some elbow grease mixed with brain work on the spot. The old creed of the operator that he must be mechanically inclined in order to be able to repair his machines is now about to become old-fashioned. The past year has seen the rapid spread of repair departments in jobbing establishments; one is known to offer free repair service to his customers. I have visited the repair department of

jobbing firm a few times and have found it to be one of the busiest places observed anywhere in the trade. The type and scope of the repair work being done by some of these jobbing firms is very complete indeed. It now amounts to the actual work of rebuilding machines. An operator brings in a machine decidedly on the bum, and when it has gone thru the repair department of some firm he gets it back practically as a new machine—completely refinished and with new playing board or front. A complete repair service is one of the outstanding contributions the jobbers have made in 1932. And it relieves the operator of the drudgery of doing his own repair work.

So the operator has more time to give to the general questions of policy affecting the trade. The modern operator is now thinking about questions of organizing and of creating more favorable opinions for the trade. The organizations are training the operators to think about big questions and to discuss general problems. Heretofore the operator has been concerned mainly with his own small route, but now his interests have been widened and he is watching the national development of the

operating business. A weekly news service now makes available to the operators the doings of the business from every section of the country. Ideas and suggestions are gathered from everywhere and these things naturally quicken the interest of the local operator in the trade affairs in the farthest nook of the country.

The modern operator is studying law, publicity, organization, co-operation, public sentiment, amusements, merchandising and other ideas that take his attention for the time being from the mere details of servicing machines. The final outcome should be an improvement of the tone of the operating business. It should acquire a more businesslike atmosphere. The operators who continue in the business will be much better informed than the operators are commonly supposed to be. Present organization work is quickly developing leaders among the operators, and the problems that now face the operators are big enough to keep them busy for a few years yet at least. The necessity of protecting their machines will serve to keep the operators alert and well posted on the affairs of the trade from year to year.

The modern operator is placed in the position where he must meet the brunt of official interference with games, must help and encourage the locations and must also find a way to co-operate with other operators in the business. These are only a few of the main problems facing the operator, and certainly it requires a lot of diplomacy to meet all these issues.

**EASTERN CHATTER**

Every day that goes by brings us closer and closer to the annual convention in Chicago. With the new year as yet only a few days old, we should all keep to our resolve to keep smiling and stop telling each other that things are bad in any sense of the word—just plug right away and keep the locations going red hot.

Nat Cohn is all happy and smiling because the Duval Vender, for which he is the exclusive Eastern distributor, has made a hit with all the men here. All Nat is complaining about is the fact that he can't get these machines in fast enough. And that's a great way to start the new year.

The Ku-Ku machine made a hit with the Roxy Vending Company here and Miss Grant says they have sold quite a number of them already. It seems that the table games of this character will go on for some time. The players demand them on the many good locations. Miss Grant is the other woman jobber we have in town and, from all reports, she is progressing rather rapidly.

Dave Robbins is still trying to gain price harmony among the men here. There are many peculiar cases whereby distributors who have outside machines may be in a position to hold to certain prices and yet be entirely within their own rights. We do hope, tho, that Dave will be successful with his plans. After all no one is in business for the love of the thing or for price-cutting attempts.

William Blatt, of the Supreme Vending Organization, created a sensation with one of his ads in this publication directed to jobbers. The fact is that Bill is ordering in such quantity for his own 8 offices and for about 7 to 10 other people within a 50-mile radius of New York, and also has a complete warehouse now, that helping the jobber out of town and close to New York should not be considered as a strange idea. When a man can order machines by the hundreds he certainly can supply many of the jobbers in the vicinity of New York and, in fact, thruout the East. Bill tells us to watch for the Supreme achievement in the coming convention issue.

Babe Kaufman, who is now known from Coast to Coast as "America's Only Woman Jobber," is leading the sales of the town as far as the mint machines are concerned. She has a very complete display and her quarters are convenient for the operator. Being in the heart of the city, even the out-of-town operators who come here to buy can find her showrooms without much trouble. Being a very energetic woman, Babe tells us: "You haven't seen anything yet."

Irving Bromberg is opening branches at rate of one per week. He has us all gasping here and wondering just where the next office will appear. Spreading at that rate of speed will help all the operators in the various parts of the East to receive the same Bromberg serv-

ice without much waste of time or expense. The free repair service of all machines purchased from the company by any operator is one of the Bromberg Company features. Also the knowledges that any type equipment can be had in short order because of the various offices scattered thruout this Eastern section.

More and more jobbers are awaking to the great work which the sponsors of the Automatic Jobbers Blue Book are attempting in their behalf and they are therefore getting their answers in to a list of questions to the Blue Book as fast as they can. There are still some of the men missing and these delinquents are actually holding up the publishing of the first edition. O'mon you jobbers, send in the information or write to this column for it today. It will be interesting as well as surprising to note just who our largest distributors are.

We have been told that John Mondelli, way down yonder in Jacksonville, Fla., has a new yacht. Suggestion: Every operator who buys 100 machines from John should get a free cruise. What do you think, John?

All the leading distributors in this territory are wearing brand-new Elgin wrist watches given to them as "Merchandising Awards," with full name inscribed by the Bally Manufacturing Company, of Chicago.

The Greater New York Vending Machine Operators' Association is getting all hot and bothered about its affair at the Club Plaza January 11. Many of the boys will make up their minds there as to whether they will travel to Chicago this year.

We in the East are hoping that New York City will be given full consideration for the next convention. New York is today the most fertile and the largest sales area for this industry and therefore the manufacturers should come here with their next show to become more thoroly acquainted with the many different operators and distributors.

Talk about champions, Ted Seidel, former featherweight boxing champion of the Pacific Coast, is now operating pin games in New York City and is one of Charley Richmond's Coin Operated Machines Company customers. Ted claims that he has been very successful and believes this business to be one of the most interesting as well as one of the most profitable in the world. A lot better, he claims, than taking them on the nose for a living.

Bud Lieberman was around paying his new year respects to many of the distributors here, and meeting him at one of the offices he tells us that very soon he will open his first directly supervised branch. Bud is Eastern director for D. Gottlieb & Company.

Complaints about direct sales to storekeepers have been mounting lately. We can also say that the storekeeper today is a very intelligent individual, as far as automatic equipment is concerned.

Used equipment has had a large market for the past few weeks, especially to out-of-town buyers. The opinion of the distributors is that many of the operators are holding back waiting for the convention to show them the new machines. Personally, this is foolish, for after all the location itself is the most important cog in the wheel.

The majority of the men here are of the opinion that the pin games have seen their heyday, but will still be money makers for years to come. Further statements indicate that the certain counter equipment have attempted to gain the Eastern market, there hasn't yet been any outstanding success. The publicity for these games has completed its work and someone is going to satisfy this territory with a real counter game, riding in on all the former money spent.

Al Loudon, of the Eastern Machine Exchange, Newark jobber, tells us that his associate, Frank Hart, has just left on his honeymoon. Well, Al, all we can say is that business must be good and we hope that it keeps up 100 per cent for you and Frank. By the way, Frank, should you pick this up wherever you're at, let us wish you happy days and nights.

Bernard A. Salzbarg, manager of Supreme Vending Company, of Philadelphia, will soon be tying the knot that binds and binds and binds. Bernie has done well for Supreme down in Philly and will soon be wiring us about a "bleased event."

**1933 MODEL  
1c PLAY  
TWIN JACK POT**



**ONLY TWIN JACK POT IN THE WORLD**  
No. 1 **\$50.00**  
1c PLAY  
No. 2 1c Play **\$55.00**  
With Ball Gum Vender

Prices plus 10% Government Excise Tax.  
**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.  
Telephone, Columbus 2710,  
Cable Address "WATLINGITE," Chicago.

**The NEW 5-Pc. Deal**  
2 Pair Hose

PRICES Reduced!  
Per Deal 50c  
100 Lots 48c

Perfume  
Powder  
Pearls

Good Quality Bromberg Hose, 5 Feet Top, all New Window Shades, Assorted Elixirs, 1-oz. Perfume (Individual Box), 3-Oz. Face Powder, Round Box, 18-24. Reproduction Prints, Newspaper mats, 20c. No Coupons.

75c

SALES OPERATORS! You can't go wrong on this Deal. Good for big business for at least another year. Write your orders. 50% deposit, Balance C. O. D.

**UNIVERSAL LABORATORIES, Dallas, Texas.**

**SENSATIONAL VALUE**

**Camera and Complete Outfit**  
Consisting of Camera, Four Films, Developing Machine, Fixing Powder, 12 Printing Sheets, Printing Device with glass top.

**EXCEPTIONAL \$2.00 PER DOZEN**  
LOW PRICE **\$2.00** In Gross Lots  
SINGLE DOZEN LOTS **\$2.25** DOZEN

Sample Sent Prepaid, 35c Each.  
All Orders Net 7 C. O. D. 35% Deposit, Balance C. O. D.

**ATLANTIC & PACIFIC MDSE. CO.**  
303 Fourth Ave., NEW YORK CITY  
Headquarters for Crabs, Claw and Pin Game Premiums.

**LOOK!**  
**\$2.25**  
**EACH**

Special Prices in Quantities.  
**ELECTRIC CLOCK LAMP**  
Writes for Complete List.  
925 Broad St., NEWARK, N. J.

**BURTIS CORP.**

**ELECTRIC CLOCKS**

B21—Modernistic Glo-Clock, Indirect Lighted, Etched Glass Face, Plenty of Flash and Price is Right. Per Each, **\$1.95**

B22—Gothic Model Clock, Molded Bakelite Case, Height, 5 1/2 In. Our Special 46c Price. Each **\$1.15**

B23—Cathedral Model Clock, 6 in. Case, Etched Dial, Each **1.35**

B24—Same with Alarm. Each **69c**

B25—Folyscene Colonial Model, Square Case, Gilt Dial, Each **69c**

B26—Kitchen Wall Model, Enamel Metal Dial, Each **69c**

**BLANKETS**

B27—6 x 8 x 8 Block Flaid or Solid Color Saten Bound Part Wool Blanket, 12 1/2 x 20, Each **85c**

B28—Indian Design Part Wool Blanket, Size 64x78 In. Each **1.25**

B29—Nixek Field Blanket, 64x80, 4-1/2, Saten Binding, Each **1.65**

B30—4-Piece PIPF SET, Doors **2.00**

B31—PILFERER, Finchy Buttons, Cr. **2.00**

B32—COW VOLTAGE, Doors **2.00**

B33—Crystal Necklace and Eardrop Sets, Very Flashy, Doors **2.25**

Write for our Catalog, free to Dealers, Commissionaires, Salesboard Operators and Premium Users. Address Dept. B.

**JOSEPH HAGN COMPANY**  
"The World's Bargain House."  
223-225 W. Madison Street, CHICAGO, ILL.

**THE NEW MODEL**  
**Erie Digger**  
Better Than Ever.  
Three Styles.  
It Pays To Buy the Best.  
**THE ERIE MFG. CO.**  
85 Woodbine Street,  
HARTFORD, CONN.  
REFERENCES—Produce's or Dun's: Hartford Nat. Bank & Trust Co., Hartford, Conn.

**TIES**—TAILOR-MADE. \$1.00 DOZ. \$11 GROSS  
Sample Dev., 5115. Latest Novelty Patterns.  
ATLANTIC CRAVAT, 656 Broadway, N. Y. C.

MILLS 5c, 10c, 25c SILENT JACKPOT BELLS, Late Model, Lyle New, 25c. 50c. MILLIE-JENNINGS RE-SERVE JACKPOT BELLS, 25c. 50c. 1/3 deposit, KINZBER NOVELTY CO., 1119 E. 90th St., Chicago.

**JIGGERS AND GOOFS.**  
Slightly used, Ballyhoos, \$3.00; Whizz Bangs, \$3.00; Original Foo Hi-Balls, \$11.00; Screwys, \$6.00; Mills Sillies, Venders, over \$6; 25c, \$45.00. AMERICAN VENDING COMPANY, 115 Conay Island Avenue, Brooklyn, N. Y.

# IT'S HERE! MYSTIC BALL VENDING & AMUSEMENT MACHINE

## A MASTERPIECE OF BEAUTY

Legal Everywhere

**AUTO-MATIC PAY OFF OF NO-VALUE CHECKS EVERY TIME ANY ONE OF THE MYSTIC BALLS**



**IS PLACED IN ANY ONE OF THE THREE SKILL HOLES.**

Self-filling tube—checks used to resume play—vends mints with coin only, immediately, with no extra operations.

Bell ringing device, when rewards are paid out, keeps players spellbound.

Made for Either 5c or 1c Play. 5c Play Vends Mints. 1c Play Vends Ball Gum.

The best legal talent has been consulted in the perfection of the legality of the Mystic Ball vending and amusement machine.

**SAMPLE MACHINE with 200 No-Value Checks**

**\$35.00**

Lots of 5, \$32.50. Lots of 10 or more, \$30.00. Above Prices to Operators Only.

The live-wire operator of today is always on the lookout for new ways, new ideas, to attract and hold locations—

Be the first to introduce the Mystic Ball vending and amusement machine. Get exclusive territory rights now—

You run no chance—we stand back of the Mystic Ball vending and amusement machine. One-third deposit required on all orders. Write or wire

**HOME NOVELTY & SALES CO. 2210 Eighth Avenue, Altoona, Pa.**

### WARNING!

Fully protected against infringements. Prompt legal action will be taken against any manufacturer, jobber, operator, or any location displaying any infringements of the Mystic Ball vending and amusement machine.

# Operators Launch State-Wide Publicity Program for Games

NEWARK, N. J., Jan. 7.—The New Jersey Automatic Merchandisers' Association, Inc., D. M. Steinberg, president, has created a publicity bureau to distribute information regarding the aims and purposes of the organization. The first bulletin was mailed on December 29 to every prosecutor and police chief in the State of New Jersey, according to reports.

"We have a condition in New Jersey that will in time inevitably wreck the coin-operated industry in this State," Mr. Steinberg said in explaining the plans for the publicity work. "There are thousands of small towns and large cities that have commenced several months ago to harass and confiscate these games. Many police officials are giving the amusement game their own interpretation and concluding that it is a gambling device. A few have been more liberal than others and some who were doubtful of the legality of these machines have resorted to the courts. Consequently this association to protect the livelihood and the property of its members has kept an able staff of legal advisers at their disposal. This has been a very costly process and a very constant drain on the treasury of the NJAMA, the funds, of course, coming from the pockets of the members.

"Therefore to avert or minimize this pernicious this association has created publicity bureau to distribute information regarding the aims and purposes of the association. The first bulletin recently sent out to every prosecutor and police chief in the State is a forerunner of the work that is planned. The function of the bureau is also to bring operators who are not members into the fold. These slackers have been indifferent and wish to stand by while others do the things they will benefit by. Reputable manufacturers who do business in the State are invited to join as associate members at an associate fee of \$25 a year, free of other dues and assessments.

"The New Jersey Automatic Merchandisers' Association is in the second year of its program," Mr. Steinberg explains, "and offers its co-operation to any recognized association in the country. The organization will be glad to share the benefits of its experience," he says. The first bulletin sent out under the new publicity program reads as follows:

"Due to many conflicting opinions regarding coin-operated amusement games, the New Jersey Automatic Merchandisers' Association, Inc., a State-wide organization, felt that it was proper at this time to clarify our position. The members of this association who operate vending machines that merchandise confections or service equipment such as weighing scales of course, are not experiencing the difficulties of members who concentrate on amusement games.

"Members of this association identify their property with an association label. They have pledged themselves not to leave a game within the vicinity of a school and regardless of location urge their customers not to permit children under 16 years of age to play. Members of the association are independent business men with no detrimental affiliations. Their numbers have been augmented considerably in the past year, due to the public acceptance of this type of amusement.

"Many of these amusement games are commonly referred to as pin games and many are purely games of skill, in which the ability, experience and deftness of touch used by the player controls the movement of the ball. These games are, of course, entirely legal, and even where a prize is awarded for attaining a certain score it is no more unlawful than the awarding of prizes for the attaining of scores in bowling, billiards or other games of skill.

"In some of these pin games there is a slight element of chance in determining the course of the balls propelled by the player. The courts of New Jersey have held that the test of whether or not a machine is a gambling device is, 'Does the element of chance enter into the determination of what the customer gets in return for what he pays?' Pure Mint Company vs. La Barre, 125 Atlantic, 105; Lafr vs. Milton, prosecutor, 126 Atlantic, 29.

"Accordingly, where the machine itself offers a reward, or a prize which the player may receive as a result of luck rather than skill, it may be classed as a gambling device if there is proof that it was used for the purpose. Where, however, the machine offers no prize, it is not in itself a gambling device, since it is used solely for amusement purposes.

In the absence of any proof of actual gambling with the said machines with the knowledge and intent of the man in possession such machines are entirely legal and not subject to confiscation or criminal prosecution.

"This principle is well recognized in New Jersey, New York and all other States, and was on November 22, 1932, enunciated by Hon. Frederick B. Conant, judge of the Passaic Police Court, in dismissing a number of these cases. In other States, notably in Chicago and St. Louis, injunctions have been issued against the police from interfering with this type of machine. It is obvious, however, that a machine which, for a penny or a nickel, supplies a player with a number of balls with which he may amuse himself is not of itself a gambling device.

"The so-called Shannon committee of the House of Representatives is conducting an investigation on the interference of the government in private business and is also handling the question of coin-operated machines. While it is yet too early to know just what the committee will report and recommend, yet it will be interesting to learn what its comment is with respect to coin machines and their place in the catering world. We quote our Washington correspondent: 'If any other evidence were needed to emphasize the fact that the American people have a tendency to take things for granted, to patronize liberally innovations, without visioning their potentialities, the long time it has taken the public to wake up to the possibilities of the coin-operated amusement game would furnish a case in point.

"Like unto the growth of the automotive industry and its cogent, good roads, during which the public complacently accepted their adjuncts to modern transportation without grasping their commercial possibilities for a long time, being satisfied merely to accept them as new forms of recreation, so have the people thought of coin machines apparently as something furnishing a new kind of toy, but without visioning its place in diversified business lines. Naturally, thousands have not failed to see opportunities in it, and these are making the industry one to be reckoned with today, but the mass mind, including the public authorities, has failed to get the picture as it is.

"From an economic standpoint in the State of New Jersey it has been a means for hundreds of operators, with thousands of dependents, to earn a livelihood and materially help solve their problems. Many thousands of merchants throughout the State are deriving an additional source of revenue that is helping considerably to pay their rents and therefore indirectly forestalling foreclosures for nonpayment of taxes. A new and novel medium just happened that is accelerating the circulation of money. Many, many factors are contributing to this particular cycle and its results are universally beneficial. Amusement games have received the patronage of the public because they have furnished a mild and natural outlet of accrued feelings that are due to the times.

"Statesmen have been marveling for three years why the American public, so sorely pressed, has curbed any radical tendencies. It is a little thing like an amusement game, a business practically in pennies, that is helping to temper the people. Giving them the patience to stand by until their leaders lead. It is not lightening their burdens, but it certainly is their minds. More and more reason why it calls for tolerance and benediction."

## Pickup After Holidays

LOS ANGELES, Jan. 7.—With the holiday season over operators are noting a decided improvement in business being done by the pin-game machines.

Jobbers are reporting that sales on machines are more brisk, and with a county-wide pin-game tournament being planned further improvement is expected. The tournament is to be sponsored by the Los Angeles County Coin-Machine Protective Association and will have a definite starting date and a definite date of the contest has not been decided until officials of the association have definitely decided on the rules and regulations to govern the contest. Officials of coin-machine associations in Eastern cities where tournaments have been conducted have been contacted for assistance in staging the local affair.

# YES YOU WILL FIND IT TO YOUR ADVANTAGE TO JOIN THE VIKINGS

Costs YOU Nothing

Members of the VIKING Club will receive periodically on approval samples of new importations and creations of novelties.

NO C. O. D.—NO COST—NO OBLIGATION

This service is being rendered to all operators of IRON CLAWS, etc., who qualify. Write for details and application blank. State type of Digger, model and number operated.

**ERIC WEDEMEYER**  
IMPORTER  
170 Fifth Ave., New York  
Your Ship Comes In With VIKING Products

# ATTENTION OPERATORS WE ALLOW YOU \$3.00 to \$10.00

for Your Old Pin Game against any New game you want . . .

**HANDICAP THE NEW HIT FOR 1933**

**PURITAN BELL VENDOR**  
TAX \$11.50 F.O.B. NEW YORK PAID Each YORK  
1/3 with Order, Balance C. O. D. Ball Gum, \$10.75 per ct. (10,000 Balls)

**ROXY VENDING CO.**  
TEL: CHELSEA 3-8100.  
1133 Broadway, New York

**FLASH** and all the other new games  
● WRITE FOR PRICES >>>

## AMUSEMENT COIN MACHINES CO.

62 Kingston Ave., Brooklyn, N. Y.  
Name .....  
Address .....  
City ..... State .....

**Agreement on Tax Is Reached at Richmond**

RICHMOND, Va., Jan. 7.—Following a spirited debate on coin-operated machines at this week's meeting of the municipal body, Councilman Carleton E. Jewett offered a compromise, which was accepted by the radical "reformers," fixing a uniform annual tax of \$15.

Several members, denouncing the machines as "iniquitous devices tending to corrupt the morals of children and to degrade all others," sought to impose a tax ranging from \$25 to \$50 on each automatic vender of chewing gum and other like commodities and upon the automatic pastime boards. Others reminded their associates that "the courts have found the machines within the law and therefore subject to taxation and recognition as legal forms of amusement."

Councilman J. S. Perkinson told council he had three machines in his store and that he had never seen them used for gambling, nor had he seen school children squander pennies on them. He pointed out that the automatic vendors afford cheap amusement to the poor.

The \$15 uniform tax was eventually accepted by the contending factions and incorporated in the tax code of 1933. The present tax on automatic machines ranges from \$3 to \$10, according to the type of machine operated. The tax books show that there were 1,431 licenses issued for machines of every description in 1932, from which the city collected in license taxes \$3,700.

Amendment of the high tax adopted is possible before the new tax code is adopted as a whole. Hundreds of merchants who have the machines in operation in their places of business as an auxiliary revenue producer and whose combined influence might have kept the proposed excessive taxation had not been heard from. As Mark Twain said of the weather, "Everybody talks about it, but nobody seems to be doing anything to stop it."

**More Space for Jobber**

BOSTON, Jan. 7.—The Supreme Vending Company of New England has held open house at its new location, 1218 Washington street, all this week and many old customers have been welcomed as well as new friends made. Ben D. Palastrant is manager of the Supreme office here.

The move to new quarters has been made to obtain more space and thereby enlarge the service facilities. Mr. Palastrant states that it has been due to the large increase in its vending-machine business that larger quarters were necessary. The Boston office covers the New England territory and is favored with a wide patronage.

"Besides carrying the usual stock of the latest type vending machines," Mr. Palastrant explained, "we are opening a service department where all makes of machines will be repaired. We will also carry a complete line of ball gum, mints, candies, parts for all makes of machines and other supplies and will be in a position to give the operator complete service under one roof."

**Offer Boat Passengers Big Variety in Devices**

SAN FRANCISCO, Jan. 7.—As an example of the popularity of all types of coin machines in this section of the country, it has been noted this week that no less than five different types of ma-

chines are to be seen on the ferry boats running between San Francisco and the bay cities.

In several of the ships were to be seen the Ballyhoo game prominently displayed. The Gabel entertainer, an automatic phonograph with a repertoire of 12 dance records; a Chester-Pollard Play Golf game, an electric traveling crane and a Play Baseball game made by the Amusement Machine Corporation, of Los Angeles, were also seen.

The electric traveling cranes appeared to be the most popular machines. Travelers patronize them heavily, with a crowd of onlookers usually present. To add to the interest of this machine, turkey prizes were offered to the players during the holiday season. Ferry boats appear to be a natural for the coin machines. Crossing the bay requires some 20 to 30 minutes and the tedium of travel is relieved by playing the various mechanical devices.

It is noticeable that the heaviest play is at night and usually from passengers who appear to be pleasure bent. Commuters, while displaying considerable interest, are usually occupied with thoughts of the office, newspapers, etc. Phonographs appear to receive their heaviest play from folks who have been celebrating the forthcoming repeal of the Volstead Act.

**Large Arcade Is Closed Account Too High Rent**

DENVER, Jan. 7.—Wonderland, penny arcade operated by J. W. Hunter, in the same location for the last 19 years on Curtis street, has closed up. Hunter has stored his machines and will reopen in the spring, possibly in the same location.

The reason for the closing is due to two factors, the dropping off of business and the refusal of the landlord to adjust the rent to suit present conditions. Hunter said that had the landlord been reasonable about the rent he would have kept running. After he moved out the landlord wanted to pay for moving him back, on top of a generous cut in the rent. But Hunter decided he had earned a vacation and is keeping his original intention.

This arcade has been considered the largest of its kind, either in the United States or Canada and contained over 300 machines of various kinds, including penny and nickel machines. Hunter tried out a 10-cent machine a short time ago, but soon discarded it. The arcade also contained a shooting gallery and a photo studio. It also boasted the largest pin game in the country. This was called the Bolo game and was 6 by 12 feet. Instead of shooting the balls, they were rolled by hand. The machine was built in Denver by an expert from St. Louis and Hunter bought it for his arcade.

Curtis street, where the arcade has been located, has 11 theaters in three blocks. Hunter paid \$100 license fee to the city annually under the amusement license law.

**Criticize Cheap Cigars**

NEW YORK, Jan. 7.—E. A. Kline, maker of cigars, has been using paid space in the tobacco trade journals and published over his signature for several weeks now to combat the modern mass production of low-priced cigars. His contention is that nickel cigars and twofers have ruined the public demand for cigars. It is the nickel and dime cigars that have been of particular interest to vending-machine men who have tried to promote selling them by machine.

According to Mr. Kline, the business of producing cheap cigars was developed to supply the chain stores with the hope that they could pile up volume sales. He says that the real secret of good cigars is the "insides" and that, accordingly, machine production cannot produce good cigars. Hand-made cigars are the only kind that can be given the proper attention to quality filling. So he assails mass production of cheap cigars by machine and chain-store distribution as the two factors that have ruined the cigar trade.

**New Place for Machines**

FORT WAYNE, Ind., Jan. 7.—As an indication of what the newer places of entertainment are doing about coin machines, the new Berghoff Grill here has installed a late type of coin machine and reports a good business thus far. With the opening of the Uptown Ballroom and night club, above the grill, the managers state that business on the machines may take a spurt, and more machines may be added in time. It is expected that patrons of the night club will visit the grill during the evenings, when dances are held at the club.

**Now ready! A REAL MONEY-MAKER**  
**takes in**  
**\$200 to \$900 PER DAY**

Put in a nickel—take out an Ice Cream Bar! The impossible has been done! A revolutionary invention that means money in any location where people pass. It sells Ice Cream—it vends what the public (young or old) want.

**Refrigerated Vending Machine That Runs Perfectly With Dry Ice**

This new discovery keeps the temperature as cold as needed—and under absolute control. Cost of refrigeration is small. Delivers Ice Cream Bars in perfect condition and has slot mechanism that refuses slugs—and refuses money when empty.

**Holds 60 Ice Cream Bars — Regular 5c Size**

One complete filling—60 Bars, at 5c each, \$3.00. Three complete fillings in day, \$9.00 cash business—can be adjusted to handle most any desired size.

**Takes Little Space — Runs Two Days Without Re-icing**

Thirteen square inches of space holds vender—can set on counter—comes equipped with wall brackets—Stand, \$1.50 extra. Simply replace solid carbon dioxide (Dry Ice) once every two days. Keep filled with Ice Cream Bars and take in the money.

**EXCLUSIVE RIGHTS**

We have not established any hard and fast rules about territory. If you are interested, write us. We are now accepting orders for sample machines at \$27.50, F. O. B. Kansas City. Lots of Five, \$64.18 Each; Ten, \$69.75. One-third cash with order, balance C. O. D. Prices and terms for larger quantities on application.

**ICE CREAM VENDING MACHINE CO.**  
 KANSAS CITY - 616 Board of Trade - MISSOURI

**Can be Adjusted**

To any size package up to 1 1/2 inches — taking Bakinno Pies, Inside Sundae and all popular Frozen Bars. Will equip with 10c Slot Mechanism if preferred—same prices.

**★ — FIVE STAR FINAL**  
**★ — Going Stronger Than Ever!**  
**★ — Still The Best Pin Game Ever Made!**



**Jr. Sample, \$16.50**  
 5—\$15.00  
 10—\$14.00  
 Wood Stand, \$2.50  
 Steel Stand, \$3.00  
 (Plus 10% Tax)

**Sr. Sample, \$37.50**  
 5—\$35.00  
 10—\$32.50.  
 (Plus 10% Tax)  
 1/3 With Order, Balance C. O. D.

**D. GOTTLIEB & CO., 4318 W. CHICAGO AVE., Chicago, Ill.**  
 CANADIAN BRANCH—Canadian D. Gottlieb & Co., 113 Phoenix Bldg., Winnipeg, Manitoba, Canada.  
 Order from Nearest Jobber, Branch Office or Factory Warehouse

**FLASH**

Immediate Delivery. Write for Prices.  
**SENSATIONAL NEW BALLY**  
 READY FOR IMMEDIATE DELIVERY.

Sample, Lots of 10, \$18.75 Each  
 \$10.75. of 5, \$17.75 Each

Prosperity Jr. & Sr. at Real Bargain Prices—Send for List  
 All Other Types of Large and Small Games on Hand Ready for Immediate Delivery.  
 Send for Complete Rock Bottom Price List.

**EMPIRE COIN MACHINE CORP.**  
 221-225 Fourth Avenue, NEW YORK CITY.  
 520 Market Street, PHILADELPHIA, PA.  
 427 Congress Avenue, NEW HAVEN, CONN.

**WRITE FOR NEW 1933 PRICE LIST.**

**Wo Manufacture Everything in the Pen and Pencil Line. Quality Unsurpassed.**

COMBINATION Pen-Pencils, Fountain Pen-Pencils, Ballpoint, with DURUM, Carbor, Gold-Plated or Solid Gold Points. Samples, \$1.00.

**ARGO PEN-PENCIL COMPANY, INC., 206 Broadway, New York City**

**Sportlands**

"Please advise if you know of any firm or party who rents or leases or otherwise supplies coin machines for Sportlands, or other forms of operations? I am in a position to start some such use of coin machines if I can get in touch with a supply company. Thanking you in advance for this information." (An Alabama reader.) The term "Sportland" is a protected name belonging to the Chester-Pollard Amusement Company, Inc. of New York City. These modern arcades also are called amusement parlors, playgrounds, mechanical wonderlands, etc. There are very few plans in the trade whereby amusement machines are leased to operators; if the inquirer wishes to furnish locations and have operators place the machines, that would have to be taken up with local operators in his city.

# Astounding ~ New Low Prices on Improved 'STEEPLECHASE'

Four New Mechanical Features  
Raise Profits to Even Greater  
Heights. Here They Are!!

- 1 **Anti-Tilting Device:**  
Keeps play instantly if Machine is tilted.
- 2 **Automatic Latch:**  
Prevents play unless all six balls are in elevator cage. An important cheat-proof feature.
- 3 **Automatic Pitching Device:**  
Puts all six balls into play at same instant. Eliminates cheating by juggling.
- 4 **Coin Substitution Preventer:**  
Assures even greater profits. Prevents player from defrauding machine.

None of These Features Can Be Had on  
Machines Imitating  
THE "STEEPLECHASE"!!  
Test These Extra-Profit Makers Under  
Our Famous NO-RISK GUARANTEE!  
Write or wire for NEW prices and details.



## KEENEY & SONS

700 East 40th Street, Chicago, Ill.



**SILENT  
JACKPOT  
BELLS**

MINTS, BALL GUM, BABY JACKS,  
DANDY VENDERS,  
STEEL SAFES, STANDS

Write or Wire for Prices.  
**KEYSTONE NOVELTY & MFG. CO.**  
14th and Huntington Sts., PHILADELPHIA, PA.



**JACKPOT  
FRONT  
VENDERS**

### MACHINE AND SALESBOARD OPERATORS ATTENTION!

Do not fail to write for details regarding our new  
1,500-HOLE LUCKY BUCKS,  
4,000-HOLE FREE TURKEY DINNERS,  
2,000-HOLE GREENBACKS,  
3,000-HOLE AUTOMATIC LUCKY STRIKE—  
**M. L. KAHN & CO., INC.**

250 ARCH STREET, PHILADELPHIA, PA.  
Originators of New Salesboards Filled With Bright Gold and Greenbacks.



### NEW PENNY DEAL SELLS ON SIGHT!!!

One to Five-Cent "Big Flash" Special Breaking Records Everywhere.  
Stores buy two, three or more at \$1.00 Each. Deal brings in \$2.20 cash  
and gives Dealer "Free Gift" to result for an extra dollar. All stock  
furnished with each Deal. Cost to you complete, 65c. Wonderful Re-  
peat Business Builder. Order Trial Dozen at \$7.80, or rush 72c for pre-  
paid Sample Deal.

**PARISIAN RING COMPANY**  
28 North Dearborn Street, Dept. B, CHICAGO, ILL.

### PIN GAME OPERATORS

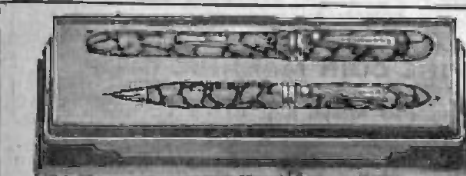
WIRE OR WRITE FOR OUR NEW CATALOG  
CONTAINING LARGE ASSORTMENT OF NEW AND NOVEL PREMIUMS FOR HIGH SCORE  
PRIZES. WE HAVE JUST THE ITEMS YOU NEED TO RENEW THE PLAY ON ALL PIN GAMES.  
**MORRIS NOVELTY CO.,** 1504 S. Grand Blvd., St. Louis, Mo.



**MILLS  
SILENT  
JACK POT  
MINTS**

Write for Prices.  
**SLOAN NOVELTY & MFG. CO.**  
1236 North 14th St. (Est. 1892) PHILADELPHIA, PA.

**ELECTRIC  
MINIATURE  
BASE BALL  
BALL GUM**



### Pen & Pencil Set

14-Kt. Gold-Plated Pen Point,  
Froel and Rapid Pencil, Men's  
and Ladies Sizes. Put Up in  
Attractive Display Box.

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**IMPERIAL MERCHANDISE CO., Inc.,** 893 Broadway, New York City

## Razor Blade Patents Contested By Many Suits in High Courts

HARTFORD, Conn., Jan. 7.—The validity of the patents held by the Gillette Razor Blade Company, covering blades with cut-out corners and longitudinal centers approximately as long as the shaving edges, was upheld by a recent decision in the United States District Court here. This decision was made in the suit which the Gillette Company brought against the Standard Safety Razor Company for infringement of patents. By the decision Standard was enjoined from further infringement and was held liable for an accounting, costs and damages.

Previous patent litigation brought by the Gillette Company has hinged on the combination patents affecting both razor and blade. The recent decision had to do with blade patents only, the patents covering the only type of blade which will fit into all Gillette razors. In his findings the judge concurred with patent-office authorities regarding the utility of the blade described in the patent suit.

"From the foregoing discussion," the decision read, "it is evident that the Thompson and Smith invention contributes to good shaving qualities of the Gillette type of razor for two reasons—first, because the blade is accurately positioned in the razor, and second, because that the long slot blades are almost devoid of buckling and so possess and present a superior cutting edge to the face of the user."

TOLEDO, Jan. 7.—In response to a complaint filed by the American Safety Razor Corporation, New York City, the Court of Common Pleas here has issued a preliminary injunction against the Wolverine Blade Company, enjoining it from making any use of the name or trade-mark "Star" in connection with safety razors or blades.

In presenting its case the American firm set forth that it is the sole owner of the word and presentation "star" in connection with the distribution of safety razors, blades and accessories. With its predecessors the firm claims to have been the sole owner of these marks for approximately 35 years. The American Safety firm is best known for its "Gem" blades.

PHILADELPHIA, Jan. 7.—The U. S. Circuit Court of Appeals here recently affirmed the decision rendered over a year ago in favor of the Standard Safety

Razor Corporation of East Norwalk, Conn., in a suit instituted by the American Safety Razor Corporation concerning alleged patent infringements in the manufacture and sale of single-edge blades.

The trial judge, whose opinion has now been affirmed, found the blade claims invalid by reason of prior patents, and relying on the doctrine set forth by the Supreme Court case of Wilson vs. Simpson found that the manufacture and furnishing by the defendant of blades to legitimate owners of the Gem Micro-metric razors did not constitute contributory infringement of such patents.

WILMINGTON, Del., Jan. 7.—Julian Fretwell, of Danville, Va., has filed suit in the U. S. District Court here, charging the Gillette Safety Razor Company with infringement on a patent for a safety razor and a safety-razor blade issued to him in September, 1923.

### Amusement Spots Opened To All Types of Games

ST. JOHN, N. B., Jan. 7.—Silence may be golden, but it is not popular with Herman Merzetti, who displays mint venders, gum and candy machines, scales, etc., in his store. During the day he listens to the play of the machines in his store, and at night he listens to his six children at home. Some of his daughters are musicians and may be heard occasionally over a local radio station.

Various kinds of coin machines, including miniature pool and phonographs, are being offered for the winter in the lounging and smoking rooms in skating and hockey rinks in Eastern Canada. The open-air rinks are providing them, as well as the indoor places.

Dan Morrison, a local business man and restaurant caterer, is another who has learned to use coin machines for making profits from unused space. For the last two years he has been displaying various types of coin machines in his place, and the list of prizes which he gives includes a wide variety of merchandise. In addition to boosting play by means of prizes, he is thoroly sold on the idea of changing machines every few weeks. A new machine introduced occasionally, he says, puts new life into the whole business and makes all the machines pay better.

The Pine Tree Mint Machine Company, of Maine, is offering special trade-in values to operators on old coin machines of any kind, to be applied on the purchase of new pin games.

### Cigarets Get Attention

CHICAGO, Jan. 7.—Cigarets were the subject of discussion at the opening of the new year in various places, which will affect the sale thru machines in one way or another.

Governor White of Ohio, in his budget message to the Legislature, recommended a continuance of the cigaret tax law in that State. The present law expires December 31, 1933. The revenues from the 2-cent-a-pack tax, or 1 cent on every 10 cigarettes, is expected to make up for declines in income for the State. It is stated that all the money received from the present cigaret tax has been used for school purposes.

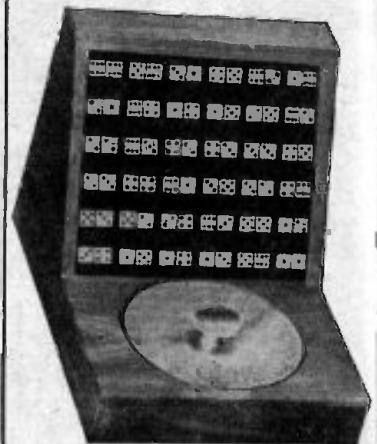
At Peoria, Ill., the annual city license fee for cigaret dealers has been reduced from \$100 to \$25 in an amendment to the cigaret ordinance passed by the city council on recommendation of the license committee. The lower fee became effective January 1, payable in two semi-annual installments to cover the respective half periods. Permit is to be issued only to those who paid their fee for 1932. It was stated by the mayor.

The city council of Lamoni, Ia., has granted cigaret licenses to three business houses, the first in the city. The people voted in November, by a small majority, to allow cigaret sales in the city. The city council had previously and repeatedly refused to license their sale.

### New Drug Like Aspirin

CHICAGO, Jan. 7.—Users of machines for vending aspirin will be interested in the appearance of Hexin, which is being advertised by its makers as "three times as effective; ask your doctor." A company has recently been formed here to market the new remedy for the relief of pain, and W. D. Bagby, president of Sellers Service, Inc., has been made president of the new firm. Hexin is said to be half aspirin and half pyrazolone. It is in tablet form and is suggested for use in treating colds, headaches, etc.

## O. K. BOYS! "Take a Peek at This One" BRAND NEW FLASHING PARADISE



Tested and proven a sure money getter. Does everything a pair of dice will do. Be the first in your territory. Send for descriptive circular and prices.

Write or Wire  
**THE O. K. SPECIALTY CO.**  
Sweland Bldg., Cleveland, O.  
"A good organization to tie up with."

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



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DOUBLE JACK POT BELL



GREATEST JACK POT BELL EVER PRODUCED

OPERATORS SAY:

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- "Too good to be true."

MADE FOR 1c, 5c, 10c, 25c

Let us tell you more about it.

Circular and Details on Request.

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DETROIT, MICH.

Established 1894.

## Suggests General Rules For Success of Jobbers

NEW YORK, Jan. 7.—The Executives Service Bulletin of the Metropolitan Life Insurance Company discusses the general question of the jobber in a recent issue. The article is general in nature, but its suggestions and ideas may be applied to the coin-machine business or most any other business. The year 1933 has seen the importance of the jobber in the coin-machine trade rise to become one of the leading factors in the trade.

"The old-time jobber was what one might term a distribution free lance," says the article. "He bought as he pleased, when and where he pleased, and knew no responsibility to his manufacturing sources of supply except to pay for the goods he purchased. The picture has changed today. Those jobbers who remain have changed both mentally and physically. They are the channels thru which flow a steady stream of identical or very similar products, from relatively constant and steady sources, to supply the field of retail distribution.

"This statement gives the jobber credit for being the one who keeps business, or the sale of machines at least, on an even level.

"What are the essential factors to make an efficient jobber? First, he must earn some profit for himself. Second, to be efficient the jobber must serve the manufacturers and the operators equally as well as and generally more cheaply than any other means of distribution. That is a large order and the jobber cannot hope to attain his objective without giving to and receiving from his manufacturing connections complete co-operation.

"No longer can the manufacturer and the jobber consider themselves as two separate and distinct entities, each in his own water-tight compartment. Their relations today must be shot thru with mutual confidence, so that every advantage accruing to the manufacturer who would sell his goods direct can be achieved by the manufacturer-jobber combination, and at lower cost to both." Then follows a list of rules or suggestions to cover the jobbing situation in general.

"First, in order to help his jobbers make a profit the manufacturer must set up the rules of the game. In other words, he must announce sound policies for selling the products that he manufactures. Manufacturer and jobber should devise plans of sale co-operatively. Second, the jobber should push every line he handles diligently—on its own merits—and not use it merely as a convenience or bait to get other business. Third, it is the jobber's duty to provide a well-trained organization and carefully selected sales force to carry out all plans agreed upon with the manufacturers.

"Fourth, it is the jobber's duty to carry an adequate stock of the manufacturer's goods at all times."

There are many other suggestions for improving the relation between jobber and manufacturer. The jobber in the coin-machine trade has found his biggest field of service in training new operators and in helping operators to finance the purchase of machines. Another service that is coming into greater importance is the display rooms provided by jobbers, where the operator can actually inspect the machines before making a purchase.

## New Cigaret Company

RIDGEFIELD PARK, N. J., Jan. 7.—According to reports in financial circles, the Cigarette Service Company, Inc., is a new firm recently incorporated here to handle cigaret vending machines. Charles Schmidt, Hackensack, is the correspondent. Capitalization was listed at \$125,000.

## Growing

"I am interested in getting in touch with manufacturers of coin-operated machines for ladies and men's restrooms, especially machines to vend sanitary and preventative items. Have been in the concession game a good many years, with several concessions on several of the shows covering the Middle West, also independently. I have given up the concession business in the past year to enter the coin-machine business in a big way, and am now operating extensively in Minnesota, Wisconsin and Iowa, with a number of assistants. My headquarters are in the Twin Cities and I expect to add to my routes considerably with the new machines coming on the market. I also plan to use some scales shortly."—Harold A. Porter (St. Paul, Minn.).



A RIOT OF 9 FLASHY COLORS

17 DIFFERENT ORIGINAL FEATURES

Plays Pennies, Nickels, Dimes and Quarters

PRICE \$19.50  
Tax Paid, One-third with order

**Watch** the horses dash around the REALISTIC OVAL TRACK . . . Dash down the straight away . . . DISAPPEAR MOMENTARILY THRU TUNNELS REAPPEAR at unexpected places . . . BALLS constantly CHANGING position . . . Always an EXCITING and FAIR Race down to the finish . . .

The Outstanding Counter Game of All Time

Manufactured Exclusively by

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NEW PRICES IDEAS DESIGNS

AND

## NEW CATALOG

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## DEPRESSION SPECIALS

- |     |                                 |         |        |
|-----|---------------------------------|---------|--------|
| B1  | Scissor Sharpeners              | Dox.    | Gro.   |
| B2  | Large Zinc Pot Cleaners         | \$.35   | \$4.00 |
| B3  | Copper Pot Cleaners             | .20     | 3.50   |
| B4  | Geneva Razors                   | .40     | 4.50   |
| B5  | Veteran Needle Books            | 3.00    |        |
| B6  | Faring Knives                   | .33     | 4.00   |
| B7  | Sewing Kits                     | .35     | 4.00   |
| B8  | Gold Eye Needle, 20 Stück       | .45     | 5.00   |
| B9  | Per 100 Papers                  | .20     | 1.75   |
| B10 | X-Rays, Per 100                 | .25     | 3.00   |
| B11 | Blue Blades for Gillette Razors | Per 100 | 1.25   |

We carry a complete stock of Novelties, Notions, Specialties, etc. Write for prices on items you are interested in. Orders filled promptly at lowest market prices. 25% deposit required on C. O. D. shipments.

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SEE NEXT WEEK'S ISSUE

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**5- "FIVE AUTOMATIC JACKS" - 5**  
The Mechanical Deal With 5  
AUTOMATIC "Self-Dumping"  
JACKPOTS

Each Jackpot Automatically CONTROLLED To Protect Profit!  
3,000 5c Sales Takes in \$150.00. Pays Out \$100. PROFIT \$50.00.  
PLAY TO THE LAST HOLE.  
THE OPERATORS' "ACE."

**BIG 5-JACKPOT FLASH AUTOMATIC SELF-DUMPING ACTION ABSOLUTE POSITIVE PAYOUT CONTROL AND PROFIT PROTECTION! ALL-ALUMINUM CASE, SEALED AND TAMPER-PROOF.**

**NOW IN 3 STYLES**  
Name Case and Jacks.  
3,000 5c Sales (Profit, \$100.00) . . . \$6.50 Ea.  
2,000 5c Sales (Profit, 70.00) . . . 5.50 Ea.  
1,500 5c Sales (Profit, 55.00) . . . 4.95 Ea.  
TERMS: 1/3 with Order, Balance C. O. D., P. O. B. Chicago.  
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65c Plus 10c Postage. Send For Our List.  
Containing Complete Line of Salesboard and Premium Merchandise. Write for Yours. Be Sure to Mention Line of Business.  
Each with Order, or 25% Deposit, Balance C. O. D. (Stores Accepted.)  
**The Midwest Novelty Co. KANSAS CITY MISSOURI**

**JOBBERs and OPERATORs**  
**SAVE 22% on**  
SALESBOARDS, PELLET BOARDS, FORTUNE BOARDS and PUSH CARDS  
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The Phenomenal Money-Maker!



32" Long  
21" Wide

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**WEST**—1028 W. 7th St., Los Angeles, Calif.  
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**WHEN BETTER COIN MACHINES ARE BUILT GOTTLIEB WILL BUILD THEM.**

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28 Dodworth Street, Brooklyn, N. Y.

### CANDY-COATED PEANUTS (Rainbow Nuts)

Assorted Colors. Also All Brilliant Red.  
 50-Lb. Carton @ \$3.50 per lb.  
 50-Lb. Lots @ \$4.00 per lb.  
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 Also Boston Deals.

Guaranteed highest in quality. Stands up under any and all weather conditions. The above prices hold good until further notice.

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**CLOSE OUT OF USED MACHINES AT BARGAIN PRICES.**  
 25 Sengco with Stands, Each.....\$9.00  
 150 Advance Model D Ball Game, Each.....\$2.50  
 25 Empire Vendors, Each.....\$2.15  
 25 Minsters, Each.....\$2.75  
 10 Home Walk with Stands, Each.....\$3.00  
 10 Playboys with Stands, Each.....\$3.00  
 All Types Used Pin Games at Bargain Prices.

25 Thirteenth St., Union City, N. J.  
 Write for Low Prices on All NEW PIN GAMES, Including JOCKEY CLUB.  
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 Write for Our January Price List on All Machines and Our Trade-In Proposition.

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**75c**  
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**FREE** — One Safety Razor with every Carton of Smooth Edge Blades.  
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**GLOBE-OUTS**—American Made Fountain Pens. Assorted Colors. Both Men's and Ladies' Styles.  
 B648123—Men's Per Gross, 10.50 Per Dozen, .90  
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**WRITE FOR OUR LATEST PRICE LIST OF NEW FOUNTAIN PENS.**

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 Write for our new 1933 prices on complete line of Baby Vendors, 5 Jacks, Sunny Boy, 2 Jacks, Jackpot Pin Games, and see our complete colored circulars on Automatic Jackpot Balconboards.

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Greatest Value on the Market

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THE ONLY "De Luxe" TABLE  
HORSE RACE GAME

New Idea! Double Ramp!

UNLIKE any game you've ever seen! Designed differently! Operates differently! A bigger money-maker than you ever expected a game to be. JOCKEY CLUB is a realistic reproduction of a race track. At the pull of a knob, six varicolored marble balls are ejected at one time. Speedily they dash down the track zig-zagging through the pins . . . downward they plunge along the Double Ramp . . . zig-zagging through the pins . . . balls nose out each other . . . pass the Judge's Stand and the winner is declared!

NOVEL CONSTRUCTION EXCITES CURIOSITY

The inclined Double Ramp with walls of aluminum is the most unusual feature ever installed in an amusement game. This, together with a flash of brilliant coloring, will make JOCKEY CLUB the outstanding machine in any location. Operation is entirely automatic. No elevators to jam or get out of order. Single coin play prevents cheating and eliminates legal objections. New ingenious device ejects balls. Comes complete with legs which are rigidly secured to cabinet with four nickel-plated screws to each leg. Absolutely wobble-proof leg adjusters attached. Famous "STANDARD QUALITY" throughout.

ABSOLUTELY LEGAL EVERYWHERE!

WALNUT FINISHED CABINET, COMPLETE WITH LEGS! FRONT CASH BOX! FOOLPROOF! CHEATPROOF! SILENT OPERATION! WINNER ALWAYS IN DOUBT UNTIL FINISH! CONFIDENTIAL OPERATING PLANS FURNISHED WITH EACH GAME! TRADE STIMULATOR—STRAIGHT AMUSEMENT!

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OHIO-KENTUCKY—911 Main St., Cincinnati, O.  
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**17.50**

Length 32"  
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1c or 5c Play

WITH LEGS,  
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Brilliant appearance. Flashy. THRILLING action—and a remarkable money maker. Jiggers Senior is so outstanding in its superiority that it sells itself. One look—one play—and you're SOLD!

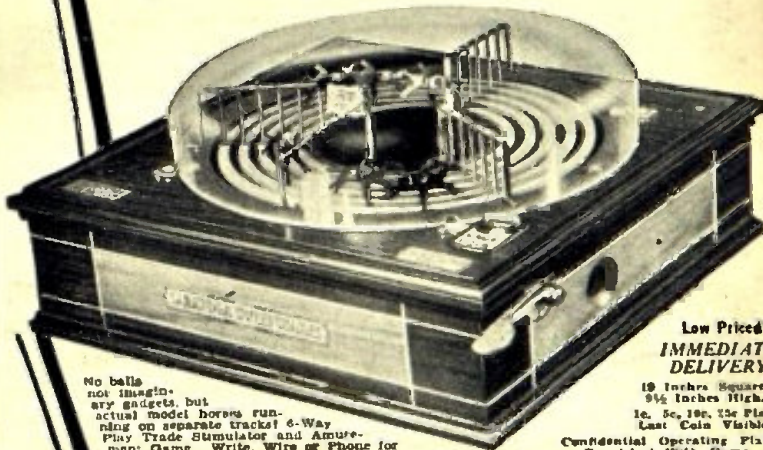
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ASK any one who has a SARATOGA SWEEPSTAKES on location what he thinks about the game. Dollars to doughnuts he'll not trade it for any other! Why? . . . Simply because it is bringing him more big cash than all other games combined. Flashy? . . . Yes! Sturdy? . . . Yes! Fast? . . . Yes! But more than that . . . it's THRILLING! When horses PASS AND REPASS with lightning speed and the winner is a "toss up" . . . it's the next thing to being at the track! Play SARATOGA SWEEPSTAKES and you'll realize why thousands are in action—earning sensational profits!



No balls, not imitative, any gadgets, but actual model horse running on separate track! 6-Way Play Trade Stimulator and Amusement Game. Write, Wire or Phone for Details.

Est. Since 1892.

Don't Fail To See Our Exhibit at CEMA Show, Booth 44, Hotel Sherman, Chicago, February 20 to 23.  
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**SARATOGA Sweepstakes**

THE ONLY REALISTIC HORSE RACE GAME

Low Priced! IMMEDIATE DELIVERY

19 Inches Square, 9 1/2 Inches High, 1c. or 5c. Play, Last Coin Visible. Confidential Operating Plans Furnished With Game.

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# “Where can I buy . . .

. . .this or that?” Readers of The Billboard ask.

Every day we receive inquiries asking for the names and addresses of firms whose sales message is not reaching prospects and customers. Slowly but gradually these inquiries have been increasing in number—definite proof that the amusement business is improving.

The people engaged in the business of entertaining the vast American public have not been downed. Things have been slow, but the last half of 1932 showed a decided turn for the better. 1933 will see many new ventures launched; changes, improvements and adjustments made. The demand for merchandise, supplies and equipment will again be felt.

Sitting back as a watcher will help to fill the pockets of competitors who are making an effort to get the business. But who wants to keep on watching? Advertising—placed in The Billboard—will help to bring the business to you.

The JANUARY LIST NUMBER is a good time to start your 1933 campaign. The extra circulation and closer reader attention assure your advertisement being read. Send the copy today.

## JANUARY LIST NUMBER

Dated, January 28

Out, January 24

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# The Billboard

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