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JANUARY 13, 1934

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The Billboard

The World's Foremost Amusement Weekly



OTTO GRAY

Organizer and Manager of the Radio-Stage-Screen Attraction
"Otto Gray and His Oklahoma Cowboys"

I think it is the handomest, most complete book of its kind. It is a very valuable record, and I shall certainly refer to it much.

Walter Winchell.

The Billboard Index is a most valuable reference and worthy of the effort.

Geo. M. Cohan.

One of the most truly constructive chronicles of the American theater and its doings.

Paul Duffzell,
Executive Secretary, Actors' Equity Association.

Very valuable to anyone interested in or connected with the legitimate stage.

M. J. Nicholas,
M. J. Nicholas Enterprises.

It is splendid to have one at home and one in the office.

Phyllis Perlman,
Elmer Rice, Inc.

I like it for its dignity as well as for its store of information.

Charles R. McDonald,
RKO.

A real achievement.

Jenn Wick.

I have never seen a more complete book of its kind and feel that no theatrical office should be without one. All casting offices and dramatic departments of newspapers will find this index invaluable.

Peter Mason,
Charles Froehling, Inc.

I am quite sure managers will not be able to do without it.

Martin Beck.

It is not only more valuable, but it is published in a most attractive way.

Frank Gillmore,
President Actors' Equity Assn.

Your latest Index contains a veritable's worth of information.

Claude A. LaBellle,
Drama Editor, San Francisco News.

A very worthy effort. I know it will be extremely valuable to me.

Louis K. Sidney,
Loew's, Incorporated.

I am sure that I shall find it useful.

Charles C. Moskowitz,
Loew's, Incorporated

I know the Index will be most interesting and useful.

M. D. Howe,
Panchon & Marce Corp.

I can see that it is enormously valuable and much the most complete thing of its kind. I am certain that in the future I shall never try to get along without it.

Josef Wood Krutch,
The Nation.

It is a splendid job and a book that everyone connected with the theater should have.

George Brinton Bea
Drama Editor Boston Sunday Post.

It will be of great service.

Harry Kalcheim,
Public Theatres Corporation.

Most helpful and handy book.

Walter Batchelor,
Batchelor Enterprises.

Surpassed my expectations.

A. Ray Wilkerson.

As a dramatic editor, it is a great asset.

Karl Kae Knecht
Evansville Courier.

Nicely arranged and full of valuable information.

D. A. Gray,
Monmouth Music Publishing Co.

You can count on me as a purchaser of next year's Index.

Burns Mantle,
New York Daily News.

Amazingly comprehensive survey of the theater year.

Stuart Gibson,
Baltimore Sun.

Invaluable as a concordance to a drama reviewer. The most comprehensive and complete index of the stage I have ever known.

Len G. Shaw,
Detroit Free Press.

Wonderful book.

Mark Minas,
Philadelphia Transcript News.

An excellent job and worth buying over.

J. Mill Hagen.

The Complete Reference Work of the New York Legitimate Stage



The Billboard Publishing Co.,
Cincinnati, Ohio

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January 13,
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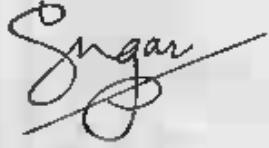
FIRST STATE THEATER SET

Money Talks

THE shouting is over. The crowds have dispersed. Whoopee hats and horns have been laid away for another party . . . the showy stuff is over. Now begins the grind. That's the story to date of the Actors' Betterment Association.

The ABA doesn't mind further shouting and continued handclapping and other varieties of noisy what-nots. But it needs more than anything else the cash that new members will bring in with them. New members have to bring in kale, otherwise they can't be members. In other words, the ABA's paper membership days are over. That's something to be thankful about. Now we shall know who they are that really stand back of the first real actors' organization since the ill-fated White Rats.

Good-will, heartening messages and applause are all splendid things for a young organization to have. Taken altogether they are hardly as important as money. Since the ABA will not accept donations, the only way that it can obtain the money it sorely needs to carry on is thru new members. If you are a thinking actor, an individual who is alive to the soundness of the logic that the actor can't help himself unless he helps others, too, you will join the ABA. And without delay.



Unemployed Musicians Want Sunday Legit; Ask Strike

2,000 unemployed union musicians ask Local 802 to call strike in legit houses unless Equity lifts its Sunday ban—managerial interests address meeting

NEW YORK, Jan. 8.—The agitation by union musicians for Sunday legit shows as an unemployment relief measure reached a noisy climax Friday when 2,000 musicians voted to walk out of local Equity shows unless Equity reverses its traditional opposition to Sunday performances. In a stormy meeting, punctuated by vitriolic attacks on Frank Gillmore, Equity, Eddie Cantor, Rubinoff and Grover Whalen, the musicians adopted a resolution urging Gov. Herbert Lehman to initiate legislation repealing the Sunday legit law. They also voted to send a telegram to President Roosevelt pleading for aid of unemployed musicians and pledging co-operation to the NRA program.

This meeting was an outgrowth of the riotous gathering of unemployed musicians at the St. Nicholas Arena December 19 and of another meeting December 29, in which a delegation of unemployed musicians pleaded with the NRA to force Equity to lift the ban on Sunday shows. Friday's mass meeting was called by the Associated Musicians of Greater New York, Local 802 at the

(See UNEMPLOYED on page 10)

"American People's Theater" Opens in Permanent N. Y. Spot

Project financed by CWA and N. Y. State Department of Adult Education—conceived by Morelza Morrow—using unemployed actors and craftsmen—NRA interested

NEW YORK, Jan. 8.—The first extensive government-sponsored theatrical undertaking in this country, the American People's Theater, will move into large and permanent quarters Monday. Miss Morelza Morrow is directing the project under the auspices of the State Department of Adult Education and in co-operation with the Civil Works Administration. The theater has been in existence since October, but will be expanded immensely to absorb many more unemployed when it formally takes over the Public School No. 28 Building on West 46th street. The American People's Theater will operate a professional producing company, a training school and a little theater department. The producing section will develop a repertory of plays with emphasis on native American drama. The training school department will prepare a limited number of carefully chosen young people for membership in the producing company. The little theater department will offer free classes in acting, playwriting, playreading, history of the theater, little theater, stage managing and directing, costume and scenic designing, mask and model making, voice diction, singing, music, group dancing, tap, acrobatic and social dancing, foreign languages, body technic, fencing and American folk dancing and crafts.

The theater is the outgrowth of the activity of Miss Morrow, who has made an intensive study of the state theaters of Europe. She studied under Max Reinhardt and Theodor Kirchner and in Vienna, Sorbonne, Paris, Dresden, Berlin and in Mexico. She is now theatrical counselor with the Adjustment Service, a free vocational guidance organization.

(See FIRST STATE on page 10)

Famous Gets Reorg Going

New corporation elects officers and starts on deal, personnel shifts

NEW YORK, Jan. 8.—Theater operation end of Paramount, the new Famous Theaters Company, has begun its internal organization and is beginning to build back a theater circuit. Board of directors yesterday elected officers and a chairman. Adolph Zukor was made chairman of the board; Ralph A. Kohn, president; E. Frank Freedman, vice-president; Sam Dembow Jr., vice-president.

(See FAMOUS GETS on page 10)

Illinois Fairs' \$400,000 Aid Bill Is Likely To Have Smooth Sailing

SPRINGFIELD, Ill., Jan. 8.—The 24th annual meeting of Illinois Association of Agricultural Fairs got under way Thursday morning in the St. Nicholas Hotel here. About 200 delegates, showmen and members of allied interests attended. President G. E. Walker, Shelbyville, opened the meeting, and Mayor John W. Kapp Jr. welcomed the delegates.

Roll call by Secretary G. C. Mast showed that about 60 per cent of the fairs were represented, an increase over 1930. A. C. Koch, Clinton County Fair,

Bureau, speaking on WPA Mutual Betting Be an Advantage to County Fairs?, advocated mutual betting on races to help the county fairs.

Thursday afternoon Director of Agriculture Walter W. McLaughlin said his office was pleased to do all it could to further county fairs in Illinois. He pointed out that the new Agricultural Adjustment Act will help Illinois fairs and farmers. The assistant director of agriculture, giving a report on fairs of Illinois in 1930, stressed importance of fairs.

(See ILL. FAIRS on page 58)

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Storm Expected Against Radio Broadcasts to Free Audiences

Legit Code Authority to take up matter for action—circles also ready to squawk—dependents object—Cantor willing to do advisable thing—Ed Wynn wants audience

NEW YORK, Jan. 6.—A hurricane of resentment against free audience broadcasts in the studios is impending and is expected to sweep down on the heads of the radio chains within the week. The clouds are gathering from several sources. Legit managers, Actors' Equity, stagehands and front of the house employees are gathering together for an attack on the question in next Legit Code Authority meeting Wednesday and, according to Dr. Henry Moskowitz, executive secretary of the League of New York Theatres and advisory secretary to the committee.

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Independents feel the unfairness of the situation and the Independent Theater Owners Association has decided to make every attempt to curb the practice. Harry Brandt, president, said today: "The theater owners of New York are very much against important Saturday and Sunday night broadcasts which are open to the public. This organization will use every method possible to discontinue it. It has written to Chase & Sanborn, to Eddie Cantor and to

(See STORM EXPECTED on page 56)

Theater Art Exhibit Jan. 16

NEW YORK, Jan. 6.—The exhibition of theater art scheduled to open January 10 at the Museum of Modern Art has been postponed to January 16 because of a delay in shipment of foreign exhibits. Specifically, the shipment from Russia, which comprises one of the largest and most interesting groups to be shown, is now on the ocean and is expected to arrive only shortly before the opening. There will be a reception and preview for Museum members and their guests Monday, January 16, from 10:30 p.m. to 1 a.m.

Film Angles On New Shows

Big Hearted Herbert (opened January 1 at the Biltmore), dramatized by Sophie Kerr and Anna Stense Richardson from a story by Miss Kerr, presented by Eddie Dowling—A family comedy of a "plain" man whose wife comes him by giving him more plainness than he wants. Okeh for comedy programmers.

Halfway to Hell (opened January 2 at the Fulton), by Crane Wilbur, presented by Elizabeth Misle—A cheap and ineffective murder mystery of a retired buccaneer and his henchmen. Nothing to recommend.

The Wooden Slipper (opened January 3 at the Ritz), by Samson Raphaelson, presented by Dwight Deere Wiman—A muddled and boring "romantic comedy" laid in Middle Europe. Closed Saturday, N. G.

The Gods We Make (opened January 3 at the Mansfield), by George Henry McCall and Marc S. Bouvet de Lotier, presented by John Cameron—A silly and hopeless comedy. Just one of those things.

The Ziegfeld Follies (opened January 4 at the Winter Garden), presented by Mrs. Florence Ziegfeld (the Shuberts to you)—A big, lavish and thoroughly entertaining revue. It brings to mind again the question of why films haven't made use of Fatty Brice, a grand comedienne if ever there was one.

Rosenblatt's New Title

WASHINGTON, Jan. 6.—It is now Division Administrator Sol A. Rosenblatt. This means the heretofore deputy administrator in charge of amusement codes has won his spurs. There are quite a lot of deputy administrators but few division administrators. Only those deputies who have proved by being put to the test they can deliver the goods are being complimented by this promotion. Rosenblatt has demonstrated a capacity for square shooting, as well as for expediting hearings, and has proved his capacity again in informal conferences following code hearings, at which controversial points are ironed out.

Chi Legits Down to 3

Holiday season was tough on Loop shows — "Biography" is only winner

CHICAGO, Jan. 6.—The second week of January will start off with not to exceed three legitimate shows in Loop theaters. As this is written (Friday) it has not been absolutely decided whether or not Topsy and Eva will continue, but the chances are it will. Should it fold but two shows would remain.

The holiday season was a disastrous one for Loop legit. Just one show held up under the double burden of unfavorable weather and holiday activities. That was *Ina Claire in Biography*. It did not do the expected turnaway business. There were some slim nights, but the show finished strong, the last few days being sellouts.

Savior, however, had been slipping badly for two weeks and ran into financial trouble the week following Christmas when the cast threatened to walk out unless paid before they went on. Attempts to adjust matters and continue failed and the show closes tonight.

Eva La Gallienne, in *Aida in Wonderland* and *Hedda Gabler*, at the Grand, was a keen disappointment from a business standpoint. Attendance throughout the engagement was light. Closing tonight, the house will be dark for a week until the coming of *Joe Cook in Hold Your Horses* on January 14.

Despite excellent notices the Duncan Sisters show proved a poor draw. Ticket speculators who had figured the show would pull were selling duets to the matinee this week for two bits. For a time it looked as if the show would close, but latest reports are that arrangements have been made to continue. It is probable the show will be condensed shortly and sent on a tour of Balaban & Katz houses.

Dangerous Corner, at the Cort, closes a 16-week Chicago run tonight and moves to the Cass Theater, Detroit. Following it into the Cort on January 7 is *Louise Groody in The Curtain Rises*.

Following *Biography* into the Erlander on January 8 is *Walter Hampden in a Shakespearean repertoire*. This is an American Theater Society show.

A local producing group, Randall Productions, Inc., with which Horace Slaters is associated, will present *The Sunday Husband* at the Studbaker starting January 17. There are but four persons in the cast, Juliet Day, Glenn Hunter, Bob Brister and Verona Sampson. The play is by Melville Kotl, a Chicago author.

OTTO GRAY This Week's Cover Subject

THE standard bearer of the nationally known stage and radio attraction, Otto Gray and his Oklahoma Cowboys, formerly appeared with a Wild West unit attached to a circus teammed with Mrs. Gray in an act of fancy and trick roping and riding. They also were a team in vaudeville.

Together with Billy McGinty, Gray formed the nucleus of his present attraction in 1924. McGinty, for the benefit of those who might not know, was the premier bronk rider of Teddy Roosevelt's Rough Riders. Gray took over the organization completely shortly after and its progress has been sure and steady under his showmanly direction. The musicalized cowboys have traveled all over the United States, broadcasting over the major networks. To be statistical about it, their air record takes in 148 independent stations. Their first broadcast was from Station KVOD, now located in Tulsa, but then in Brainerd, Okla.

The Gray cowboys have done considerable stage work. They have appeared in a choice selection of independent theaters and in routes over the RKO, Fox, Loew and Public circuits. Regardless of how long the stretch that he is on the road at a time, Gray maintains his homeestead ranch in Stillwater, Okla.

Boston Chatter

BOSTON, Jan. 6.—We're off for the last mad dash before the spring dryup of things theatrical, with three—count 'em—openings on Monday. The Tremont, Isaac & Cassie presiding, will start its second arrow in flight with Pauline Frederick in *Oriental at Large*. The Shubert will offer the new musical *All the King's Horses*, a hit in dead old Lunnon, you know, with Guy Robertson as the singing hero.

And the Plymouth will yield the stage to *No More Ladies*, with that movie hero chap, Melvyn Douglas, as leading man. Whatever *Possessed Her*, which opened the Wilbur, has another week. And as fine a bit of turkey as ever graced a Thanksgiving feast.

Elida Fpong and Joseph Allen, for known actors and numerous others, plus 20 supers. All about a summer theater in a barn, run by a nitwit lady of certain years who hires a regular troupe of actors to help carry out her fad. An idea, and a good one, Treatment not so good. . . . The Piccolli, that entertaining conglomeration of wooden actors led by Vittorio Podrecca, under the management of Aaron Richmond has done a good week at the Repertory. . . . New York gets the next look. . . . Flying Down to Rio lingered two weeks at RKO-Keith's.

Most unusual. Anne 'n' Andy, in the flesh and burnt cork, come to the stage of the Keith-Boston this week, where a congested version of Artists and Models played last week to good business and almost no laughs. . . . A family theater like family dirt. . . . It has been same with every \$4.40 musical in reduced circumstances at this house so far. . . . Sister Sweet, well played but business not so good, goes away tonight. Shubert was its address since Christmas. . . . Bolts still closed, waiting for a good play, says the agent. . . . That makes it unanimous. Who isn't?

G. B. E.

Lunts Again Wow London

LONDON, Jan. 6.—Alfred Lunt and Lynn Fontanne returned to the London stage Wednesday in Gilbert Miller's production of *Reunion in Vienna*, which the Theater Guild did in New York with the same stars, and repeated their previous London triumphs. The audience looked like a who's who in person, and the stars had to take 10 curtain calls, amid clapping and cheering. Changes of the play, however, are something else again. London has always been lukewarm toward Sherwood at best.

Legit Code Authority Factions In Accord To Keep N. Y. Control

NEW YORK, Jan. 6.—In an interview with representatives from various fields of the Legit Code Authority it was learned today that the committee seems dangerously near the rocks, and that, regardless of animosities which have flourished openly in the past week among members and crafts, it was held of utmost importance that the committee be held intact. Chief purpose, according to those questioned, was to keep control as nearly as possible in New York among persons whose life is part of the theater rather than allow control to go direct to Washington under the NRA.

It was known at time of the code's formation that some of those appointed were not in favor of closing the theater as an industry, but upon passage of the

Equity Council And Oberfelder

NEW YORK, Jan. 6.—Actors' Equity Council went on record Tuesday unanimously to encourage the Mid-Western stock-legit circuit of Arthur M. Oberfelder. Such rotating stock plan has been a suggestion to producers from Equity President Frank Gilmore for many years. Oberfelder talked with Gilmore several months ago before starting his present circuit of four cities, Kansas City, Indianapolis, Louisville and Cincinnati and since then has made a success. Asking that Equity permit addition of four more cities, Buffalo, Washington, Pittsburgh and Chicago, Equity Council approved of three, but reserved decision on Chicago for the obvious reason that it felt regular legit attractions might be restricted if Oberfelder's shows went in there. This would mean stock interference with regular legit actors.

Another point upon which the council wished to have further discussion with Oberfelder is question of purchase of costumes by actor. Regular stock rule is that actors buy their own, but Equity council is of opinion if a show runs for less than the circuit run of four weeks that the producer pay for or furnish the costumes. Oberfelder is expected here shortly to take up these and other matters with Gilmore concerning his future plans.

New Agency for Denver

DENVER, Jan. 6.—Tom Vick Roy, for six years manager of the Tabor Grand Theater, and H. A. Burky, local entertainer for several years, have combined to form the Central Booking Association, with offices in the Tabor Theater Building. The new association will specialize in the booking of presentations and dance and stage bands. Roy, incidentally, was organizer and first president of the Motion Picture Theater Owners' Association of Colorado.

Louisiana Dancing Masters

NEW ORLEANS, Jan. 6.—Roberta Gross, of this city, was elected president of the Louisiana Association of Dancing Masters. Other officers are all natives: Emsida Troxier, first vice-president; Catherine Ventura, second vice-president; Peter Villars, secretary, and Amaine Mitchell, treasurer. Miss Troxier and Miss Mitchell were re-elected.

ABA REORGANIZATION SET

Bobby Clark Elected President; Constitution, By-Laws Adopted

Officers and board also elected in meeting closed to all but paid-up members—formed along Equity lines—membership drive planned—charter is expected

NEW YORK, Jan. 8.—The Actors' Betterment Association reorganized formally as a union Thursday and elected Bobby Clark president of an administration loaded with some of the biggest names of vaudeville and outdoors. It adopted a new constitution and by-laws, dissolved the old organization and went thru the necessary steps prior to taking physical possession of the American Artists' Federation charter from the American Federation of Labor, thru the Four As (Associated Actors and Artists of America). Eddie Cantor was elected honorary president, a newly created office. Clark, of Clark and McCullough fame, at first declined the nomination because he expected to be in Hollywood making pictures for months at a stretch. However, he was persuaded by Ralph Whitehead, executive secretary, to reconsider his refusal, and after a candid talk with the whole membership, he accepted. He was nominated and elected amidst terrific applause and cheering.

The nominating committee of three, appointed by Whitehead, who was chairman of the meeting, brought in a slate of eligible candidates for the various offices and the council. All nominees were elected unanimously except for one post on the council, which was contested by Dave Vine, Fred Merritt and Max Gruber. Gruber won.

The complete list of officers, who will serve three years, comprises: Cantor, honorary president, and Clark, president; Ted Lewis, first vice-president; Victor Moore, second vice-president; Pat Rooney, third vice-president; Dorothy Stone, fourth vice-president; Charlie Mosconi, treasurer, and Ralph Whitehead, executive secretary. Whitehead was the only officer held over from the old regime, while Mosconi and Rooney were both on the old board of governors.

The new council, in which is centered the administration of the new ABA, is composed of 24 members, six of whom will come up for election each year. This is modeled after the Equity organization, as is the whole new ABA, as a matter of fact.

The council consists of:

Doc Baker, Benny Davis, Kitty Danes, Max Gruber, Fred Koating and Bill Robinson to serve one year.

Bob Hope, Charlie Judele, Frank Lynch, George Olsen, Al Warner and Sid Williams to serve two years.

El Brendel, Eddie Garr, William Gaxton, Joe Lauria Jr., Guy Magley and Dick Section to serve three years.

Belle Baker, Chas Chase, Alan Correll, Duke Ellington, Jack McAllan and Paul Whiteman to serve four years.

Immediately after the closed reorganization meeting, which wound up 4:00 Friday morning, Whitehead and Clark went into a huddle over the coming membership drive and Clark immediately called the first meeting of the new council for today.

Sophie Tucker's name was proposed for vice-president, but the records showed that Miss Tucker had not yet joined the new ABA, with she has openly supported it. For that reason her name was reluctantly withdrawn.

Acts on French Riviera

NICE, Dec. 26.—Christmas week finds the Riviera getting into its full stride. At Nice the Arnaut Brothers head the bill at the Casino Municipal, with the dance trio of Dewolf, Metcalfe and Ford and the popular French singer, Daurio, landing good support. The Eldorado Casino has a 12-act bill featuring Marie Dubas, the Manchlassi Brothers and the Leong the Troupe. New vaude-pix house, the Escorial, using one or two sets weekly. Maurice Chevalier headed Christmas Eve benefit bill at the Mediterranean.

At Cannes the Casino Municipal has good bill featuring the Lassiter Brothers, Manginis and Eight Jackson Girls.

Tabled revues seem present vogue at vaude-pix houses in Italy. Malibro Trip at the Italia, in Milan, and Four Whirlwings at Vittoria in Turin.

HARRY BERRY'S Sunsist Varieties of 1934 have been playing the spots in Pennsylvania.

The Sammy Cohens Stuck Up in Chi

CHICAGO, Jan. 8.—Sammy Cohen and his wife, Doris Roache, were held up here Wednesday night while riding in a cab about a mile from the Marbro Theater, where Miss Roache was appearing. There was another couple in the cab with them when the gunman did the job.

About \$10,000 worth of jewelry was snatched from Miss Roache, covered by only \$2,000 insurance.

State, Detroit, to Flesh

DETROIT, Jan. 8.—The State Theater returned to a stage-show policy yesterday after three years of straight films, being closed a large part of the time until four months ago. The new step is part of the trend toward increased flesh attractions sponsored by George W. Trousdale, manager of United Detroit Theaters. The house is being booked by the Billy Diamond office in Chicago.

The complete list of officers, who will serve three years, comprises: Cantor, honorary president, and Clark, president; Ted Lewis, first vice-president; Victor Moore, second vice-president; Pat Rooney, third vice-president; Dorothy Stone, fourth vice-president; Charlie Mosconi, treasurer, and Ralph Whitehead, executive secretary. Whitehead was the only officer held over from the old regime, while Mosconi and Rooney were both on the old board of governors.

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Give Vaudeville a Chance!

The following includes the highlights of the speech of William H. Charlton, chairman of the radio and editorial division of the local NRA board delivered at the mass meeting at the Hotel Edison:

"Action! . . . action! That's what you want, and that's what you are going to get!

"It stands to reason that such conditions as have prevailed in the theatrical business the last several years had to come to an end sometime. They couldn't possibly go on as they have forever. The mystery is that these pernicious conditions have not been tackled before and routed!"

"Take the ranks of vaudeville, which outnumber the legitimate ranks by thousands! Here a veritable army of entertainers suddenly finds the doors of the country's theaters closed to it. The legitimate players, too, are not much better off, with hundreds of theaters throughout the country closed to them also."

"True, the motion picture business has absorbed a portion of both vaudeville and legitimate players, as has the radio business, but this does not amount to a drop in the bucket."

"The situation that confronts vaudeville and legitimate actors is one that can only be corrected and relieved by the reopening of theaters now closed, or by picture houses agreeing to give the public flesh entertainment as well as the mechanized kind."

"I can very well understand the position of the managers and owners of picture houses, especially in the smaller towns, who feel that they are under enough expense as things are. But unless they begin to make plans for the addition of flesh-and-blood entertainment—if the plans that have been presented to me for consideration mean anything at all—it is almost a certainty that they will soon find themselves in for some hot competition."

"The NRA has, ever since its inception, pointed out the dangers of uncontrolled competition, and, whenever possible, has lent its aid and influence to combat ruinous trade practices. In this case, however, such control could hardly be expected to apply, for several reasons."

"Finally, controlled competition does not mean that competition should be controlled by monopoly."

"Secondly, vaudeville and stage, the competitors of the motion picture theaters, are two distinct fields, separate and apart from the picture business."

"It would therefore be unfair to argue that theaters now closed should not be reopened with flesh presentations because to do so would create dangerous competition for the picture houses. And it would be just as unreasonable for vaudeville or legitimate producers to ask that picture houses now open be closed for similar reasons."

"Somewhere, somehow, a middle course must be laid out. Some plan of operation on a live-and-lot-live basis is imperative."

"It is not for me to prescribe what shall or shall not be done, but from all the indications at hand, and the information I have received, it is my sincere belief that the theatrical profession is about to hand itself a New Deal. And I know that if I were a picture-house manager I would plan to sit in on that deal. Whether or not I might add any more chips to my winnings would not be my only consideration, but I at least would then be in a position to prevent or control any losses."

"The handwriting is on the wall for everyone to see."

Abbott Pix Producing; Jack Hart Is Manager

NEW YORK, Jan. 8.—Jack J. Abbott Productions, new pix firm, will move shortly to the 18th floor of the RKO Building in Radio City. Probably will also take the Audio Cinema Studios. Has seven features and seven shorts planned, with Mona Gray and Everett Spencer among those contracted.

Jack Hart, vaude agent, has signed with Abbott whereby he will be the firm's production manager.

Big Mass Rally Before Meeting

Open to all—1,000 attend—enthusiasm evidenced in speeches and telegrams

NEW YORK, Jan. 8.—An enthusiastic open rally preceded the ABA elections. About 1,000 actors crowded into the Hotel Edison Ballroom to hear Ralph Whitehead explain the progress of the organization and to listen to short talks by public officials and leaders of the theater.

William H. Charlton, head of the radio and editorial division of the local NRA; William Rapp, an attorney; Irving Schneider, the ABA's attorney; Pat Rooney, Sophie Tucker, Charlie Mosconi, Joe Laurie Jr., Victor Moore, Bobby Clark, Dave Vine, Jack McLellan, Assistant District Attorney John J. Sullivan and Elias E. Sugarman, of The Billboard, were on the platform.

Miss Tucker, who dropped in hurriedly from the Hollywood Restaurant, where she is appearing, offered her services to make the ABA work a success amidst a rioting reception from the actor audience.

Bobby Clark said he was 100 per cent with the actor and would show it "by actions and not by words." He was applauded loudly.

Assistant D. A. Sullivan, who has been retained by the new administration in the D. A.'s office, thanked Whitehead and the ABA, The Morning Telegraph, Variety and The Billboard for their cooperation in ridding show business of the benefit vultures, and asked all performers to come to his office with info on racket benefits. He told of the bill he and Magistrate Jonah J. Goldstein are preparing for the Board of Aldermen, in which all places holding benefit shows will be licensed and must report details on all benefits on risk of having their license revoked.

William J. Rapp then told of the ABA bill he and a State senator were preparing for the New York Legislature. This bill would seek to put teeth into laws covering actor contracts.

Whitehead then took the floor for a while to read the many wires and letters of support the ABA had received just prior to the mass rally. He read wires pledging support and offering encouragement from the Associated Actors and Artists of America, the International Alliance of Theatrical Stage Employees and Motion Picture Operators, Equity, Chorus Equity and the Performers' Club of America, in Chicago. Also from "90 circus boys and girls in Utica," from Hassan Ben Adiliz, from Eddie Cantor, Tompleton Brothers, Doc Baker, M. Drayton, Patrick Henry Galvin, Clyde Hager and Leo Carrillo.

He also read a wire from Guy Magley, chairman of the membership committee, who announced the first all-ABA bill playing in Wilkes-Barre with him. The acts are Charles Ahern, Claude and Marion Cleveland, Abbott and Bieland, Ames and Arno and Guy and Pearl Magley.

Victor Moore, the best known vice-president of musical comedy, who carried on tradition by becoming a v.p. of the ABA later in the evening spoke humorously. He was serious long enough, however, to gracefully decline the offer of presidency because of pressing business.

Elias Sugarman, of The Billboard, spoke and was followed by William H. Charlton, of the NRA. Charlton aroused the audience with his promise that the NRA would attempt to help the unemployed actor. His speech is given more in detail in a special story on this page.

Rooney, Mosconi, Laurie, McLellan and Vine then took their bows and made short speeches of thanks, and the rally adjourned so that those holding the new ABA cards could attend the closed meeting for the purpose of reorganizing.

THE THREE FRENCH MISSES, Helen Browne, Ulaine Mailoy and Gertrude Bell, were visitors at the Cincinnati offices of The Billboard this week. Their serial act is current at the Strand Theater.

Palace, New York

(Reviewed Friday Afternoon, January 5)
(First Show)

A pleasant enough stage layout at the Palace supporting Bombay Mail in first rung on the screen. Louis Belasco and his Hotel St. Moritz Orchestra walk off with the honors, altho Jeannie Lang gets top billing. There's good variety and good balance, and the show lines up as an excellent routine booking job.

Cartoon Emmy and his puppets, most of them smooth fox terriers, start things merrily, with the crowd going in a big way for the burling antics of the hounds. The dogs are cute, they go thru nine tricks, and the comedy that's injected puts the act across in a big way.

Falls, Heading and Boyce follow with their dancing and a short, snappy turn that holds interest all the way and gets a good response.

Jeannie Lang is in echter spot, aided by the Three Rascals. With the trio as background she sings a medley, "Siftin' on a Log, You Gotta Go and, as encore, Did You Ever See a Dream Walking?" The boys contribute an operatic burlesque of their own which isn't funny and could be dropped with benefit.

Hal Sherman, assisted by Inez King, is in next-to-shut with his crossings and grand dancing. Sherman was going well at the show caught, and the crowd refused to let him off. He show-stopped easily and kept giving the customers encore, all of which were appreciated—and rightly.

Leon Belasco returns to the Palace with a smooth, elaborate and thoroughly entertaining act. The band, as always, plays excellently. Belasco plays his fiddle and sings in various languages. Marguerite and LeRoy do several sock ballroom routines, and Roberta Wells sings in a deep, rich voice. An attempt is made to inject some comedy. It didn't work too smoothly at the first show opening day, but that will be fixed during the week.

Attendance was about three-quarters.

EUGENE BURR.

Chicago, Chicago

(Reviewed Friday Afternoon, January 5)

Mary Pickford in person in a one-act condensation of *The Church Mouse* and two excellent supporting acts in Emile Bored and Pops and Louie have the people lined up for a block waiting to get in this week, with six shows a day necessary to accommodate the crowds.

The overture *Musical Reflections* starts off with *March of the Musketeers* and then I'll See You Again and Of These I Sing, followed by a beautifully rendered solo solo, *Nightie Like a Rose*, by Cherninsky, backed by a violin quartet that got a big hand, and ending with a modernized version of the *Light Cavalry* overture. Drew a resounding hand.

The Evans Girls, attired in attractive white and red costumes along Spanish lines, opened the stage portion of the bill with a fast-stepping toe routine and started to nice applause. Emile Bored, Russian comedian, was next, and after a song and a number in various dialects he did a poem about bats and then went into his *March of the Wooden Soldiers* as he conceived it for the Chausse-roure. He concluded with a bit of dramatic artistry about a wounded soldier and he left the stage a hit. Pops and Louie sang *St. Louis Blues* and I Ain't Got Nobody in sweet harmony and also put over some mean dancing, receiving gaudious applause for their efforts.

The next part of the stage show which followed a news weekly could stand a bit of repositioning or rearranging. After a trailer announcing that B. & E. presents Mary Pickford, the curtains parted to show the Evans Girls in a ballet number in juvenile gingham dresses and a team of adagio dancers, the Caldwells, who go thru some comedy acrobatic tricks. After this a traveling curtain moves in Jerry manner from one side of the stage to the other with scenes upon it reminding the patrons of Miss Pickford's past successes. Curtain is unnecessary and could easily be eliminated. Finally the playlet, *The Church Mouse*, gets started amidst a modernistic office setting. It was quite a while before Miss Pickford could start her lines after her first appearance, so great was the ovation, and after the applause died down she did a workman-like job of acting, never failing to use all the little Pickford tricks that have endeared her to the public for so long and speaking with a clarity that overcame the great size of the theater in which she was acting. After the sketch was over she emerged between the velvet cur-

tains, gave a little speech and left to vociferous applause. She has capable support by Marion Tucker, Carroll Ashburn and Robert Lowe.

P. LANGDON MORGAN.

Palace, Chicago

(Reviewed Saturday Afternoon, Jan. 6)

Milton Berle enters upon his second and last week with this bill, and due to the non-appearance of Lillian Miles, who was booked for this show but didn't show up, the customers are getting more Berle than ever. He is keeping pretty clean, but cannot stay away from smut in some form or other, as is witnessed by his telling of the "cock the goose" and bedpost stories and the too frequent use of hells and damn.

After a funny trailer Berle sings a bit and then goes into a hurried song called Presidents on Parade, following it with a blackout with Herbert Harris. Gene DeQuincy and Lewis, two men and a woman, were next with their funny comedy adagio, which starts off as a beautiful and graceful waltz and builds up to a fast finish with the dancers all tangled up. Took a couple of bows. Berle repeated a blackout of which the audience knew the answer beforehand, so it wasn't so funny to them. Jack Whiting, who was the featured juvenile with *Tales of Cheyenne* during its legitimate run here, was introduced and started his act with the singing of Made To Order for Me. With Edgar Fairchild and Robert Lyndholm accompanying him on twin pianos, Jack sings My Past, Present and Future, with Amy Revere topping it off with a classy ballroom routine with taps. Fairchild and Lyndholm then played a medley that included a part of *Rhapsody in Blue* and This Time It's Love and got a nice hand. Jack returned and sang A Little Bit of Harlem, being joined by Amy for a fifty dance, and they left a hit. Berle repeated the parody he used last week and then introduced Owen McGivney as the greatest act on the legitimate stage. We thought it was vaudeville, so well just pass that as a geographical mistake. McGivney contributed a sketch called Bill Eyes with other Dickens characters, all of which roles he played himself, and as a novelty he made the several quick changes in full view of the audience. McGivney is an artist and went over big. Berle and Herbert Harris wasted the next few minutes with the most inane conglomeration of just words ever foisted upon the trusting Palace audience. Surely there is much better material somewhere that Berle can use. The show wound up with a silly burlesque on McGivney's act that must have made Dickens turn over in his grave.

P. LANGDON MORGAN.

Loew's Orpheum, N. Y.

(Reviewed Wednesday Evening, Jan. 3)

A good venue layout this half. It has a bit of novelty, staging and dancing, with comedy predominating and giving the bill its punch. Much of the credit for strong comedy relief should go to Solly Gould's act, spotted next-to-

Happy Harrison's Circus got the bill off to a nice enough start. Harrison passes his dogs and ponies thru interesting stunts, having no trouble holding audience attention at any time.

Saints and Loomis, a couple of boys, didn't do badly at all. One is a banjoist and acrobatic dancer and the other an eccentric acrobatic dancer and comedian. They work hard at acrobatics and win a hand by their show of sheer energy.

Ben Marks followed with his familiar Love Lessons act. Marks is a likable comedian and gets good results out of ordinary material. He is assisted by a poly-poly comedienne, a straight man who also slips in a bit of dancing and "Ethel" who does straight. Strictly hohoh, and this audience loved it.

Billy Gould does 20 minutes of dizzy comedy that had the laughs coming all the time. He starts off with two man-and-wife couples "interrupting" from the audience, then switching to the stage for clowning with Isabel Dwan, who also sings, and Ross Kramer, who also contributes her sock high-kick specialty. McDonald and Paradise, Seema Marlow, Fay Moore and Al Gould are billed but difficult to identify.

Berles and Novello close the show with their classy ballroom dancing. The team has fine appearance and an adequate production backing. In addition to good assistance from Davey Kraft and two pianists, one of whom doubles at singing, Kraft's star-dance number is a standout.

The picture was Blood Money, and balloons was good.

PAUL DENNIS.

Loew's State, New York

(Reviewed Friday Evening, January 5)

For its current venue the State has a good old-fashioned bill of six acts, and, unless we make our guess, five of them saw this stage before. It's all good stuff, building up right along until the fadeout on the 75-minute running time. The Three Ritz Brothers headline. Pix is good box office, *Gone Hollywood*, starring Marlon Paynes and Bing Crosby. Big at this viewing, the supper show was okeh.

Lee Murray and Sinclair Twins, aided by Beryl Cooper and Herman Revel, do the usual honors in opening with their finish. Nothing much outstanding, but fair. The Sinclair girls make the best showing, having looks, speed and enough talent. Murray's eccentric legging is fair, Miss Cooper's dancing the same and Revel accompanist at the grand and clarinet.

Tito Guijarro on to a reception, sings his way into a really huge sitting, which would be even bigger if his exit were more showmanly. He's all by himself, and needs some coaching on stage presence. His voice, tho., takes pretty good care of him, for it's a treat to listen to. Works with a p.a. system.

Marty May, still aided by Jean Carroll, goes over well also, but, he's giving the applause breaks to Miss Carroll, who's doing a grand job as foil. Marty continues to be a nonchalant comedian, making much of it, but he should get some worth-while material.

Songwriters on Parade (Charlie Tobias, Al Lewis, Murray Markscher, Al Sherman and Gerald Marks) hotted out a showstop, which was handled nicely by Tobias. Not a real singing voice among them, but no need for that considering the array of tunes these boys claim as their own. Work with three pianos. An act that finds audiences to be pushovers.

Three Ritz Brothers, next-to-clotting, were on the receiving end of a showstop, too, and that's remarkable considering that all they do is a lot of goofy kidding around. Do it well, tho. Their material is crackling with suds, and it's really the boys themselves and not the material responsible for the laughs.

Ching Ling Foo Jr. and Company of Nine Orientals, a novelty act, close well. A Flashy act, with its colorful costumes and scenery, plus the wide assortment of novelty tricks the troupe has to offer. They do acro stuff, plate spinning and perch balancing, among other Oriental novelties.

SIDNEY HARRIS.

Earle, Philadelphia

(Reviewed Friday Afternoon, Jan. 5)

Despite an incessant all-day rain, capacity crowds came out to the Earle to greet Bon Bernie and the "Lads" in Ben's second appearance here within the year. Business outlook for the week is topnotch.

Preceding the Bernie act, Gracie Barrie, going into her last week as m.c., introduces two other good acts. Opening are the Five Wonder Girls, colorful dance act, in which tap stepping and acrobatic dancing are featured. There is one cooking contortionist dancer with the group.

Second on the program is Eddie White, popular Philadelphian lad, who brings his inexhaustible fund of amusing Hebrew stories and a new collection of songs.

The Bernie outfit—16 strong—opens with its soothing radio introduction and then swings into You're Goin' To Lose Your Girl and Who's Afraid of the Big Bad Wolf, with the lads clowning the latter in good style.

Little Jackie Heller, clear-voiced tenor, sings Spinning Wheel in the Parlor and Did You Ever See a Dream Walking, winning much applause. After the band gives Fuddrucker Jones, Frank Prince scores another of the show's vocal hits with The Last Round-Up and Everything I Have Is Yours.

Easy Bones is the signal for some more cutting up from the orchestra, with Bernie contributing his full share of interpolations. All thru the show he keeps up his smooth flow of ensuing chatter and has the audience waiting for his next remark.

Gracie Barrie is brought out by Bernie to sing Don't You Remember Me? This is followed by the Birdie Song, with some novel effects from "Whistlin'" Purlin. A fast acrobatic dance by Billy Gervan closes the act except for the Earle radio signature, in which Purlin gets a good-sized plug.

Film is Above the Clouds.

H. MURDOCK.

Radio City Music Hall, N. Y.

(Reviewed Thursday Afternoon, Jan. 4)

The Music Hall turns its first anniversary by going back to the common or garden variety of stage show after hope had been held out by two successive managers that those in charge of the big hall had had a brainstorm and were going to give the customers a bit of entertainment for a change. This week, however, supporting If I Were Free (Radio) on the screen, there is the same sort of layout that has had this reporter on the ropes ever since the two-a-day policy was first lying heavily in the aisles after the second week. There is a singing ensemble numb r, a ballet number and a special presentation. The Music Hall staff must be able to turn this sort of stuff out in its sleep. That's also the state in which most of the customers receive it.

Tschakowsky's 1812 overture is played, to start things, as badly as this reporter has ever heard it, even in a presentation house. It was a dull and uninspired interpretation—if it could be called an interpretation at all—and it seemed as tho the band was merely running thru the notes.

Next comes a scene labeled The Student's Letter, based, says the program, on the famous painting by Repine. It is, of course, in a frame and it is undeniably effective from a pictorial point of view. Igor Clorin and (I think) Mischa Voljanoff sing, backed by the male portion of the singing ensemble, and a bit of life is lent by a sword sword dance from Serge Abagoff. It is excellent. This is Gorin's American debut; he proved effective in the usual throaty Russian manner.

More singing starts off the next section, a ball scene called Starlight. This time it's done by Evelyn Duvelier. The ballet kids appear as stars, drifting originally within the circle of the moon which is, as even the Music Hall production boys could probably tell you, an astronomical impossibility. Inevitably the girls light up with little electric bulbs, and during the number Dorothy Crocker does her excellent and smearing unspun control number which, in spite of a parenthetical "Debut" in the program, has been seen in these parts before it's pulled down the house.

The presentation scene is called The Eyes Have It, and features tunes by Nine Sussets and Gabriel Grove. It starts with a pair of big green eyes, which open one at a time to display dances by Hilda Eckler and Maria Grimaldi. Then Tamara Govar leads the combined ballet and Roxettes in an effective and very hot rumble routine done chiefly in a series of concentric circles. Miss Govar gives it all she's got, which is plenty, and at the show caught there were a couple of gasps from nice old ladies in the first mezzanine. It's a stirring number, but the Music Hall has done its first cousin about 14 times during the year.

The staff, when it gets working on this sort of layout, shows an appalling lack of any sort of imagination. The entire show, with there is talent and effect here and there, ends up as dull and completely boring. We might have known that the threatened ballet cycle was too good to be true.

Something, however, has to be done if the house wants to hold up on its stage shows. After a year they'll have to begin thinking about the novelty of the house itself wearing off—and they'll have to figure on giving the customers entertainment. Look what happened to the Roxy.

Attendance was way off at the second show opening day.

EUGENE BURR.

Roxy, New York

(Reviewed Friday Evening, January 5)

This is the first week at this house in a long, long while without Dave Schooler and his boys—and the stage layout shows the difference. A pit orchestra has been substituted, but there is no onus (one of the Foster girls doing the announcing), and the show itself has been pared to a scant 81 minutes. It kicks the cohesion that Schooler managed always to give it, and even the 81 minutes seem loose and disjointed.

Perhaps the stage layout suffered because of the picture, By Candle Light (Universal) taken from the Goyer play in which Gertrude Lawrence, Leslie Howard and Reginald Owen appeared at the Empire a few years back. This time the parts are taken by Elissa Landi, Paul Lukas and Nils Asther, and the house may have figured that it had enough of a draw right there. Maybe

it has; it was comfortably filled at the regular show opening day.

There is, strictly speaking, no headliner. In featured spot are Hubert Demarest and Olive Sibley, and they get over nicely, with Demarest in ivory stockings (in mittens yet) and Miss Sibley's singing standing out. Miss Sibley has an excellent voice—the it does show slightly the effects of her comedy warbling—and her straight numbers went over beautifully.

Jerry Cole and Barry play their acrobatics excellently and do some nice stepping. Frank Murand and Doris Gittom do some pleasant bicycling in a sam-production number. Grace Du Rive does a fine control dance in another, and Enrica and Novello dance beautifully in the opening flash. The Lucky Boys are also on the program, spotted in the final presentation, but they didn't appear at the show caught. Possibly that was because of the Jones and Hale radio broadcast that goes on Friday nights, which might have made the running too long. Their absence made the finale seem pretty sloppy, with the Cole Brothers not knowing quite what to do about it.

The Foster Girls, however, really carry the burden of the entire show. As usual, they appear three times; in a nice cane routine at the start in a Bogged number, which is very colorful and at the end in a gay pseudo-Viennese dance.

Rube Wolf is set to come in as emcee next week.

EUGENE BURR.

Academy, New York

(Reviewed Wednesday Evening, Jan. 3.)

An unnecessary outlay of dough for this show, which is about the sloppiest production seen for a long time. Four distinct acts which are good names, but it is spilt out without any precision. It starts okay with Earl Jack and Betty in speedy roller-skating number that is clean and applause-giving.

Phil D'Orazi is next with her fascinating personality and impersonating skills. She is absolutely great for the stage, and when she opens up on voice she really has good quality, too, altho nearly all her songs are recitative. Her animation is winning for vaudeville. She sings *Oh Mr. Carpenter, Take a Walk With Me, Ma'am*, and a ballad about a philandering elephant which she explains first in English and then sings in French. Of course, she won over the audience.

Then come Collins and Peterson as emcees for N. T. G.'s night club act, which is a gigantic mistake as far as vaude is concerned. All kinds of talent to work with and nothing much but a rambling heap of nudity and low—very low—funny comic of it. The forced laughter of members of the night club show at their own private gags, unknown to the audience, made a very sly and possibly charming array nothing but an amateur-night show. The girls collected are, no question about it, the sweetest to look at on the avenue. The other performers entertain, but not strikingly, unless we mention Miss Sibley from the late Joces Ballet, who did a brief gypsy fandango. The array of talent is plentiful, but with all the ribald interference none of them give their best, and what they do give is cut short by nitwit comedy and uninteresting talk. Audience liked it, however, as the big feature is the sight-gal fan dance which bursts forth as the big moment for the finale. Some of the wisecracks wouldn't sound so bad in a night spot, but on the stage they rock off the barn.

BILL WILLIAMS.

Paramount, Brooklyn

(Reviewed Friday Evening, January 6.)

Here's a clean, enjoyable show, and whether or not folks want the real class that filled the bill can only be estimated by the applause, which was abounding. We believe that here is an experiment that is important. Teach the folks how to enjoy good entertainment rather than just dish them out the same old hash, and sooner than you know it they'll get so they want something as worthy as this bill was tonight. When vaudeville is like this they'll patronize it. Of course, Eddie Cantor pulled 'em in, but the nice part was that the rest of the performers kept 'em in.

Eddie was the same lovable, intimate pal of the audience. His hair is turning gray, but not his vigor. Salesman Cantor sold much of the old stuff, but it appeared that this was what they wanted.

It all started with the pit erk playing old Cantor song hits, then Cantor himself. On and off as sort of m. c., singing and prunning, always clicking with applause. Best for the laugh was his im-

personation of Mae West as he entered dressed in the full-form black West gown and hat.

Bob Ripa, balancer and juggler, is on with Jim insuperable ball balancing. Payoff is balancing seven at one time, and a smash hand.

Florence Desmond, a sweet, demure dancer, locked the audience in the eye by her looks; then she does impersonations of many movie stars, some of which were not especially authentic, we thought, but her call back music is exquisite, a very touching and perfect enactment of a scene from *Morning Glory*. Her imitation of Katharine Hepburn's acting actually get you, and they demanded a curtain speech. This being her first appearance around New York, it's a good omen for the pretty little miss.

George Prentiss and his puppets came before Miss Desmond on the bill. This reporter happened to have reviewed him before and everything good said about his act still goes: In fact, his foolish puppets seem funnier the more we watch them get cracked over the head with a baseball bat. He collected his usual big applause. Cantor stuck his head into the show too and made us hold our sides.

Caron Sisters do several numbers, song and dance for something to fill the heat, the hunger of audiences, but they don't give any extraordinary impression. They're okay, however.

Chilton and Thomas, hooper team, probably would have stopped the show but for the necessity of running time which brought Cantor out for a take-off on their steps. This team is excellent.

In a Norman Gass, violinist, gives a couple numbers and plays accompaniment for Cantor on his sign-off.

Business was very good this very wet evening. Picture was fog.

BILL WILLIAMS.

State-Lake, Chicago

(Reviewed Sunday Evening, Jan. 7.)

Van Cello and Mary opened the bill, with Van Cello doing some bell juggling third an ingenious small barrel attachment on one of his feet later doing some unusual tossing and balancing with a larger gayly decorated barrel and getting no little comedy out of his work. Nice hand.

Herbert Faye and Company, two men and two women, have a neat little act beginning with some sidewalk chatter and followed by a tap dance by Daisy Bernier. Some comedy stuff between Faye and Bobbie James is next, and then an excellent Chocolatier imitation by Phil Silvers that drew a good hand. Act ends with Faye's Durante caricature that sent them off to good results. Gena Dennis, girl psychic, gave advice on love, marriage, business problems, suggested the whereabouts of missing persons and gave information on various matters and held the audience in rapt attention. Most of the questions were written out by the patrons and handed to Dennis in the aisles, who read them to Miss Dennis. A hit.

The Vanderbilt boys were handicapped somewhat by a general exodus after the Dennis act. They harmonized on three songs, *We're Collegiate*, *Tiger Rag* and *Good Goody for Our Side* before going into a couple of comedy dance routines that would have gone over much better had the audience been settled.

The stage revue with Verne Buck and his band started off with a neat routine by the State-Lake dancing cuties very attractively costumed. The Gaudemus Brothers with their two French poodles mopped up with numerous tricks and slapstick comedy and went off to heavy applause. Wilton Cawley played his clarinet while doing a contortion dance, later dancing with an oil lamp balanced on his head. His last number was *Chicago*, played on the clarinet while doing some head spins. A hit. The dancing girls returned for another number for the finale.

P. LANGDON MORGAN.

Clark, McCullough in Vaude

NEW YORK, Jan. 8.—Bobby Clark and Paul McCullough have landed a three-week booking from RKO. They're slated to open January 26 at the Palace, Chicago, and follow into Detroit and Boston. Reported to be getting \$2,600 net a week.

New Rochelle's 2-Day Vaude

NEW ROCHELLE, N. Y., Jan. 6.—Proctor's Theater here got fresh back on the stage as a result of a special two-day booking, today and tomorrow, of Rex Cole's Mountaineers, NBC set. Father plays three shows today and four tomorrow.



NEW ACTS

Reviewed in New York

car for the music. She was better tho. In her Spanish castnet, number. The boy trio have the makings, but they need ripening. They do fair tapping and in one session do comedy which is pleasant. Their toro number used as the closer, is nice.

Didn't fare so well here as the treyler on a five-act bill.

S. H.

Rubinoff

Reviewed at the Palace. Style—Musical Setting—in one. Time—Nineteen minutes.

The old bow-scraper is back on the boards again with the fiddle tucked under his chin, but this time he's back with a real rep, which is bringing him in the rate of three grand a week. His association with the Eddie Cantor broadcasts has made him a household figure, and he's cashing in on it. Bill gives satisfaction, drawing the bow over his violin in grand style and just as ever a remarkable showman.

His entrance is preceded by a clever announced announcement made by Cantor, introducing Rubinoff, and it serves to increase his reception. Not once does he talk during the act, leaving that job to his violin. Talks all right, but there are a load of other violinists who can do the same thing. The success of Dave is due to his showmanship; his stance is perfect and a couple of times he puts on a good mugging display.

He splits up his numbers between classical and pop, the latter, tho, having the edge. He makes it real hot the arrangements being clever and the playing excellent. After much miffing, he gets off nicely by playing the *Cantor trademark tune, I Like To Spend This Hour With You*, walking off into a spot coming from the wing. A canned announcement from Cantor again would have served well here.

S. H.

Romeros and Duckay

Reviewed at the Orpheum. Style—Dance Flash. Setting—Full stage (spectral). Time—Eleven minutes.

You'd take this act to be a dance team considering the name, but it's flesh with a trio of boys and an unattached girl. So as to who the billing is intended for is a mystery. This baby flash is dressed and staged okeh, but its talent isn't ripe enough. Will need plenty of break ins before it'll get anywhere.

The girl falls down on her job. Her first is supposed to be a graceful toe session, but she's unsteady, not graceful at all and didn't even seem to have an

entrance and is running movies, and plans from time to time to feature bands and stage presentations at the Oneida. The two other movie houses have been doing nice business.

BOB FRANCISCO, eccentric dancer, and Jack Donahue, m. c., are playing night spots in Florida. They were at the L'Aiglon in Palm Beach for New Year.

Oneida, Utica, Reopens

UTICA, N. Y., Jan. 6.—After being dark for nine months the Oneida Theatre opened Christmas Day to a turnaway business. The house, owned by Harry G. and Arthur J. Lux, was leased by the management of the Olympic Theatre here, which also controls the Strand in Cohoes. Morris Shulman has personal supervision over the three

TO ALL MY FRIENDS WHO HAVE SHOWN SUCH KIND CONSIDERATION FOR MY WELFARE AFTER MY RECENT AUTOMOBILE ACCIDENT I EXTEND MY HEARTFELT THANKS. I AM UNHURT, FIT AS A FIDDLE AND WORKING AS USUAL.

VIC OLIVER

Jan. 12—Uptown, Chicago

Jan. 19—Marbro, Chicago

Jan. 26—Fox, Detroit

Direction

Phil Oftin—Simon Agency

P. S.—

I am okay, too. I took the train.

MARGOT CRANGLE

Keith-Albee-Orpheum Theatres

1270 Sixth Avenue

Radio City, New York

Wheeler-Woolsey in Trenton

NEW YORK, Jan. 6.—Bert Wheeler and Bert Woolsey, pix comedians, open for RKO Tuesday at the Capitol, Trenton, for a three-day stand, getting a grand. Date is in the nature of a break-in and showing and other time is pending.

McNALLY'S BULLETIN No. 18

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**Bud Harris Heads
"Dixie on Parade"**

CHICAGO Jan. 6.—The new tab unit headed by Bud Harris, colored vaude actor, will open at the Alhambra, Milwaukee, January 12, booking being handled by Billy Diamond. It will be known as the 1934 edition of Dixie on Parade, the title having been purchased from Percy Venable by the new corporation formed by Harris, Bert Howell and Curtis Mossy.

The show includes Bud Harris and his brother, Paul; Bert Howell, the Norman Thomas Quintet, Curtis Minby's Dixieland Blues Blowers, Cook and Brown and Lethia Hill. Billing reads "10½ People," the half being a dwarf.

Acts in Auto Wreck

CHICAGO, Jan. 6.—A number of vaude performers making a jump by auto from Memphis to Chicago had a miraculous escape from death a few days ago when the auto in which they were riding overturned near Cape Girardeau, Mo., and was demolished. Vic Oliver and his partner, Margaret Grange, and members of the Am. Pritchard unit were in the machine, but all escaped with only a shaking up. The chauffeur, James Asendio, suffered a broken arm. The acts continued their journey to St. Louis by auto, then by train to Chicago, missing the first show Friday at the Capitol, where they were booked.

GRAND RAPIDS, Mich., Jan. 6.—Fresh sets had a momentary boom in Michigan New Year's Eve, several houses on the Butterfield string staging midnight shows, with acts ranging from five to seven. In addition to feature films, Nostalgists were passed out to patrons and all seats were reserved.

In Grand Rapids the Regent presented five RKO acts booked out of Boyle-Woolsey's office in Chicago. The State, Kalamazoo, had five acts also. Letter house has been liberalizing its vaude policy lately. Roxanne Carmine, fan dancer, closing there December 27 after a brief engagement with a flash review, "World's Fair Follies." The Glazier, Lansing, had seven acts of vaude for New Year's, while the Palace, Flint, also staged a special midnight show.

Flesh to Louisville

LOUISVILLE, Ky., Jan. 6.—The stage of the Rialto Theater was dusted off yesterday for a week's engagement of Earl Carroll's Vanities, featuring Ray Bolger.

The show is the first of a series of stage productions with which J. Johnson Nutzman, manager, will augment his motion picture programs. The complete program will run three hours, with one hour and 30 minutes devoted to the presentation. Admissions have been raised from 40 cents top to 55 cents, including federal tax.

The shows are booked by Fourth Avenue Amusement Company, operator of the theater.

**Chi Theater Workers
Expected To Organize**

CHICAGO, Jan. 6.—In line with the movement reported in the East toward the organization of all theater employees, there has been some activity here in Chicago in the offices of the Building Service Employees International Union and developments are looked for shortly.

Jerry Horan, president of the international union, when quitted Friday by a Billboard representative stated that he is leaving for Washington and probably will have something to report upon his return next week.

VAUDEVILLE NOTES

(Continued from page 8)
January 13, and three days in Rochester, opening January 19.

MARY MCGORMICK didn't remain at the Paramount, New York, for the hold-over week, as she had a prior contract with RKO to appear in Boston this week.

ED HENDERSON, of the team of Ed and Lotte Henderson, is seriously ill at his home in Wheeling, W. Va. (117 High street).

ARTHUR FISHER claims he has no part in the ownership of the Balch, Reading, Pa., altho he says he did steer

**Special Dressing
Room for Pickford**

CHICAGO, Jan. 6.—Chernievsky, musical director of the Chicago Theater, has given up his dressing room at the theater during the engagement of Mary Pickford, and Miss Pickford is occupying it.

The theater management completely redecorated and refurbished the room for Miss Pickford's use and even painted the stairway leading from the stage to the room.

Irving Yates to the house. Starts booking it the, January 18.

SCOLLAY SQUARE, Boston, dropped its vaude a week ago Monday. This is the first time in quite a period that the house has not harbored a stage show.

J. R. McDONOUGH, RKO theater head, didn't leave for the Coast last week as reported. He may head out for those parts this coming week-end, but doesn't know yet.

STERLING ROSE TRIO, comedy aces, were in Greenville, O., for a New Year's Eve show, taking a jump from Cincinnati.

ENOCH, the human fish from the Royal Aquarium in London, stayed under water for a wet New Year's in Indianapolis. He stayed under for three minutes and three seconds—but from one year to the next. Enoch is 73 years old.

MIKE CULLEN and Harry Kalmine, respective bosses of Loew's Penn and Warner's Stanley in Pittsburgh, are busy denying rumors that their houses will soon turn combo. The local trade, however, has it that they won't hold out much longer since the Pitt started booking tabloid musicals and more than doubled its biz.

THE SHUFFLE ALONG unit follows the current George White's Scandals to the Pitt in Pittsburgh. The former tab version featured an all-colored cast.

TOM BOEDEK, Pittsburgh boy, is in his home town this week with the tabloid version of George White's Scandals. He is the show's company manager.

FIRST STATE

(Continued from page 8)
sponsored jointly by the Carnegie Foundation, the State Department of Education and the American Association for Adult Education. This past year she has been working on plans for founding an American People's Theater and last July established one independently.

She was helped in the early development of the project by William H. Mathews, director of the Emergency Work Bureau. In October the State Department of Adult Education took over the project and put professional people on its pay roll. Dr. Lewis A. Wilson, Assistant Commissioner of Education at Albany, requested Gilbert Weaver and Oakley Furney, supervisor of adult education projects, to help Miss Morrow in building up the idea. Dr. John E. Wade, Associate Superintendent of Schools, then assigned the Public School No. 28 Building to the project, and Travis H. Whitney, head of the CWA here, authorized CWA workers to remodel the school into a theater and workshop.

Several details will have to be smoothed out before the project is working perfectly. One thing is certain, however, and that is that the theater will be a permanent one. Equity has already been consulted on utilizing unemployed legit actors. Miss Morrow is contacting Harry L. Hopkins, Federal Relief Administrator, this week and will suggest that the NRA repeat the American People's Theater plan in other States as a quick means of relieving unemployment among actors and theater workers. Meanwhile Miss Morrow has asked the CWA for an appropriation to cover salaries for more than 100 people to begin with.

She will be assisted by George Brinkoff, in charge of the acting group; Dorothy Chenevay, heading the student group; Edith Hepprich, in charge of the little theater department; Arthur Leon Morris, in charge of the folk department, and also Kenneth Adams, business manager; Raymond Howe, electrical engineer, and Ben Yano, in charge of the scenic department.

The teaching staff includes: Lester

vocal, research and lectures; George Fisher, playwriting; Elisabeth S. Rice, music; Wayne Stone, acrobatics, and Leonore Vierst and Oliver Heserodt, body technic. Professional people who are either already with, or are being considered for, the producing department include Margery Hayes, William Hitch, Eleanor Durham, Arthur Bond, Corey Mills, Moody Diamond, James Metcalfe, Harold Evans, Erica Bronson and Stephen Davis. Ralph Foster is the registrar for classes.

It is possible that eight dramatic groups now operating under the State Department of Adult Education will be co-ordinated with the American People's Theater later. These units, organized as dramatic classes under professional direction, have been operating locally since spring. They are one of the features of the department's attempt to help solve the leisure time problem and are being publicized and promoted by Colman Mitchell.

FAMOUS GETS

(Continued from page 8)

dent; Walter B. Cokell, treasurer; Paul A. Railbourn, assistant, and Austin C. Keough, secretary.

Rohn and Dembow have left for Atlanta for conference on southern partnerships in connection with Paramount Theater Service Corporation. The new setup seems to mean retirement for S. A. Lynch, who has been acting as advisor to trustees in theater deals, as this trip of Rohn and Dembow is only the first conference which is part of a tour of the country planned by the execs.

Exploitation department of Para has been divided and spread out, with Jimmie Ashurst in Chicago territory; Ed McCormick in Philadelphia, Washington and Cleveland, and Gerald Westergren in the Southwest with headquarters in Dallas. Stanley K. Chase will take Westergren's old job in Washington as ad sales manager.

UNEMPLOYED

(Continued from page 8)

metting Sunday radio broadcasts and refusing Sunday legit performances. He promised the musicians that 75 per cent of the managers would back them in their demands for Sunday legit.

Musician leaders denounced Grover Whalen head of the local NRA board, claiming he would not co-operate with them on the Sunday issue. It is known, however, that the local NRA board prefers to stay out of the situation on the ground it is a factual fight. The unemployed group of Local 802 had wanted the NRA to help get local autonomy for the union.

Meanwhile, it is doubtful if the musicians can carry out their strike threat. Those at the mass meeting were mostly unemployed. Those working now in legit houses would strike only if the union officially ordered them to, and the union probably would not dare risk more unemployment.

Equity, in the meantime, is working to frame a reply to the musicians' strike resolution. More than ever before the Sunday show issue has become a headache. The managerial interests are high pressuring the NRA to help kill the Sunday legit laws and have found local allies in the large group of musicians convinced Sunday legit will give them jobs.

NEW YORK, Jan. 6.—Edward Canavan, head of Local 802, Musicians' Union, has repudiated the Friday mass meeting of unemployed musicians which voted to ask a strike to force Equity to reverse its stand on Sunday shows. Canavan said he gave permission to a group of unemployed musicians to hold the meeting in the union's hall under the impression they would "disrupt" the NRA. Their action in voting to demand a strike was unauthorized and unofficial, says Canavan.

A delegation of 7 representing the 2,000 in the unemployed faction and led by ex-Judge Charles A. Oberwagot will invade the regular monthly business meeting of the local today and present its demands. It will ask for various reforms, including local autonomy, and also demand that the union force Equity to reverse its Sunday show stand.

Canavan points out that his administration is in favor of Sunday legit shows, and that only six weeks ago he accompanied a committee of managers to call upon Equity and ask for permission for New Year's Eve legit shows. He says he refused, however, to tell Equity what to do and insists that it is up to the managers to force the issue with Equity.

Detroit Likes Floor Shows

Special holiday act bookings prove draw of flesh—many held over

DETROIT, Jan. 6.—Floor shows were in the spotlight at Detroit gardens and cafe spots this week, with many places which put on shows for the first time on New Year's Eve continuing them as a permanent policy when the drawing power of flesh was proved. Salacious shows in several spots have hurt trade a bit, but lawned activity by the censor is overcoming this.

Lieut. Lester S. Potter, police censor, told The Billboard this week that systematic censorship of all garden shows is about to be undertaken, and no objectionable shows will be allowed in the city. Police action in the past has been taken only on active complaints, because of handicap of a small staff, but with stricter control under the wine and liquor licensees, a rigid censorship of shows will be started at once.

North end gardens have been putting in shows and special classes of entertainment. Robert Baskey's Green Oak Cafe on Oakland avenue is making special appeal for national groups with a modern Italian orchestra. The place is characterized by scenic murals and a bright red and green permanent lighting system. Regan's Garden Inn on John R street, owned by John F. Ryan, Florence L. Lindsey and John Easterley, has the Blue Rhythm Boys with their string orchestra playing here. Floor shows are produced by Easterley.

Arcadia Gardens on East Six Mile road is coming to be one of the best known North end spots. Run by Jeljubomir Piatijanich and Carter A. Justin, Arcadia is being built up to steady national nights, with several national groups in the neighborhood—Hungarian, Bulgarian, Italian, Jugoslav and others. The Arcadia is probably the only garden in the city laid out with Venetian column setting, with vine decorations and mural scenes, together with a life-size portrait of President Roosevelt. Minnie Smith's Orchestra is playing here, giving the adequate novelty of a girls' band.

One new downtown night club opened this week, the Cotton Club, with Peggy Kane as mistress of ceremonies. Floor show includes Marge Brown, Mabel Marr and Ginger Hause. Roy Bedell, late of Hollywood, comes in as new emcee at Luigi's, downtown night club, with the Music Hall Revue, booked from New York, as headlining them on the bill.

A. C. Boardwalk Barred As Medium for Liquor Ads

ATLANTIC CITY, Jan. 6.—The Atlantic City Boardwalk, recognized as a great national advertising medium, cannot be used for liquor advertising, either local or national, according to restrictions included in the new liquor regulations for the resort passed last week and which ban all bars from the Boardwalk and absolutely forbid beer gardens on the ocean side of the walk. This latter part of the ordinance will most likely cause the scrapping of two large pier beer gardens which proved great drawing cards last season. These are located on the Garden Pier and Steeplechase Pier. Whether or not the Garden Pier gardens will reopen could not be ascertained this week. W. H. Feiman, 1933 manager, stated he had heard nothing definite from the company in charge. The Steeplechase gardens are closed.

The Boardwalk bar ban, approved by the ACLBMA and restaurant men, will cause the scrapping of three well-known spots, or at least their rebuilding—Sloppy Joe's, Low Tudder's gardens and the Black Isle Gardens.

Bars must be 150 feet off the walk, have entrances from side streets only, and be blocked from view of the passers-by on the walk. This also kills once and for all plans in their infancy for a gigantic beer garden on the ocean side of the walk to be run by a syndicate.

DEL MONICO'S CLUB, New York, installed a new show Friday. It's headed by Al B. White and Joe Venuti's Orchestra.

Repeal Ends Unique Profitable Bottle Biz

HOLLYWOOD, Calif., Jan. 6.—In Hollywood at least is one man who mourns the passing of prohibition as loudly as the dryest dry.

That man is Harry Frink who has accumulated a small fortune during the last 12 years renting liquor bottles to motion picture studios. In this short time he has grossed \$265,000 on his bottles. In his collection are hundreds of liquor bottles of all types from all parts of the world. His assortment represents an investment of \$8,000.

In renting the bottles Frink charged the studios \$1 per bottle per day. Now with repeal anybody can get any type of bottles and Frink's profitable bottle renting agency goes into the champion. When the bottles, now being used in Paramount's "No More Women," are returned it is likely Frink's bottles will gather dust for months to come.

N. Y. Legal Angles Now Clearing Up

NEW YORK, Jan. 6.—The legal angles of the liquor situation are beginning to clear up. The licenses, the competition of the speakeasies and the threat of extra taxes are some of the factors that have made it tough for cafes and night clubs to adjust their business. And with the cost of liquor an uncertain factor, it has been extremely difficult for caterers to fit in a budget for bands and talent.

One helpful development this week has been Police Commissioner J. P. O'Ryan's statement he will shut all speakeasies "in earnest." The ABC board disposed of all pending liquor applications today and is sending a complete list of obtained licenses to O'Ryan, who will then have the necessary info to weed out illegal speaks. This will certainly help the legal spots, which have to bear the cost of licensed and taxes.

Meanwhile in Washington the House of Representatives passed the liquor tax bill providing for a \$2-a-gallon levy on distilled spirits and \$6 a barrel on beer. State legislatures in the meantime are gradually clearing up their liquor law schedules.

Minneapolis New Year's Jam

MINNEAPOLIS, Jan. 6—all theaters, hotels, cafes and clubs boasting veude and revue acts received a big play at the hands of joyous New Year's Eve celebrants. Crowds were bigger, happier and much more liberal with the money than last year. The State and Orpheum theaters provided snappy revues and the larger clubs offered elaborate floor shows.

Alexander Staging "Ragtime Follies"

CHICAGO, Jan. 6.—Alexander's Ragtime Follies, the new show at the Cafe de Alex, Chicago, is proving quite a hit with patrons. Daniel Alexander, proprietor of the popular spot, has provided something novel in the way of entertainment. The girls, garbed in silk evening gowns, dance ensemble with young men in formal white jackets. As the dance ends the swains kiss their ladies good night and depart. Then the girls throw off their gowns and appear in silk lingerie for a daring jazz dance.

Cast of the floor show includes the Century Male Quartet; Mary Garner, soubrette; Elvira Norton, prima donna; Dorothy Denos, exotic Indian dancer; Smiling Sam, accordianist, and the Rider Sisters, dancing duo. Earl Hoffman's Orchestra furnishes music.

Ernie Young Has Heavy Bookings

CHICAGO, Jan. 6.—The heavy demand for sets of all kinds in cafes and night clubs at this time is reflected in the many placements by the Ernie Young Agency during the last 10 days.

Among bookings of the Young office are the following: Joan Warner, Anita and Emmanuel and Ette Reed, Frolics Cafe, Miami, Fla.; Hazel and Klatoff and Sally Joyce, Paramount Club, Kansas City, Mo.; Four Succotches and Adele Gould, Tropics Cafe, Toledo; Anita and Anis, Arabian Grill, Columbus, O.; Anita Payne, Elk Club, Decatur, Ill.; Elmira Mayo and Jinette Valon, Greyhound Cafe, Jeffersonville, Ind.; Bernice Stone and Pierce and Harris, Opera Club, Chicago; Sunny Parker, Almoe and Vivienne, June Dockett, and Joy and Lazzeroni, Miami Cafe, Waikiki, Ill.; Alfredo and Dolores, with Faith Bacon unit; Allen and Louies, Hotel Sherman; Virginia Ruggio and the Tropicana Trio, Ogden, Ill., Chicago.

Young states that the last five days of December were the best his office has had since last summer.

Blue Room, N. O., Opens With SRO Celebration

NEW ORLEANS, Jan. 6.—A new night club, the Blue Room, has been opened in the Roosevelt Hotel by Seymour Weiss, managing director. A setting of silver and black has been installed, and the entire room is finished in blue with silver designs worked into the general pattern. Subdued multi-colored lights are set in pyramids near the ceiling and along the walls, the color of which may be changed at will. Blue lights, red lights, amber, red and green are available at any time, and an electrician in a cage over the bar in the rear of the

(See BLUE ROOM on page 55)



'ROUND THE TABLES

JEFF ROLAND and his revue are current on the floor show of the Hollywood, Schenectady, N. Y. Included are Ann Mills and her Cowboys, Betty Mandell and Betty Connors. Jeff does the boozing and emcees Bozo Lawrence and his Harlem Band are playing. Jeff reports talent so scarce that many performers are doubling on other bills.

DUE TO CURRENT night club activity, the former Standard Booking Office, Pittsburgh, Pa. (C. A. Mack and W. J. Sharp) has been reorganized under the management of J. Shepard. Concern has moved to Wilkes-Barre, with offices in the Laking Building.

RAINBOW GARDEN Night Club, Bridgeport, Conn., is featuring Steve Ondeck, emcee; Jack La Mart and Company, Lillian Farrell, Jack La Salle, Guido De Felice and the Snake Hip Revue. Joe O'Donnell is manager.

THE HOLLYWOOD CLUB, Harrisburg, Pa., opened November 28 under the management of Richard D. Clark. The C. Wolf Revue, of Reading, was featured for the opening and was followed by the LaFayette Club Orchestra, with

Buddy Rudy in specialties and also as emcees. Included on the bill were Betty Kehler, Romaine and the Four Demons.

BETTY FRANCE, California Songbird, is warbling nightly in the Moulin Rouge, one of the big spots on San Francisco's rejuvenated Barbary Coast. Let's have more news from "Bay Region" night spots. What say, folks?—ED.

HERBERT RAWLINSON has gone into the Hotel Paramount (New York) grill.

THE MAISON ROYAL, New York, is now featuring De la Rosa's Orchestra, Machin and Daniel and Angeles Marquez.

THE EMBASSY CLUB in New York has a brand-new floor show, too. Mary Hay and Charles Sabini, Jane Vane, Gertrude Nixon and Jack Pettie Orchestra are in it. Pettie succeeds Bob Grant, who has gone to Florida for the winter.

THE MELODY CLUB, Chicago, has installed an all-colored show that includes Elbert Tapp and his orchestra; Reuben Brown, m.c.; Frankie Walker, (See ROUND THE TABLES on page 55)

Des Moines To Have Combo Theater-Club

DES MOINES, Ia., Jan. 6.—As soon as the Iowa Legislature acts on liquor control in its current extra session, John Smith, local restaurant owner, will announce plans for a \$60,000 cafe and theater in the business district, he announced today.

The spot will be de luxe in every respect, including a stiff cover charge. He will use a stage above and will have a stage and screen theater in addition, guests remaining at their tables. Name performers and bands will be used.

A feature that should attract wide attention is that Smith intends to build a double-deck parking station served by elevators atop his building. Chicago architects are working on plans now, Smith having just returned from a conference with them.

Should the Legislature confine liquor licenses to hotels, he intends to build two stories on the two-story building he will use and open a 150-room hotel in conjunction.

Smith sold a string of 16 restaurants just before the crash in 1929.

Pitt Agents Report Best Biz Since 1929

PITTSBURGH, Jan. 6.—New Year's Eve and New Year's night business in local night clubs, beer gardens, cafes and restaurants using entertainers was the best since the fall of '29. According to proprietors and managers, the spurt is due to repeal and the improvement of economic conditions generally. The holiday week-end witnessed gay crowds in local spots with money in their pockets and willingness to spend it.

Requests for performers from night clubs, hotels and private parties kept local booking offices extremely but happily busy. After the disappointing repeat night celebration, when very few entertainers were called for, they welcomed the holiday rush. Booking Agent Steve Forrest reports that his bookings were greater this New Year's Eve than they have been for the last five years. Other offices submit just as favorable reports.

While a large number of out-of-town performers were employed, a good many spots were covered by local talent partly because of lower wages and partly due to their local following.

The lineup of "names" who appeared in the 30 or 40 night spots includes, among others, Frances Payne, Frances Knight, Sally Saar, Joe Cappo, Teddy Joyce, Jerry Goff, Corbett Sisters, Sally Barrall, Vernale Cowl, Jean Wald, Tommy Flynn, Steve Mathews and Brian McDonald.

Musicians To Battle Madison Liquor Ordinance

MADISON, Wis., Jan. 6.—Organized musicians here are preparing to go to the mat with the Madison Common Council on the city liquor control ordinance, which prohibits dancing in taverns.

Because the ordinance is temporary, to be in effect only until the State Legislature has enacted a liquor control law, the Madison musicians' union has hopes of eliminating the no-dance clause from the new ordinance, when it is drafted.

JOLSON RECORDING ORCHESTRA, Four Texas Guinan Girls, and Sally Candie, in her fan dance number, are features at the German-Bavarian Village, Albany, N. Y.

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Lord & Thomas Maintained Lead As Chain's Leading Santa Claus

Led all other ad-agencies on NBC for 1933 as it did the year before—Blackett-Sample-Hummert gave CBS over million towards its revenue—others fairly close

NEW YORK, Jan. 6.—Lord & Thomas retained its status as handling the largest volume of business on the National Broadcasting Company network during 1933, a position it held easily in 1932. J. Walter Thompson Company follows up, in second place, with Blackett-Sample-Hummert, Inc., and Bates, Barton, Durstine & Osborne third and fourth, respectively. Several other agencies are bunched behind the four leaders, with some of them coming along strong, as in the case of Benton & Bowles, Inc., with its foodstuff accounts. Keeping Lord & Thomas up front is the Pepsodent account, which recently added another program in the Jumbo facial product on their weekly for half-hour periods. Added is the Amox "Andy and the Goldbergs." Whereas the Lucky Strike cigarettes' three hours weekly used to be a standout performance to the L. & T. credit, reduction of this time during 1933 failed to hurt its status enough to take it out of the lead position. With the American Tobacco Company sponsoring the Metropolitan Opera Company for nearly three hours weekly seems likely to further clinch the Lord & Thomas lead for 1934, despite the limited season of the Met.

Standard Brands is still the J. Walter Thompson standby utilizing one hour each week with Vallee and Whitman and Rubinstein shows, plus the half hours for Ozzie Nelson-Joe Penner and now Jack Pearl and Peter Van Steeden.

CBS LEADERS

On Columbia Broadcasting System network Blackett-Sample-Hummert is the best spender, with several substantial accounts throughout the week which call for annual total revenue for time of well over the \$1,000,000 mark. Bates, Barton, Durstine & Osborne runs second on CBS with appropriations for the chain of over \$800,000, and in comparatively close order there follows Newell-Bennett Company, whose claim to fame is the Chesterfield cigarette account, Lannen & Mitchell, just under the \$500,000 mark, gave CBS the Old Gold business, also Tide Water Oil and Woodbury soap. Erwin, Wassay & Company and J. Walter Thompson complete the first six on CBS.

The coming year, however, may see changes in the lineup on CBS with several important new accounts coming into the fold the past weeks. Blackett-Sample-Hummert, however, are in a strong position considering the fact that it ranks third on NBC. Other agencies while not mentioned in the first four or six are not necessarily far behind those mentioned. William Esty Company will also be a factor for the 1934 honors with its Camel account. True Story magazine and Health Products accounts, the first six on CBS.

Coast Wire Charge The Same, Says ATT

LOS ANGELES, Jan. 6.—On January 17 telephone reversal charges for radio programs will be discontinued, according to an announcement made here this week. The heavy reversal charge has been one of the barriers prohibiting transcontinental radio programs from the Coast and with the charge discontinued Los Angeles steps up into second place in radio importance. Mechanical charges for sending a program east from the Coast will now be the same as sending the program to the Coast from the East, which represents a saving of a considerable sum on each nation-wide broadcast.

Both NBC and CBS are said to be planning series of west-to-east programs with the elimination of the reversal charges.

NEW YORK, Jan. 6.—Officials of the American Telephone and Telegraph Company deny knowledge of a reduction in any wire charges from the Coast to Eastern points. Charge is the same both ways, they state, as long as the mileage covered is the same. Both networks have their "round robin" circuits between coasts, and ATT points out that reversal of a circuit is more than takes merely a matter of half a minute or so, bringing it a charge that rarely totals the \$10 mark on a program.

These charges in some cases are ab- (See COAST WIRE on page 56)

Chains \$8,000,000 Off From 1932 Biz

NEW YORK, Jan. 6.—National Broadcasting Company revenue for the sale of network facilities and spot broadcasts totaled \$2,924,667 for the month of December. This compares with \$2,000,446 for the month of December, 1932, and \$2,188,342 for the month of November, 1933. December, 1931, however, was the high with \$2,686,185.

Columbia Broadcasting System chalked up \$1,372,714 for December sale of time, which compares with \$1,055,230 for December, 1932, and \$1,277,458 for November last.

NBC grand total for sale of facilities or gross revenue for the year 1933 is \$21,452,732, as against \$25,504,881 in 1932, which was considered a phenomenal sum of some sort with the first six months seeing the best business of NBC's career to date. CBS grand total for 1933 is \$10,025,185, as against \$12,601,365 for 1932, the first five months of which also were of freak nature in point of huge revenue. Until definite figures were available, it had been estimated that CBS would be lower for December and NBC higher than the final result. Outside revenues, such as artists' bureau commissions, are not included in these figures.

Thompson Agency Signs Maude Adams for Ponds

NEW YORK, Jan. 6.—The J. Walter Thompson Company has signed Maude Adams, who will join the Pond programs on WEAF-NBC network Friday night, in addition to the Victor Young Orchestra and Lee Wiley, singer. Miss Adams will not inject her dramatic efforts and will offer for the first programs a special radio adaptation of Barrie's *The Little Minister*.

Other versions of past successes will be offered by Miss Adams, including *Peter Pan*, *What Every Woman Knows* and *A Kiss for Cinderella*.

CLAUDE HOPKINS' outfit is back at Roseland Ballroom in New York.

Networks Proffer Good Will, Also Statistics as Auto Shows Arrive

NEW YORK, Jan. 6.—Opening of the various automobile shows today finds both the NBC and CBS networks, as well as some of the indie stations, ready to lend the fullest co-operation possible, with the chain stations having already staged several sustaining periods in the interest of the auto displays as a matter of good will. Both networks have put their best commentators on to tell about the new show, while not a few periods will be devoted to the shows during the coming week.

Automotive industry has long felt that in view of the money it spends for radio advertising the chains ought to contribute a little of their open time. Taking the tip from WJR, NBC recently staged some Saturday night programs boosting the motor car business in an educational manner. More recent programs have, of course, dealt directly on the shows, at both the Grand Central Palace, where the general show is being held, and the Waldorf-Astoria Hotel, where the General Motors product is on

Aussie Radio "Uncles" Form Their Own Club

SYDNEY, Australia, Dec. 30.—Radio "uncles" on all the big stations here have organized a Static Club to "protect their interests" and to establish a meeting place for radio people. Bedtime story-tellers, lecturers on poultry and dog diseases are also in the club.

Captain A. C. C. Stevens is president; Commander Rollaston is secretary, and G. E. Martin, John Dunn, Oswald Anderson, Alexander Gordon, Con Charlton, Harcourt Gordon, Arthur Carr, Eric Colman and George Cooper are on the board.

Both Ford Periods Are Signed by CBS

NEW YORK, Jan. 6.—The Ford Motor Company dealers will use the Columbia Broadcasting System network for both its programs, to be headed by the Fred Waring Orchestra, plus guest stars. Waring will start on Sunday, February 4, at 8:30 p.m. and other programs will be heard on Thursday at 8:30 p.m. One is opposite Eddie Cantor for the half hour and the other backs the Maxwell House Showboat for a similar period. Both are considered among NBC's most powerful shows.

Ford dealers, signed thru the N. W. Ayer & Sons Agency, were supposed to be signed for one of the half-hour periods by NBC; in fact, some NBC officials still claim they have the account, while others are using the alibi that the time couldn't be cleared. According to both an agency representative and one of the Ford men from Detroit, NBC never really had a contract for this account in question, although it may have been considered by the sponsor at one time. CBS officially announced its Sunday half hour a few weeks ago.

Hobler Made President Of Benton & Bowles, Inc.

NEW YORK, Jan. 6.—A. W. Hobler has been elected president of Benton & Bowles, Inc., succeeding William B. Benton, who becomes chairman of the board. Hobler was formerly vice-president of the agency. Chester A. Bowles, vice-president, was elected executive vice-president.

Along with Benton and Bowles, Hobler is a full-fledged partner in the three-way split, having been admitted to partnership about a year and a half ago. A. M. Lewis joined the agency the past week as director of media research.

Director and Wife in Crash

CHICAGO, Jan. 6.—William H. Scott, studio director of Station WHFC, Cicero, a Chicago suburb, suffered a broken leg and his wife, Lillian, was fatally injured Thursday night when their automobile was struck by an "L" train. Mrs. Scott's skull was fractured.

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Networks Proffer Good Will, Also Statistics as Auto Shows Arrive

view. Other private displays are also on top.

Both chains also got out a considerable batch of statistics by way of following up its good will programs and seeking new business. While CBS gathered the figures on what all of the automobile manufacturers have done on radio (including NBC) since it became a commercial advertising outlet. Thus the radio histories of all motor car manufacturers and other items of interest have been compiled.

NBC just got its more elaborate booklet off the press, the work being a study of the network broadcast advertising of the automotive industry. Some old figures are used, but all of the matter is corrected and brought to date. Book is 50 pages and taken in the allied industries as well, such as tires and accessories.

As presently lined up, CBS appears to have somewhat of an edge over NBC in automobile advertising.

Networks Split Seven Renewals

NEW YORK, Jan. 6.—Columbia Broadcasting System has one new account and three renewals closed the past week, and National Broadcasting Company has four renewals. CBS new account is another Borden program, this one for an am period.

CBS new business: The Borden Sales Company (milk products), thru Young & Rubicam, Inc., starts January 10, on 28 stations to the Coast, Wednesdays, 11:45-12 noon. Jan. Ellison's Magic Recitals.

CBS renewals: Bulova Watch Company, thru Blow Company, from January 1, time announcements on WABC only, hourly between 8 a.m. and 11 p.m.

R. Lorillard Company (Old Gold Cigarettes), thru Lennon & Mitchell, Inc., 20 stations Coast to Coast with program originating on the West Coast. Ted Fiorito and his orchestra, beginning February 7. Other talents may be added.

The Whiteman Corporation (cereal), thru McKee & Albright, Philadelphia; from January 1 Mondays, Wednesdays and Saturdays, 6:45-7 p.m. and Tuesdays and Thursdays, 9:45-10 p.m. Old Mac Sunshine, on WABC and three New England outlets.

NBC renewals: Rex Cole, Inc. (General Electric merchandise), thru Maxon, Inc., from January 2, Tuesdays and Thursdays, 7-7:45 p.m.; Saturdays, 7:45-8 p.m., on WEAF only. Rex Cole Mountaineers—Field and Hall, musical and talk.

General Foods Corporation (cooking school), thru Young & Rubicam, Inc., from January 4, Thursdays, 11:15-11:30 a.m., on WEAF and 24-station hookup. Frances Lee Barton—food talks.

Household Finance Corporation (small loans), thru Charles Daniel Frey Company, Chicago, from January 5, Tuesdays, 9-9:30 p.m. WJZ network of 14 stations with same program originating in Chicago studios. Household Musical Memories—concert orchestra, directed by Josef Koenig; Alice Monk, Tom, Dick and Harry, male trio, and Edgar Guest, poet.

Gulf Refining Company (oil and gas) thru Cecil Warwick & Ceci, Inc., from January 7, Sundays, 9-9:30 p.m., WJZ network of 27 stations to South and West. Gulf Headliners—orchestra and guest stars (Emil Coleman's Orchestra, with Will Rogers returning for current series).

Effective January 9, the Fox Fur Trap-pers will be heard on Tuesdays, 7:30-7:45 p.m., instead of Sundays at the same hour. WEAF only is involved, with sponsor being J. Fox, Inc.

NEW YORK, Jan. 6.—WOR has seven new accounts and renewals the past week. They are Metro-Goldwyn-Mayer, three broadcasts during week of January 7 for the picture *Fugitive Lovers*, also title of the broadcast.

College Inn Products starts a 13-week contract on January 15 and terminating April 18. Three broadcasts weekly, Mondays, Wednesdays and Fridays, 2:15-2:30 p.m.

Lehn & Fink Products Company has signed for 26 weekly programs to be heard each Wednesday 7:30-8 p.m. (See NETWORKS SPLIT on page 54)

Australian Radio Licensees Increase

CANBERRA, Australia, Dec. 30.—The Australian Broadcasting Commission's report to the House of Representatives states there are no radical changes in policy contemplated. It adds, however, that every effort will be made to improve the quality of the programs.

The commission reports an increase of 99,553 receiving set licenses for the year ended June 30, the greatest progress yet recorded. This is taken as approval by the listening audience of the type of programs broadcast by the government-owned radio system.

"While full attention will be given to the important national duty of improving standards of culture and education in Australia, the inseparable element of entertainment will at no stage be overlooked. It must be done by pleasing listeners. Enlightenment must come thru entertainment."

KNX Is Still Battling the Papers While One Sheet Fights Ether Ads

LOS ANGELES, Jan. 6.—Carrying on its campaign to rid the air of advertising, The Ventura Free Press, under the title of American Broadcasting, struck last week at the root of the weakness of a system wholly supported by advertising. The article is based on the study of one day's output of 200 commercial stations, including program contents and sales talk interruptions. The Press maintains that while various surveys have shown that adult listeners prefer news and information, classical music, popular music and jazz and dramatic presentations, thru the dictation of the advertiser their third choice—modern music and jazz—actually fills two-thirds of all program time. Estimates show that power new tubes, repairs and replacements cost the 18,000,000 American receiving set owners more than \$300,000,000 a year.

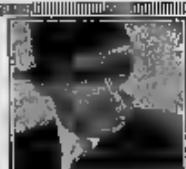
On the other hand, the maximum annual expenditure of the broadcasting stations and network, including operation of enormously expensive advertising sales departments, does not exceed \$80,000,000. The Free Press is opposed

to air advertising because the listeners spend six times the amount of production cost and transmission of programs for his set and equipment and yet must listen to what the advertiser thinks will sell his goods. The Free Press tried to start a nation-wide movement three years ago against air advertising, but the movement never got foothold outside of Ventura.

KNX, Hollywood, is now in its third week of boycotting the newspapers for conspiring with commercials' accounts and refusing to broadcast news events. Where the station gets its news matter is a source of worry to the local Associated and United Press offices. Checks have been made to determine how the matter reaches the stations with very little results. It is believed that the station could not organize a nationwide news gathering organization in so short a time and yet KNX broadcasts nation-wide news 28 times daily at 30-minute intervals. Fake stories planted in the daily papers have failed to trip the station up.

GLOTT VAILS and ensemble have returned to the McAlpin Hotel, New York, to play in the main dining room.

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



BEN MARDEN
Promoter
EMIL COLEMAN
AND HIS
SOCIETY ORCHESTRA
PALAIS ROYALE
Broadway at 46th Street
Personal Management
BEN MARDEN

BEN MARDEN
Promoter

EMIL COLEMAN

AND HIS
SOCIETY ORCHESTRA
PALAIS ROYALE
Broadway at 46th Street
Personal Management
BEN MARDEN

TAL HENRY
AND HIS
NORTH CAROLINIANS ORCHESTRA
CARTER HOTEL, CLEVELAND
Exclusive Management
Orchestra Corporation of America



THE ACT WITH A THOUSAND IMITATORS

OTTO GRAY
and His
Oklahoma Cowboys

STILLWATER, OKLAHOMA
For Open Dates write GUS SUN BOOKING
BUREAU, 200 E. 45th Street, New York City
Or Call The Billboard, Cincinnati, O.

Foreign Language Idyll

NEW YORK, Jan. 6.—Adhering to its policy of not taking on any foreign language commercials on its evening schedule, WEVD turned down a good half hour program and subsequently turned agent and producer for the account in question.

Station managed to shift the program to WFAB, which shares its wave length (where else can a station get favors) but agreed to do as the client wished—produce and send out the program from its own studios by wire to WFAB.

Account is sponsored by A. Goodman & Sons, who have a yen for Jewish operettas with original casts, to be heard each Wednesday night at 8:30 p.m. They make matzos and spaghetti.

Dean Joins Campbell-Ewald

NEW YORK, Jan. 6.—Henry T. Ewald, president of Campbell-Ewald Company, of Detroit, announced Louis Dean as a new member of the concern's radio staff. Dean who for years was one of the best known CBS announcers, is now program manager for the ad agency and is assistant to M. A. Hollingshead, director of the Radio Department. General Motors is one of the C-E accounts.

AIR BRIEFS

By JOE HOFFMAN

Sophie Etting is coming back to New York from the Coast shortly and will begin a new program series. . . . Crummett and Sanderson embarked on a vaudeville tour this week. . . . Tony Worts and his two pianists, Koenan and Phillips, both girls, start a new series of programs over CBS, beginning January 23, sponsored by Johnson's Floor Wax. . . . Voice of Experience, now heard seven times weekly over CBS, got an additional weekly local WABC program. . . . Ted Fiorito's Orchestra has been signed by Old Gold for its new series of CBS programs, beginning February 7. The programs will originate from the studios of KDFC the CBS outlet in San Francisco. . . . Gene Marvey, male vocalist at the Hollywood Restaurant, auditioned for CBS. . . . Will Rogers returned to the Gulf Oil program over the WJZ network Sunday. Pancho and his orchestra, playing at the Ambassador Hotel, New York, are broadcasting over CBS each Saturday and Tuesday.

Gus Arthelum's Orchestra has been signed to play on Bing Crosby's Woodbury program over the Coast-to-Coast CBS network starting January 16, replacing Lennie Hayton's Musketeers. The Mills Brothers, originally engaged for three guest appearances on this series, have been retained until Bing Crosby leaves the Pacific Coast in February. Ye Happy Minstrel and His Tiny Band has been renewed for 18 weeks over the CBS network by Wheaton Corporation. . . . Lee Sims and Johnny Bailey returned to Chicago January 5 to make a guest appearance on the Real Silk Revue. Chicago is where this duo first started to climb. . . . Johnny Ybarra, young Michigan songwriter and comedian, broke all fan-mail records of WJR, Detroit, after his appearance over that station.

Eddie Duchin and his Central Park Casino orchestra will be heard over an NBC-WJZ network three times a week instead of two. The initial broadcast was January 8. . . . Ariane Jackson, soprano, returned to NBC Saturday. Jack Berger's Orchestra is recording for three different companies.

Cole's Virginians, now being featured over WGN, is the same instrumental and vocal solo program they used in their vaudeville act. . . . Nathan Kreil, orchestra leader at the Vanderbilt Hotel, New York, just finished a series of electrical transcriptions. . . . Nome Roth will be made professional manager of Kolb-Engel. . . . Tito Guizar may be featured in a Shubert show. . . . Big Freddie Miller, the CBS baritone, invites all his friends up to the studio to listen to his CBS programs. . . . Jens Froman, now one of radio's busiest divots, what with her radio appearances and her work in the Ziegfeld Follies. . . . Lee Wiley very nervous when she sings before a program audience. . . . Sidney Mann, NBC's "Girl With the Violin Voices," will sail for Milan in April to complete her operatic studies. She will return to New

York songs, with the music by Jones and the lyrics by Charlie Newman.

Jones publishes all his own compositions; the latest are *All Mine, Almost*; *Marching Home With the Daison*, *Tid-Tock Town* and *Tell Me Again*, nearly all of them fox-trots, and Isham Jones and his band feature them over the CBS network from the Hotel Commodore, where Jones is appearing nightly with his orchestra.

Emil Coleman and his orchestra of 18 men have the most complete musical organization heard in Broadway class spot. Coleman is now playing at the swanky Palais Royal, New York's smartest night rendezvous, and features several different musical combinations in his band.

Casper Reardon, formerly first harpist with the Cincinnati Symphony Orchestra, has been engaged as an additional feature of the Camel Caravan program on CBS twice weekly. Reardon is also famed for his original arrangements of classical and pop numbers for the harp.

The Van Hollen Sisters are continuing as a sustaining feature on WMCA each Saturday morning along with the Boswell Lynch kiddie show. Duo is also heard on the Horn & Hardart hour on CBS Sunday mornings. The WMCA spot was until recently a commercial.

TED BLACK
and his
Orchestra
Cafe Lopale 5th Ave.
SPECIAL FEATURE EACH MORNING.
"TOP-10" WEAF CHAIN.
Directed by HAROLD KEMP,
Music Director.

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

BABY
ROSE MARIE

SOLE FEATURE TASTY YEAST PROGRAM

Sundays at 12:15 N. n and
Mondays at 7:15 P. M. WJZ.
Direction

RONIN MEYERS-BESTRY SCHEMING
Paramount Bldg.

Phone: Litchfield 4-2726, New York

FERDE GROFE
Tuesday, 8:00-8:30 P. M.
WOR

Wednesday, 9:30-10 P. M.
SAL IIEPATICA REVUE
WEAF

NBC NETWORK
COAST TO COAST

ISHAM JONES AND HIS ORCHESTRA
COMMODORE HOTEL
New York

BROADCASTING C. B. S.
Tues., Thurs., Fri., 11M to 12 P. M.

COAST TO COAST
DIRECTION COLUMBIA BROADCASTING SYSTEM

SPONSORED BY EK-LAK,
Every Monday, 9:30 to 10 P. M.

PROGRAM REVIEWS

Sal Hepatica Revue

Reviewed Wednesday, 8:30-9 p.m., Style—Revue. Sponsor—Bristol-Myers Company. Station—WEAF (NBC network).

Aided and abetted by some excellent vocal talent, the Fred Allen, Portland Hoffa and Ferde Grofe combination is again heard in a clever musical and comedy program, situated in a spot that must make good—and insofar as the combination is concerned it usually does. Opposite this half-hour period is the Burns and Allen-Lombardo program on CBS, which is long established in the spot and which will no doubt suffer to some extent with the great army of Allen followers eager for his laughs. As against Gracie Allen's delivery there is Fred Allen's ever-refreshing comedy of a varied nature; to some it may be a matter of jumping from *ho* to *ho* presumably.

Pieced de resistance on this particular program is a sight-seeing tour of New York, with Miss Hoffa having considerable to do, and also the Grofe orchestra is heard more often than on the Hellman Mayonnaise half hour recently off the air for the nonce. Opening commercial shot was unusually short, with the orchestra and mixed vocal chorus doing a fast rendition of "In Your Easter Bonnet." The "revue" got a mention and proceeded with Miss Hoffa going into action with her coy musical voice and mannerisms. Piccolo Pete came in for a bit, and this sounded like Lionel Stander's accents. After the mixup Allen decided to start the revue all over again, and Mary McCoy and Scrappy Lambert did a duet from musical comedy. Miss McCoy was in fine voice, but the work of Lambert was somewhat of a revelation and somewhat of a departure from his usual stuff. The sight-seeing bus got going at this point, with Allen as the barker with the megaphone calling out the spots of interest. After the orchestra played a tune in fine style, the credit came in the form of the Friendly Counselor, who was presented to talk on people who were feeling fit, half well and others who were full of pep. Some might be depressed or listless. The "counselor" sounded like They Ruffner doing tricks with his voice—not that it sounded bad—and another voice came in at the finish which was that of Ruffner as he is coming to the point with the suggestion to phone the druggist at once if a bottle of Sal Hepatica was not in the house.

The Grofe orchestra was heard again to good advantage, and the eight-seating tour was resumed in the vicinity of Wall street and then the Aquarium. Miss Hoffa did much in both these scenes. Miss McCoy sang a popular ballad, and some mock melodrama followed. Not a little clever comedy was worked in at this point, with the sheriff being "cellulphanned" instead of "killed" because he wanted to be up to date. Heroine who paid off the mortgage in the nick of time proved to be a fan dancer. Funny the fall dancer was certainly forgiven by *pa*.

Before the close Allen mentioned his fate for next week in regard to answering questions that trouble the listeners. Rue and Shine by the orchestra thumped the program out. M. H. S.

Sparton Radios

Reviewed Sunday, 3:30-4 p.m. Style—Orchestra and vocal soloist. Sponsor—Sparks-Washington Company. Station—WEAF (NBC network).

Sparton radios took a short pre-holiday spurge with the Seymour-Simons Orchestra and Dorothy Page via CBS, but apparently this rather thin and uninspired entertainment was a rush order for the few weeks preceding

Material Protection Bureau

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

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

Send packets accompanied by letter requesting registration to The Billboard's Material Protection Bureau, 4th Floor, Palace Theater Building, New York City.

Christmas only. Current program appears to be much more solid what with the Richard Hibbert Orchestra and Frances Langford, contralto, both in excellent standing in their respective fields. Further, there are the Three Scamps, male trio that can really get hot and sing. Joey Nash is vocal soloist with the band.

Credits are of the illustrated order, such as the partial instrumentation by the orchestra to show unbalanced reception by comparison and then the full chords to show a balanced tone. Hincher, who originated the harp interludes between numbers, miles his fast and slow numbers, all rendered with a firm but gentle rhythm and volume, rather than a blast or brash. Band reveals a red-hot trumpet and a most harmonious family of saxophones, the former muted of course as in the accompaniment for one of the hot numbers by the Three Scamps.

Sparton radio tubes also come in for a plug, the talk again reverting to poor reception. Toward the close the credit included the manufacturers' 25 years of service from both the American and Canadian branches of the business, as well as the "haunting quality of radio's richest voice." Even the the program runs a half hour, the comparative quality and quantity of the entertainment are above par and packing a healthy stock. Numbers used by both the singers and the band were particularly well chosen. M. H. S.

Babe Ruth Boys' Club

(ET)

Reviewed Wednesday, 6:30-7:35 p.m. Style—Boys' club talk. Sponsor—Standard Oil Company of New Jersey. Station—WOR.

Electrical transcription series of 39 disks on three weekly for the usual 13 weeks brings the colorful baseball hero to radio. Programs are built around a 10-week contest, in which numerous prizes are offered, including 50 trips for as many boys to the Babe Ruth train-

ing camp in the South next spring. The locale is one of the "clubs," with the excited youngsters clattering around the "Guitar of Swat." Program opens with the band playing "Take Me Out to the Ball Game" and soon switches to the "club," where Jimmy Andrews is president. At the clubhouse the boys learn from the Babe himself just what is in store for them if they take part in the contest and come out a winner. In addition to the training camp trips there will be many autographed gloves and balls. Programs are heard Monday, Wednesday and Friday over numerous spot broadcasting stations throughout the country where the oil company subsidiaries have distribution of their gas and oil products under the ESSO brand. In some cases it is the Colonial Beacon Oil Company.

On the second broadcast heard Friday evening the club idea was further developed and Ruth told the boys just how he came to break into professional baseball Clubs, of course, may be organized anywhere and all the kids have to do is have their parents stop at an ESSO filling station and get the blanks and other literature. Which readily explains why the program is directed toward the boys. It is safe to assume that most any red-blooded youngster will make a stab at the prize and capture or drag the folks to the ESSO stations for gas. And why shouldn't some parents become interested themselves and help the boy go after a prize? An indirect appeal, possibly coming under the head of the proverbial cat *KILLING*, but after all the main object is to kill the cat in question. So far there are no out and out credits for the sponsor beyond the good will invoked thru Ruth's explanation of how the oil company came to his aid in seeking to bring boys down to the camp as his guests. Boys, of course, do not buy much gas anyway. Recording is good for the most part, the only poor feature being the sound effects of the baseball crowd heard at the opening of the second program. The retarded action, which naturally sounded like a record slowing up or running down, may have been due to the fact that the baseball atmosphere was probably recorded from another disk. Which is something that may be readily overlooked—if it doesn't happen too often. M. H. S.

CHI AIR NOTES

By NAT GREEN

Jack Whiting, singing, dancing star of various Broadway hits, has signed a contract for a Coast-to-Coast CBS series to be sponsored by the Richard Hudnut Company. With Whiting on the show will be Jeannie Lang, Jack Denny's Orchestra and the Three Rascals, new California harmony trio. The program starts February 3. Whiting is appearing at the Palace Theater here this week.

Virginia Clark and Gene and Charlie have been signed for another year on the National Tea Company program over WBBM. Uncle Bob (Walter Wilson) completed his 11th year of broadcasting over the same station with his KTFW program of January 3. Bob Becker, outdoors editor of The Chicago Tribune and nationally known sportman, collector and explorer, presents a new two-week program on WGN starting January 3. The program will constitute a series of stories about dogs. Mr. and Mrs. Pat Flanagan go to Miami, Fla., January 21 for a month's vacation.

A dramatic show, *The Dramatized Coin*, has been signed for WBBM for the Numismatic Coin Company and started January 3. Phil Portierfield, baritone of the Gallery of Stars, fully recovered from an appendicitis operation, returns to the program January 9. Portierfield left the hospital December 29 and has been convalescing at Fort Wayne, Ind. . . . J. B. and Mae have returned to WJJD.

Mike and Herman, who recently did a three-minute sketch on the People's Gas Light and Coke Company program, drew 1,100 letters from listeners. Too bad these boys can't get a better break! Commercials are missing a good bet by not grabbing them.

George Damrell Jr., son of Myrtle Vail, of the Myrt and Marge sketches on CBS, has gone back to military school on the West Coast. . . . He came east to attend the wedding of his sister, Donna Damrell, of the Myrt and Marge serial. Earl Burnett and band move into the Drake Hotel January 20 and will be

ing camp in the South next spring. The locale is one of the "clubs," with the excited youngsters clattering around the "Guitar of Swat." Program opens with the band playing "Take Me Out to the Ball Game" and soon switches to the "club," where Jimmy Andrews is president. At the clubhouse the boys learn from the Babe himself just what is in store for them if they take part in the contest and come out a winner. In addition to the training camp trips there will be many autographed gloves and balls. Programs are heard Monday, Wednesday and Friday over numerous spot broadcasting stations throughout the country where the oil company subsidiaries have distribution of their gas and oil products under the ESSO brand. In some cases it is the Colonial Beacon Oil Company.

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Television

By Benn Hall

Wall Street Hopes

Television drifts in and out of the financial pages. The last big "score" occurred several months back when a tabloid scribbled wrote that RCA would "shortly" market a television set. David Sarnoff gravely denied these rumors. RCA has yet to sell a seeing set.

Now we have in front of us a stock-market publication that discusses television in a constructive, forward-looking manner. This publication is anxious, just as we are, to see a commercial development of the Magic Eye. Four items are concisely cited to prove that television is soon to round that mythical corner.

Manufacturers Interested

First, the Radio Manufacturers' Association requested FRC to reserve for television a continuous band of wavelengths down around the five-meter level. Stock Market Finance reports this as being practically the first official action of the radio industry toward television and also that the association believes that present-day television has reached a point where its future position can be definitely estimated.

Second, Finance reports that an "official connected with the Federal Patent Office" declared that there would be an invention that would soon be offered to the public and it would be a powerful factor in business recovery. He would not name the invention, but "it was invented."

Roosevelt's Son "Hints"

Third, James Roosevelt, eldest son of the President, addressed a New England radio network audience. "He stated," Finance reports, "that he has personal knowledge of the plans for any offering of a new invention that will greatly increase the public's entertainment and which will be important as a new business during the coming year." Here, too, his remarks were taken as a reference to television.

And, last, Dr. Zworykin was quoted on television. His optimistic views were also cited as further evidence of television's closeness and "visibility."

Jack Doty's Sons Drown

CHICAGO, Jan. 8.—Jack Doty, CBS dramatic artist, received notice Wednesday that his twin sons, Winston and Weston, 10 years old, were among the victims drowned in the recent California flood. The boys, who had attended the University of California, were caught in the flood waters that swept down a canyon as they were returning home from a New Year's Eve party at Montrose.

The boys had appeared in a number of motion pictures, including Peter Pan and four Our Gang comedies. Mr. Doty appears in the CBS Helen Trent, Myrt and Marge, and Jack Armstrong programs, and also in NBC's Betty and Bob.

Musicians' Contract Unchanged

CHICAGO, Jan. 6.—The contract between the Chicago Federation of Musicians and local radio stations will be the same in 1934 as has prevailed during the past year. The new contract was entered into a few days ago and no change was made.

CAB CALLOWAY'S BAND leaves the Cotton Club in New York for out-of-town dates and a few weeks at the London Palladium and on the Continent. The tour begins January 26.

Dubs, presented by Quin Ryan on WGN, have renewed their contract for another year. . . . WJJD has asked permission of the Federal Radio Commission to move its main studio from Mooseheart, Ill., to 201 North Wells street, Chicago.

. . . Hal Kemp and his orchestra will be heard daily from 10:45 to 11 a.m. via electrical transcription, over WBBM for the Levines Corporation. . . . Dorothy Shidler and Announcer Val Sherman have been signed for the new Mu-O-Oll twice-a-week program on which Bob Nolin, baritone, and the Norm Shear Radio House piano-organ team start on January 9 via WBBM-CBS.

New Song Tips

"There Goes My Heart"

Fox-trot ballad. By Benny Davis and Abner Silver. Published by Leo Feist, Inc., New York.

Simplicity of both lyric and melody should make this number available to those who like their ballads in conformity with modern demands. It has the value of smoothness and the requisite sentimental touches without too much mushiness and the usual reminiscences. This same formula made many songs in the past, notably "Wonder Who's Kissing Her Now" and others which we are unable to recall at the moment. As the name of the creation implies, everything is expressed in the past tense. To make sure that the implication will not be misunderstood extra words are supplied both in the verse and chorus to designate the opposite sexes. If the singer happens to be a male all that is necessary to make the fact clear is to say "she" and vice versa.

A familiar, optional guide that rates nothing new from any angle. This is merely mentioned because there have been occasions when vocalists have balked at using works they thought might not fit them. Predicting the success or failure of songs is a dangerous and foolhardy procedure as we have often remarked in this column. Nevertheless, there is something about this one that augurs some longevity, at least.

"Looks Like a Beautiful Day"

Fox-trot ballad. By Eugene West, George W. Meyer and Pete Wendling. Published by Edward S. Marks Music Corporation, New York.

With three veteran writers on the job—writers who have weathered the game these many seasons even to changing fashions—the result is a song that at least reflects expert craftsmanship. As to its intrinsic merits opinions are likely to be divided. One the whole tho, it is an acceptable singable affair, embodying plenty of thought, optimism and sentiment calculated to have more than a limited appeal. In the chorus we find renewed encouragement on the part of the creators concerning the feelings of the one addressed. It seems that there existed some doubt whether the "other party" really cared or not. However, this is quickly dispelled upon the receipt of a letter which immediately places a new phase on a discouraging situation. The miles changed everything, it seems. Dreams that carried sadness and gloom, as if by magic, dissolve into happiness, thereby providing an opportunity to close with the title, "It Looks Like a Beautiful Day." The music will suffice, altho we cannot enthuse over it to any great extent. In clinging to a fox-trot tempo instead of a downright crooning effect which the lyrics at once suggests some of the strains are bound to be compared with other numbers that have gone before.

"I'm Just a Victim of Love"

Ballad. By James Hendis and Meyer Gusman. Published by the Hendis Music Corporation, New York.

Patterned on lines that have a familiar and unmistakable ring, we have another ballad all about the so-called stressful influence of Love. There is nothing to record in the way of new treatment of the theme. The plaint is made general. That is, it is addressed to either sex, with the text running the gamut of emotions that are supposed to emanate from a disappointed heart. The singer is "blue" "down in the dumps" and all that sort of thing because somebody somebody wants doesn't care. And so it goes on and on to the finish of the chorus, which is supposed to be the termination of every composition unless for the sake of essential continuity there are many extra verses.

Here we have just two, which means that publishers are again harking back in a measure to the styles of long ago, when bravely in certain kind of numbers was considered revolutionary and against all the rules of correct song construction. Perusing this particular verification we find a few phrases bordering on the vernacular of the day. For instance, there is the word "squawking." We hold no brief against its use. On the other hand we admire the courage of the writer in introducing it, altho there was a time when instances of singing in ballads would have been hailed as in

bad taste even if the work was evolved after the fashion of doggerel. Maybe this is a good omen and maybe not.

Analyzing the music, we find it quite conventional the acceptable. You can waltz or fox-trot to it according to your desires. The rhythm is in common time which permits transitions without destroying the original tempo to any great extent.

West Coast Notes

LOS ANGELES, Jan. 6.—Mazel Warner walked out of KHL Sunday night when the station ordered some of her numbers cut and was immediately picked up by Al Pearce on Monday. Miss Warner was with Pearce and his gang for a number of years on KFRC, San Francisco, and left him when he was broadcasting from KHL last spring and walked out because the Artists Bureau wanted a 20 per cent slice of his theater earnings. Miss Warner was induced by the Don Lee heads to remain with the station under promise of a heavy buildup, which did not come thru. Pearce, in taking Miss Warner, has offered her a substantial boost in salary and has guaranteed legal protection against any suit Don Lee or the Artists' Bureau might take against her.

First broadcast of a dealers' convention will be made by the Philco Company January 15 over KFWB, Hollywood. More than 500 dealers are expected to attend the banquet and the activities will be aired for one hour.

The Seven Lovely Ladies, a singing ensemble, John Arthur, Jarrett, Kay Thompson and the Three Rhythms Kings on the All-Star Radio Thursdays and Sundays over the Columbia-Dan Lee network. Billy Hammer, motion picture music arranger, makes the arrangements for the ladies.

Edith Evans, of the vaudeville team of Evans and Mayer, has landed on the Shell Blue Monday Jamboree program from KFRC, San Francisco, and 11 other Dan Lee stations on Mondays.

To some it would seem a waste of money, but to Golden State Milk Products Company it's a profitable advertising scheme. Firm has bought 15 spot announcements a day over KFWB, Hollywood, to plug various civic activities, enterprises, etc. Only commercial line in the announcements is the signature, "Announcer's name, your Golden State Milkman."

SAN FRANCISCO, Jan. 6.—Lee S. Roberts, composer of "Smiles," and Irving Kennedy, arranger, have been signed by Folger Coffees for KGO and affiliated stations Friday at 9:15 p.m.

O. B. Hanson, head of NBC's staff of 500 or more radio technicians, arrives here soon for inspection of KFO's new 50,000-watt transmitter. From here he will go to Denver to inspect KOA's transmitter of equal power. Later he will visit NBC headquarters in Chicago and Cleveland.

Jess Norman, former musical director for KPO, KTAB and other San Francisco other stations, was scheduled to open with his band last Sunday at the Roof Garden. Cafe was one of city's most prominent night spots, but closed because of poor business. Garden opens under new management of Edward Bias and is to have a radio tieup.

Ted Flo-Rite, NBC and CBS radio artist, was supposed to have planned an engagement with Florence Desmond, radio and vaude player, last week, but event did not take place. Considered a press stunt by the skeptical, who wondered from whom they would elope, neither having kin here who would trouble to stop them.

KXN was slated to go on the ether last week with a burlesque news program, due to the agreement between stations and newspapers not to broadcast news reports until after they had been published by the press. Burly program is slated for Thursday nights.

KROW last week installed a new 1,000-watt transmitter and other new equipment.

Dobbs' Del Monte Ships of Joy program is scheduled for broadcasts in Western States via NBC stations Monday, 6:30 to 7 p.m. in addition to Eastern etherizing.

RALPH BENNETT and his orchestra, billed as the Seven Aces, All of Them, have been placed in the Book-Cadillac Hotel, Detroit, following Seymour Simons, who completed a record engagement there last week. Bennett comes from the Mounds Club, St. Louis. Orchestra features Jack Powell and Myra Lange, singers, and has seven entertainers in the band, including two tap dancers. Band is broadcasting over WJR twice daily.

Radio Artist's Tune A "Follies" Smash Hit

NEW YORK Jan. 6.—Peter Da Rose and May Bergen, the "Sweethearts of the Air" in NBC morning feature for years, got one of those happy laughing and crying spells at the opening of the "Ziegfeld Follies" Thursday night at the Winter Garden.

Pete writes a hit song every now and then, a habit with him, and for weeks the Follies producers have been waiting about for a suitable song number for Everett Marshall, who had threatened to quit the show unless he got a song that filled the bill. "The Last Roundup" was sort of dying out and last decision was to keep it in the show for Don Ross, who does a straight version before Willie Howard burlesques it. So Pete and May (in private life Mr. and Mrs.) sat and heard Marshall deliver one of the show's highlights in "Wagon Wheels," a philosophical song for a ho-hum singer. At first they thought the song had been taken out of the show, due to the fact it was spotted later than during rehearsal.

Orchestra Notes

By DON KING

EDWARD LIGHT and his orchestra, playing at the Governor Clinton Hotel, New York, have been given additional sustaining periods over CBS wires, which brings the total number of broadcasts to nine weekly.

FRANK LA MARR has returned to New York after one-nighters thru Eastern States. The CBS Artists' Bureau is lining up a local spot for him.

CHARLIE ECKELS' Orchestra is out of the Croxton Club and into the Hotel Park Central's Tie Toe Room for the luncheon hours.

JIMMY LUNGEFORD and band are replacing Cab Calloway in the latter's NBC broadcasts. Irving Mills is managing Lungeford's outfit.

LEONARD KELLER and Apache Orchestra has gone into the Bal Musette Club, New York. Pierro is heading the floor show.

PANCHO AND ORCHESTRA went into the Hotel Ambassador, New York, Friday. Jim Bartal's concert orchestra entertains nightly between dance periods.

GLENN LEES' Orchestra followed Mark Fisher's at the Baker Hotel in Dallas January 6, after Fisher had played the debutante season. Lee's Band, with Ray Shultz and Russ Holland featured, is playing at the only downtown night spot in Dallas. The Adolphus Ballroom has been dark all winter, save for Christmas and New Year's.

PAUL ASH and his orchestra closed at College Inn, Chicago, January 6. It looks as if Henry Busse, now at the Granada, Chicago, will move into the inn.

WALTER E. NOURY and his Rainbow Ramblers are playing to good crowds at the new Moose Club, Haverhill (Mass.) night spot.

JOHNNY YUHASZ, young Michigan songwriter and orchestra leader, recently played to 1,500 in a special dance at the IMA Auditorium, Flint, Mich. Music was broadcast over a CBS wire thru WFDF.

DON PABLO and his International Orchestra are touring to a full schedule in the South. They are reported to have recently landed a 33-record Victor contract.

JERRY FREEMAN'S Orchestra has returned to the Paradise restaurant, New York, until Buddy Rogers' Band comes in January 26.

FRANK GIRARD and his Carolina Nighthawks, one of South Carolina's popular dance outfits, are finding plenty of work in their home State. Ork is scheduled to play a series of engagements.

(See ORCHESTRA NOTES on page 53)

Midwest NBC Shows Big Gain

Red and blue networks practically sold out, according to division head

CHICAGO, Jan. 6.—Extremely optimistic is the report of radio business conditions issued this week by Niles Trammell head of the central division of National Broadcasting Company. "Commercial broadcasting business has had a definite upturn in the last quarter of 1933," says Mr. Trammell "and we go into 1934 with the evening time on both our red and blue networks practically sold out."

"There has also been a definite increase in the use of daytime hours for sponsored programs, especially for food and other products adaptable to the woman's market."

"Chicago NBC productions show an increase of approximately 53 per cent for the last three months of 1933 over the last quarter of 1932."

Whiteman Biltmore Opening Brilliant

NEW YORK Jan. 6.—Paul Whiteman returned to the Biltmore Hotel Thursday night, opening in the Casablanca under a new contract that will keep the band there for a year, with possible allowance for Whiteman to take several weeks out if he sees fit in the late spring.

Cover charge is now \$1 wed days and \$2 over the weekend, but not at dinner session. Sunday night concerts are to be returned around the dinner hour. Whiteman using his usual symphonic and modern American compositions. For dance music and vocal solos the organization includes Remona, Peggy Henly, Jack Fulton, Bob Lawrence, Jack Eggardon and Roy Bergy, as well as others.

Opening was the most brilliant of the season from every angle. Although not scheduled to get under way until nearly midnight on account of being Whiteman's commercial broadcast night 11 p.m., by 11:15 it was a complete sell-out at the Casino Bleu, with the silk rope in place. Contrary to the usual procedure of placing the spotlight on various celebrities and calling on them for a bow, the fact that they were there was taken for granted and they were left in peace. In addition to the usual Broadway and Hollywood representation, about every W. K. radio artist and musical conductor in town dropped in to spend a few hours.



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OUT-OF-TOWN OPENINGS

"All the King's Horses"

(New Haven)

Book and lyrics by Frederick Herren-dean, music by Edward A. Horan, directed by Jose Ruben and dances by Theodor Adolphus. Presented by Harry Cort and Charles H. Abramson. Opened January 5 for two days.

Principals include Guy Robertson, Andrew Tombes, Betty Starbuck, Nancy McCord, Frank Greene, Evangeline Raleigh, Jack Edwards, Russell Hicks, Robert O'Connor, Louise Morell, Howard Morgan, Blanche Lytell and Augusta French.

Will go to Boston from New Haven for two weeks, with Broadway bow set for the Shubert January 22. One of the largest musicals to be presented here (New Haven) this winter.

Was well received generally by local critics.

"Dark Victory"

(New Haven)

By George Brewer Jr., presented by Alexander McEaig. Sets designed by Robert Edmund Jones. Opened December 28 for three days.

In the cast are Eliot Cabot, Jane Seymour, Kenneth Hunter, Katherine Emery, Harvey Stephens, Maria Bruce, Ann Davis, Talant Tubbs, Margaret Mulligan, Ben Hoagland, F. I. Curtis, Mildred Quigley, Ryder Keen, Betty Oakland and Helen Strickland.

Story involves a great love between a noted surgeon and a young society woman who comes into his office as a patient. The stuff of the drama is the affection between the two and the blessed illusion by which they assure themselves that their short months can measure eternity if sufficiently intense. They retire to a Vermont mountainside and devote themselves to selling the day—in the best manner of the Roman classicists.

Drama was well played, and shows promise of being successful. The Journal-Courier said: "It is a drama full of sincerity, interesting in concept but still a trifle talky, still in need of compression. Last night's was the first performance on any stage, and undoubtedly indicated to the play's managers where critics may profitably occur."

Closed for revision.

"Re-Echo"

(Philadelphia)

By L. J. Golden, directed and presented by Carol Six. Sets designed by Louis Kenkel. Opened January 1 for a week.

Cast includes Thurston Hall, Leonard Mencie, Carlotta Nilsson, Phyllis Povah, Harry Davenport, George Walcott, Walter D. Greene and Chisholm Beach.

Richard Lord, aggressive man of business, ruthless and domineering, has been forced from a career of art by an equally domineering father. He, in turn, attempts to force his son from poetry to banking. Just as dominating in his marital relations, he forces his first wife to divorce him so that he may marry his secretary, who in turn feels the weight of his ruthlessness. The young wife and the son are drawn together in an inevitable climax.

Well written and well acted, but the play concerns very familiar situations. The audience had no difficulty in reaching the turn of the plot ahead of the play. Odell Hauser, of *The Evening Ledger*, said: "The author has worked out his action in terms of the individual story of an interesting group of characters. The characters are truly drawn and they hold the attention and interest. Purely human values are always made the business of the moment. It is a long play because a considerable span of action is covered. To shorten it would be advantageous. . . . The dialog is expertly written. There are moments of mental excitement and there are moments of a genuinely pathetic quality. What one does miss is the absence of life and movement. And the events of the plot are rather matter-of-fact. Both play and production showed evidence of painstaking care. A most excellent company of actors has been assembled." Henry T. Murdoch, of *The Public Ledger*, said: "Well acted and within its self-imposed limits well written. It suffers from the deadly canniness of playwrights who have met all the situations before and know all the answers before the writer announces them."

His speeches are affective and his people are believables, but what they do and say comes under the head of old business."

THE NEW PLAYS ON BROADWAY

WINTER GARDEN

Beginning Thursday Evening, January 4, 1934

ZIEGFELD FOLLIES

A revue staged by Bobby Connolly. Production, lighting and additional numbers staged by John Murray Anderson. Production Director, E. Y. Harburg. Production Composer, Vernon Duke and Samuel Barber. Additional Words and Music by Billy Rose, Ballard MacDonald, Joseph Meyer, Danse Suave, Billy Hill, Robert Dolan, Peter de Rose, E. Hartman and Richard Meyers. Sketches by E. L. Phillips, Fred Allen and Harry Tugend and David Freedman. Dialogs staged by Edward G. Ulrik. Additional dances staged by Robert Patterson. Costumes designed by Russell Patterson. Paul Draper, Charles LeMaire and Kivette. Settings designed by Watson Barrett and Alton R. Johnson, with exterior uncredited. Musical Director, John McDonald. Presented by Mrs. Florenz Ziegfeld (Bilie Burke). (*The Shuberts*)

PRINCIPALS—Fanny Brice, White and Eugene Howard, Everett Marshall, June Preisser, Patrick Edward, Vilma and Buddy Ebsen, Oliver Wakefield, Cherry and June Preisser, Don Ross, Eddie Hutchins, Judith Barret, Bertie Boston, Eve Arden, Loreta Hay, The Vikings, Fred Macmillan, Jacques Carter, James Kilton, Vivian Janis and the Famous Midway Street Dancers.

THE "FOLLIES"—Gladys Dorothy Buckley, Hope Davis, Edith Roark, Marian Santa, Marie Stevens, Gladys Sweetser, Ethel Thorsen, Florence Melzer, Ruth Reiter.

MODEST GUILD—Corinne Ryan, Louisa Ambrosius, Helene Frederic, Charlotte Marin, Leona Souza, Bobbie Miller.

DANGERS—Jeanne Atton, Virginia Allen, Peggy Ann, Marjorie Beglin, Mary Bay, Helen Bennett, Hazel Boerner, Mildred Borth, Mary Brown, Evelyn Johnson, Jean Carson, Minnie Dellrell, Dorothy Draper, Lorraine Foster, Marjorie Gayle, Gloria Glamour, Julie Germain, Helen Hannan, Paesi Harris, Dep. Helen, Juliet Jenett, Gladys Keating, Evelyn Laurie, Pamela McAvoy, Frances McHugh, Jane Maxin, Evelyn Nelson, Evelyn Nichols, Thom Roberts, Edwina Steele, Marla Steele, John Stuart, Mildred Webb, Gloria Cook.

GENTLEMEN—Herman Blumenthal, Al Bloom, Clark Leston, Dinty Moore, Jack Ross, Sid Salter, Jim White

Reports came down from Boston, when the show played there, that the Shubert version of the Ziegfeld Follies (with Billie Burke as nominal entrepreneur) was something less than perfect; the reports intimated, in fact, that it was nothing to throw bouquets—or even money for orchestra seats—at if those reports were true, there's a miracle man around town somewhere. For the Ziegfeld Follies that came to the Winter Garden Thursday night provided a sumptuous, satisfying and thoroughly entrancing evening, the finest evening in a revue theater (at least so far as this corner is concerned) since Americans died prematurely a year ago last fall. And that includes all comers in between.

For not only is the *Follies* a gorgeous, moray and eye filling spectacle; it is also crammed with some of the nicest satire and the funniest burlesque seen in a revue in years. Not sophisticated satire perhaps, and certainly not sophisticated burlesque, but sharply pointed and hugely funny none the less. A great amount of the credit for that must go to Fanny Brice. Her Soul Singing Sadic is a 10-year high spot to anyone unfortunate enough to have seen Alice Semple McPherson when she brought religion to the Capitol Theater for several thousand dollars a week, and her takeoff of a Minsky fan dancer in *Countess Dubinsky* is without question or doubt the funniest revue scene of this or almost any other season. A great deal of the credit, too, however, must go to H. L. Phillips, who contributed a large number of the skits. If Mr. Phillips could write columns as well as he writes revue sketches—and with the same bite and trenchant wit—*The Sun* would have the best columnist in town.

And not the worst of the news from the Winter Garden is that this corner's favorite vaudeville team (Cherry and June Preisser, in case you don't know) stop the Ziegfeld *Follies* cold. For that matter, vaude scores another hit when Oliver Wakefield goes over excellently—as, indeed, he always does—with his sputtering lecture on American economics.

The current *Follies* is the first show since *Americana* at which this reporter looked at his program and felt sorry that there weren't more scenes than those scheduled. The show broke at 10:30, but it didn't seem like more than 10:15.

One can't begin to enumerate the high spots. There was, as a matter of (See *ZIEGFELD FOLLIES* on page 55)

LEGITIMATE

Academy Students Start With "Dangerous Corner"

NEW YORK, Jan. 6.—The senior students of the American Academy began their series of Friday matinee performances yesterday at the Belasco with J. B. Priestley's *Dangerous Corner*. *Dangerous Corner* can be tricky even for professionals—as evidenced when W. E. Leventhal brought in a cut-rate presentation last spring—but it has six outstanding acting parts, and it gave the youngsters a good romp for their first appearance before an audience. They acquitted themselves creditably—more creditably than, under the circumstances, might have been expected.

Outstanding were Francis DeSales, in the Stanley Ridged part, and Consuelo Lembecke, as Olwen. DeSales was the only one of the youngsters who showed a professional approach to his role. He has confidence and stage presence and he missed in interpretation on occasion, that can be blamed on the direction rather than on him. He has definite possibilities. Miss Lembecke, striking and confident, turned in a workmanlike and excellent job in a role that is rather more difficult than the others. She was really good—and she's going to get somewhere if she keeps her head and avoids the self-conscious posing and artiness that so many of the kids fall prey to.

Carter Blake was forthright in the Collin Keith-Johnston role, tho he didn't get maximum effect from the grand scene at the end. Edith Emerson was lovely to look at as Betty. Richard Mackay did as well as could be expected with the tricky semi-purist of Gordon, and Marjorie Cameron, the occasionally effective as Freda, showed a need for further training. Sylvia Forrester amusingly burlesqued the novelist.

Richard Harvey, Richard Anderson, Betty Field, Jean Thomas, Collin Finn, Mirril Wright, Jean Casto, Mary Chamberlain and Helen Canavarro appeared in the first act of *Paris Bound*, which was used as the curtain raiser. The Misses Field, Casto and Chamberlain showed possibilities.

EUGENE BURR

Neither particularly romantic nor particularly comic, as he calls it, is merely an understatement.

It seems that anything can happen in Budapest. When Ida Zigmury, acclaimed daughter of the acting Zigmurys, takes away the young man beloved by her plainer and unsuccessful sister, Julie, (See *THE WOODEN SLIPPER* page 55)

FROM OUT FRONT

By Eugene Burr

Recently two of the gentlemen on the dailies came thru with arguments—and good ones—for a pair of this corner's hot theatrical theories: the advisability of putting on a revival of a good play rather than a premiere of a bad one, and the great and dying need for permanent acting companies (if ever we want to create an American acting tradition) in these at least semi-United States. The two questions seem at first glance to have nothing much in common, but they are really intimately intertwined.

Brooks Atkinson, of *The Times*, took up the cudgel (or typewriter) in defense of acting companies, and John Mason Brown, of *The Post*, defended the revival, aided by Peggy Wood, who wrote him an interesting and enlightening letter.

Permanent acting standards, as Mr. Brown points out, are impossible in the theater as we know it today; we can bring no comparative judgments to bear. But a series of revivals would change all that. And, as Mr. Atkinson intimates, the one and only way to attain great acting—as distinguished from the fine but disintegrated acting that we frequently see today—is to have a tradition of acting companies. Acting companies from the very nature of their being would tend to increase the number of revivals. The thing is mutually beneficial all round.

Take the case of the young gentleman who, during the holidays, has a yen to see *The Emperor Jones*. One afternoon he went to the picture version; the same evening he descended to the cat-infested alleys of Greenwich Village to see a puppet version; he was extremely sorry that the opera schedule did not enable him to take in the operatic version, with its dull and one-dimensional Gruenberg music, and, he said, if a dramatic version had been playing this year, he would most certainly have attended.

He had a grand time at the two *Emperor Joneses* that he saw (even tho he thought the puppet presentation was pretty poor stuff); he was certain that he would have had just as grand a time at the opera and at the play. It is, however, infrequent that we can run across such profusion in the amusement world as we know it today. Most plays are put on, have their run, perhaps manage to wrangle a return engagement and are then forgotten. And yet there is a public for older plays; there would be an even greater public if the old plays were given a permanent company in which acting standards reached the levels which they can never reach in individual and isolated productions.

Said Mr. Atkinson: "Everyone who has indulged in any connected thinking about the theater realizes that it is only partly alive without the collaboration of permanent acting companies. A producing organization without a permanent company is a contradiction in terms."

Said Miss Wood, realistically touching on an unpleasant but necessary problem: "But it's the public we want to interest in a sales talk on revivals; actors have always been attracted to the idea. How can we do it? By asking playgoers to (See *FROM OUT FRONT* on page 55)

FULTON

Beginning Tuesday Evening, January 2, 1934

HALFWAY TO HELL

A new play by Crane Wilson. Staged by the author. Settings by Philip Cohn. Scenery constructed by William Menchikoff Studio. Presented by Elizabeth Miele, in association with M. Van R. Schuster.

Zebulon Brant, Carlton Macy
Potter, Austin Fairman
Song, Van Lowe

Martha Brant, Linda McMillian
Brant, Anna Mason
Burt, Robert Gainsford
Tony Allen, Katherine Eddle
Bonnie McCloskey, Richard Ewell
Lefty Adams, Mabel Kraman

Lieutenant Kelton, Guy Standing Jr.
Gabe Jervis, John Regan

ACT I—Scene 1: Captain Brant's Bedroom on the Upper Floor. Scene 2: The Lounge on the Lower Floor. ACT II—Scene 1: The Bedroom, Scene 2: The Lounge. ACT III—Scene 1: The Lounge, Scene 2: The Bedroom.

Halfway to Hell is halfway to Cain's already. And it's not so much the blame of the actors as it is the blame of the playwright, Crane Wilson. He wrote and staged the play along conventional lines, and conventional lines are not good enough any more.

It's one of those mystery thrillers that are not so mysterious and only mildly thrilling. People are murdered, but you can't get very excited over it. And when you don't particularly care who and why and how the murder was committed, then it looks pretty bad for the play.

Just to give you an idea, one Captain Zebulon Brant, living in a former light-house, calls eight of his relatives to his deathbed. The Captain was an old buccaneer and is supposed to have a lot of money hidden away somewhere. Being somewhat of a cynical philosopher too, he takes a sadistic glee in watching the various reactions of his relatives to his approaching death.

Well, the eight sleep overnight at the house and during the night Martha Brant and her brother, Christopher, are both murdered. Martha is stabbed in the back and Christopher struck with an ax. Other relatives just avoid being struck by arrows and whizzing spears. You see, there is a collection of firearms and swords in the house and somebody is making liberal use of them. Anyway, the one you least suspected turns out to be the murderer; which has become the formula for all mystery plays, it seems.

Carlton Macy is excellent as the captain. Van Lowe is properly menacing as the Chinese servant. Austin Fairman is credible as a doctor. Mabel Kraman is more than adequate as the comedy relief, while Robert Williams is likable as a baseball player. The others are capable enough, but the play was just too much for them. PAUL DENIS.

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Beginning Wednesday Evening, Jan. 3, 1934

THE GODS WE MAKE

A comedy drama by O. H. McGill and S. Bouquet de Loker. Staged by John Cameron. Settings by Olson Throckmorton. Presented by John Cameron, Inc.

Madeline Glendon Ann Gerald
Marie Cavendish Jean Blair
Dick Webster Lloyd Hughes
Jimmy Lauriston Frank M. Thomas
Admetus Eve Casanova

The Action of the Play Taken Place in Marlow's Living Room in a Penthouse Apartment in Park Avenue, New York. ACT I—Fall, 1929. ACT II—Spring, 1932. ACT III—Today.

If we are not mistaken, this was something the Group Theater announced several months ago, and now comes the production under the name of John Cameron, Inc. Just why the Group quit their original intention of presenting it is quite obvious. In other words, it was not worth the powder on a shiny nose.

Briefly, the play concerns a wealthy lady whose attentions are lavished on a young man, whose attentions are on a variety of other females. A very natural and harmless preoccupation, yet the lady takes offense, and thru this light structure comes an explanation of the depression and its effect on the stock market, and the great and glorious recovery. After the cast gets thru swishing about and bellowing like, but not as good as, Edwin Booth used to, we still don't know why the Group Theater even gave the thing a second thought. The setting was nice to look at but the hullabaloo which took place in front of it detracted from appreciation of the design.

BILL WILLIAMS.

BILTMORE

Beginning Monday Evening, January 1, 1934

BIG HEARTED HERBERT

A play adapted by Sophie Kerr and Anna Steele Richardson from a story by Miss Kerr. Staged by Dan Jayett. Set uncredited. Presented by Eddie Dowling. Robert Kaines J. C. Neary
Robert Kaines Norman Williams
Elizabeth Kaines Elizabeth Weston
Martha Kaines Dorothy Walker
Dorothy Kaines David Morris
Alice Kaines Betty Lancaster
Andrew Goodrich
Amy Lawrence
Jim Lawrence
Mr. Goodrich
Mrs. Goodr
Mrs. Haven
Mrs. Haven
The TIN PLACE—A Small Mid-East City. The Entire Action of the Play Takes Place in the Combination Living and Dining Room of the Kaines' Home. ACT I—Breakfast at the Kaines'. ACT II—Dinner at the Kaines'. Scene Ending. ACT III—Dinner Again. The Next Day.

Last week when your reporter was tussling tonsilitis he was also starving for shows, the record being one seen in three long and dreary weeks, and he made a manial reservation that the next play—any play—would get itself raved, because it would seem so good to get back into a theater again. *Big Hearted Herbert*, Eddie Dowling's production of a farce which Sophie Kerr and Anna Steele Richardson adapted from one of Miss Kerr's stories and which came to the Biltmore New Year's night, can therefore consider itself raved. And for the matter of that, it almost deserves it. It's a far-above-average example of

BROADWAY RUNS

Performances to January 6, inclusive

Dramatic	Opened	Perf.
All, Wilderness	Oct. 2	114
All Good American	Dec. 5	90
All Hearted Herbert	Nov. 28	93
Black Tower, The	Nov. 28	49
Divine Moment, A	Jan. 6	1
Double Doort	Sept. 21	123
First Apple, The	Dec. 29	13
Gods We Make, The	Jan. 3	1
Green Bay Tree, The	Oct. 20	95
Halfway to Hell	Jan. 2	7
Her Master's Voices	Oct. 23	90
Jugibel	Dec. 16	34
Lovely, The	Dec. 25	16
Lovely of Charlie II, The	Dec. 27	10
Mary of Scotland	Nov. 27	45
Men in White	Sept. 26	122
Myself, The	Jan. 5	1
Poses on Earth	Nov. 20	45
Prinlal of Happiness, The	Oct. 9	125
Sailor Beware	Sept. 28	118
School for Husbands, The	Oct. 16	95
Sins Lover Me Not	Nov. 20	37
Tobacco Road	Dec. 4	31
Wooden Slipper, The	Jan. 3	5
Yesta Kehl	Dec. 26	4

Musical Comedy

At Thousands Cheer	Sept. 20	108
Champagne, The	Oct. 14	95
Let 'Em Eat Cake	Oct. 21	85
Murder at the Vanities	Sept. 13	128
Robert	Nov. 18	87
Ziegfeld Follies	Jan. 4	4

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Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

The second part of the fourth provision which the Chorus Equity Association had written in the Motion Picture Code for the protection of its members working in vaudeville and presentation houses reads as follows: "Wherever any unit, traveling company or artist is required to give more than the regular number of performances established in the theater in which they appear, said unit, traveling company or artist, all artists and chorus persons shall be paid for each extra performance pro rata."

In other words, if you are playing in a house where the established policy is

four shows a day and because of a holiday or for any other reason the house gives five shows a day, you must be paid additional compensation for that extra performance.

This clause does not replace any suggested by the employer; they hadn't thought of a provision like this.

The code covering working conditions for chorus people in this field is a splendid thing. Chorus Equity is to be congratulated on its achievement, but our members should not lose sight of the fact that it will require a strong organization in this field to make the 100 per cent effective. We are looking forward to the day when every chorus girl and boy working in presentation houses and in vaudeville are members of Chorus Equity. Only then can our members hope to receive the 100 per cent protection they get in the legitimate field.

We are holding checks in settlement of claims for Joan Abbott, Marge Adams, Nancy Lee Blaine, Adele Butler, Peggy Barrow, Janet Carver, Charlotte Davis, Guy Daly, Betty Eisner, Margaret Freeman, Betty Field, Margaret Fitzpatrick, Vera Frederic, Marie Gale, Inez Cook, Gladys Harris, Marge Hyson, Marion Flynn, Elizabeth Hurley, Fred Holmes, Edward Howell, Dorothy Melor, George Marshall, Marth Merrill, Katherine ONeil, Robert Rockford, Carol Raffin, Percy Richards, Ragna Ray, Jack Richardson, Frank Shea, Romulo Santos, Hazel St. Amant, Virginia Whiting and Deleen Ward.

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

We are holding mail for Leila Anderson, Jean Aiden, Jimmy Ardell, Jean Arnold, Teddy Bayor, A. Bernold, Janet Ethel Bessert, Mary Ellen Brown, James Estadig, Frances Battello, William Baden, J. Bedford, Wedan Blumier, Le Roy Bush and Fred Bush.

Four new members joined the Chorus Equity in the past week.

Conducted by LEN MORGAN—Communications to 1564 Broadway, New York City.

MAJORS TO CUT PRODUCTION

Believe Too Many Pictures Spoil Quality; Limit to 30

Too many lemons now coming out of film factories—only Warners holding out owing to demand for supplying own houses—would help eliminate block booking

NEW YORK, Jan. 6.—There is a movement afoot on the part of major producers to limit the number of pictures for next season. There is a report that all major producers, with the exception of Warners, have agreed to confine themselves to 30 or less pictures a year in the future. Heretofore the number has been 50 to 60, with the result the market was flooded with films, most of them bad. Warners feel that they need at least 50 pictures a year to supply their own houses, and it is doubtful if they will reduce that number. The other companies, however, have no need for such a high number. Loew's, which controls Metro, books other product in addition to Metro in its theaters, and many insiders believe that Warners will soon see the light and cut down considerably on the number of features turned out annually.

There has been considerable agitation lately regarding the number of pictures flooding the market and few really good ones among the group. Exhibitors everywhere have complained of the few box-office features, and it is likely that this, accompanied by the high overhead of producing regular programmers, has had its effect.

There has been no inside agreement, according to the knowing ones, but each company has come to the conclusion that it costs as much to produce a programmer as it does a good feature, so the logical conclusion has been to produce fewer and give more time to each feature, therefore making them better.

If each producer lowers the number of features it is going to mean a death blow to block booking, for no one company will be able to supply a full weekly change to any theater. This will be a great break for the exhibitor, and, incidentally, will give the company with the best product a greater break than ever before. It will mean that the smaller theater owner will be able to book pictures that will click and will therefore run for a week or more instead of the two or three changes a week and will eliminate a great deal of the antagonism now shown between distributor and exhibitor.

There is no doubt, according to insiders, that there are too many pictures and that the majors have seen the light and are ready to concentrate on fewer and better pictures. There are those who believe that Zanuck, of 20th Century, started something when he decided that 12 good ones a year were enough and the success of 20th pictures to date has been exceptional. It is not likely that the majors will restrict themselves to 12, but there is every reason to believe that with but one exception next season's product will not exceed 30 for each major company.

The independents keep their number down already and it is not likely that they will increase in the next season, so it looks like a good buying season ahead and a break for everyone concerned.

United Artists Restores Pay Cuts

NEW YORK, Jan. 6.—There are smiling faces around the United Artists' headquarters here since Joseph Schenck called Al Lichtman to restore the depression pay cuts to the members of the organization. About 600 employees share in the good news.

It is not known whether or not other companies will restore the cuts that were passed out within the past year, but there are several that are in no condition financially to add any additional burden to their pay rolls.

Cooper Annexes Two

LINCOLN, Neb., Jan. 6.—J. H. Cooper, president of the Lincoln Theater Company, has secured leases on the Liberty and Orpheum theaters, giving the company five houses here again.

Indiana Exhibs Elect S. W. Neall

INDIANAPOLIS, Jan. 6.—S. W. Neall, of Kokomo, long active in the motion picture business, has been elected president of the Associated Theater Owners of Indiana by directors of the association. Earl Cunningham, manager of the Fountain Square Theater here, was elected vice-president. Harry Markum, owner of the Talbot Theater, Indianapolis, was re-elected treasurer, and Mrs. Helen B. Keefer was elected secretary and Charles R. Metzger continued as general manager.

The new directors elected are V. U. Young, Gary; Roy Harvold, Rushville; W. P. Easley, Greensburg; A. E. Bennett, Munroe; E. L. Miller, Brazil; Oscar Fine, Evansville; James Fishburne, South Bend; R. F. Scherer, Linton; H. P. Vondereschmitt, Bloomington; Frank Garey, Lebanon; Maurice Rubin, Michigan City; Ross Garver, Terre Haute; Alex Manta, Indiana Harbor; R. R. Blair, A. G. Zaring and L. E. Foulden, the latter three all of Indianapolis.

Dallas Censorship Looms

DALLAS, Jan. 6.—It is more than likely that this city will have censorship soon. The main parent-teacher organization is demanding censorship of all films shown in the city and it looks like they will have their way unless exhibitors can successfully combat this move right away.

Vitaphone Busy

NEW YORK, Jan. 6.—Vitaphone studios in Brooklyn are working at top speed in an effort to keep up with its shooting schedule. The company now has 20 shorts in the cutting room. The group comprises 3 two-reelers, 14 one-reelers and 1 three-reel special.

Harry Thomas Elected Head Of Independent Producers

NEW YORK, Jan. 6.—Harry Thomas, of First Division, was unanimously elected President of the Federation of the Motion Picture Industry of America Inc., national organization of independent producers and distributors, at an executive session of the Board of Directors held at the Hotel Astor this week. W. Ray Johnston, of Monogram, was chosen first vice-president. Various committees were appointed by Mr. Thomas. Changes made in the lineup of the new Board of Directors make that body a most representative one. Committees were instructed to meet at the earliest possible moment, so that the Federation loses no time in starting its militant program of activities.

The new officers of the Federation for the coming year are as follows: Harry H. Thomas, president; W. Ray Johnston, of Monogram, vice-president for distributors; I. E. Chadwick, vice-president for producers; Jack Bollman, vice-president for exchanges; Irving Mandel, vice-president for exchanges; Charles Glott, treasurer.

Executive Committee: Harry Thomas, W. Ray Johnston, Jack Bollman, Herman Gluckman, Charles Glott, Bob Savini, Pat Powers.

Membership Committee: Eddie Golden, chairman; Bob Savini, Jack Bollman, David J. Mountain, I. E. Chadwick, Irving Mandel, Claude Ezell, Bob Withers, Armand Cohen, Harry Asher.

Omaha Film Board Settles Youngclaus Suit for \$25,000

LINCOLN, Neb., Jan. 6.—Settlement of the William N. Youngclaus suit for damages out of court brought to Mr. Martin, Allied Theaters president, to town for a while. Reluctant to give figures, counsel for both sides refused to voice the settlement, but those in the know understand it was for \$25,000, of which \$6,000 would take care of the Youngclaus attorneys and \$5,700 was to go to the Allied for backing received during the fight.

First sign of disturbance came with news that Allied had retained Henry Minick, Omaha lawyer, to see that the All and end of the claim was fulfilled. However, the same day the money was paid into the hands of the Youngclaus

counsel, it was announced that Allied claims had been taken care of and future litigation involving Youngclaus is seemingly out of the picture.

The suit was brought against the Omaha Film Board of Trade and the Motion Picture Producers and Distributors of America for alleged violation of an injunction received by Youngclaus two years ago. Suit was for \$225,000 damages and was settled by long-distance phone call from New York confirming a figure. Youngclaus was front page in the film trade journals for about three months during the previous fight and was a big factor in arousing the need of a stringent picture code.

Australia Center Of Building War

SYDNEY, Australia, Jan. 6.—There is a building war in the offing in this city, with three de luxe houses being planned. It is understood that Metro will construct a million-dollar house here and that it will be matched by one by General Theatres. A third house is under consideration to be used as an outlet for Australian productions.

If the three big houses are actually erected it is going to hurt many of the smaller exhibitors here.

Many of the exhibitors throughout the country are complaining that the major distributing companies have upped their rentals to the point where it leaves no profit for the theater owner and unless something is done quickly they will be forced out of business.

The government has promised an investigation relative to the charges of excessive prices for films.

Rivoli Goes Foreign

DETROIT, Jan. 6.—The Rivoli Theater opened this week under the management of C. A. Gardner and Paul LeVeque, owners of Foreign Films. Detroit exchange, with a foreign and glass feature policy. The Rivoli was the second of three first-run houses to reopen this week, giving nine houses now playing first-runs.

Fire Hurts 12

MOUNT VERNON, N. Y., Jan. 6.—Twelve persons were injured this week when fire, caused by a short circuit, broke out in the Plaza Theater here. None of the injured were seriously burned.

L. A. Agents Get Break

Judge rules players must live up to contracts—can't give agencies runaround

HOLLYWOOD, Jan. 6.—An important decision that will have a far-reaching effect on artist agents in Hollywood was passed down this week by Superior Court Judge Thomas Gould in favor of the Ruth Collier-Minna Wallis agency, who said it was stated that agents cannot be dismissed by clients if the agents are willing and able to perform their duties for their clients.

In the case under which the ruling was made, Judge Gould said that Bruce Cabot was not justified in discharging his agents last April and may not do so under the five-year contract they hold with him as long as they perform their services as set forth in the contract.

In his suit Cabot declared that Ruth Collier sought to have him cast in minor roles, and the court held that this was insufficient to warrant their dismissal. Under the court decision Cabot will be forced to pay Collier and Wallis' commission on his earnings since last April, together with accrued interest.

Testimony brought out that the agency secured Cabot his first film work and had negotiated a contract with Radio Pictures for him whereby his salary advanced from \$300 a week to \$600 a week over a five-year period.

Kuykendall Hears Exhib Complaints

NEW ORLEANS, Jan. 6.—Investigation of selective contracts, major exchanges and exhibitives was made by Ed Kuykendall here, acting as representative of code authority. Kuykendall came here, reported to have been sent by Deputy Administrator Sol A. Rosenblatt to report on complaints made by Al Goodman, manager of the Marquee Temple Theatre, Meridian, Miss., that major exchanges would not sell him.

The investigation ended with a recommendation the exchanges decide immediately what they would do with the pictures not yet selected. While here Kuykendall heard lodges complaints with Kuykendall over alleged code violations on part of rivals.

Simon With 20th

NEW YORK, Jan. 6.—Joseph M. Moakowitz, New York representative and treasurer of 20th Century Pictures, announced this week the appointment of Bernard Simon as Eastern publicity representative of the company. Simon will work in co-operation with Harry Brand, West Coast publicity representative of 20th Century.

PERSONALS

Paramount Studio Hits High Speed

Jay Emanuel, publisher of Philadelphia, is en route to Hollywood on his first visit to the Coast. He is accompanied by Mrs. Emanuel, and here's hoping they don't meet a heavy dew such as visited the Coast recently.

Joe Weil left New York for the Coast this week to assume his duties as assistant to Carl Lammie, of Universal.

Paul and Mrs. Muni will sail this week for a two months' trip abroad. They expect to spend most of their time in Russia.

Walter Huston is on route to New York, where he will make his appearance in a stage play which will go into rehearsal next week.

Mabel Jaffe has joined 20th Century in New York as assistant to Frank Underwood Eastern story editor.

Aileen St. John Brenon, of the New York Paramount publicity department, left this week for a visit to the Coast.

Boone Manzell has been appointed director of advertising and publicity of Majestic Pictures.

George F. Lord, well-known advertising man, has joined Castle Films and is being welcomed into the picture business.

Ben Berk, West Coast representative for Blue Seal sound equipment, is in New York for a brief visit.

Ben Atwell, of Columbia, and his wife have sailed for a brief vacation in the Bahamas.

Sam Warshawsky, formerly with Radio publicity staff, is having his play, *The Women of Destiny*, produced in Syracuse, N. Y., this week.

Frank (Bring 'Em Back Alive) Buck and wife arrived in New York this week from the Far East, where he made another thriller.

Charlie Einfield, of Warners, leaves this week for Dallas to attend a meeting of theater managers of that district and tell 'em how to exploit Warner pictures.

Mississippi Biz Up

JACKSON, Miss., Jan. 6.—Business in the South is considerably improved as indicated by figures of the State tax commission on receipts for 10 per cent amusement tax. There was an increase last month of 2.7 per cent. Amusement tax the first five months of 1933 brought in \$690,687, as compared with only \$600,400 for the same period last year, it is reported.

HOLLYWOOD, Jan. 6.—Twenty-five film features, 12 in the production and editing stage and 13 ready to start early in January, represent Paramount's contribution toward new year prosperity in Hollywood.

Pictures in production are *The Scarlet Empress*, starring Marlene Dietrich and being directed by Josef von Sternberg; *Hold Her, Featuring George Raft, Sally Rand and Carole Lombard; No More Women*, Edmund Lowe Victor McLaglen story; *Good Days*, co-starring Sylvia Sidney and Fredric March, and *Baby in the Box*.

Booking are: *Four Frightened People*, directed by Cecil B. DeMille, with Claudette Colbert in the lead role; *All of Me*, featuring George Raft and Miriam Hopkins; *The Last Roundup*; *Miss Pan's Baby Is Stolen*; *Dorothy Wickes' second Paramount film*; *Search for Beauty*, *Six of a Kind* and *Death Takes a Holiday*.

Starting during the month are *Melody in Spring*, in which Lanny Ross makes his screen debut; *We're Not Dressing*, featuring Bing Crosby, Elsie Herman and others; *The Trumpet Blows*, with George Raft; *If I Ain't No Sir*, starring Mae West; *Murder at the Vanities*; *Home or Bright: Come On, Mortises*, and *The Men Who Broke His Heart*.

Scheduled for the first of February are *Double Door*, *Often a Bridegroom*, a Burns and Allen vehicle; *Thirty-Day Princess* and *Little Miss Marker*.

Farrar Loew Mgr., Canton

CANTON, O., Jan. 6.—L. Ward Farrar this week assumed his duties as manager of Loew's, replacing George Kraska, who has gone to New York to assume another position in the Loew organization. Farrar comes from Columbus, where he has been in charge of publicity relations for the two Loew theaters. He has been with Loew's organization six years. Kraska came here several months ago from the Fine Arts, Boston, replacing Adolph Buschir Jr., who was transferred to Cleveland as manager of Loew's Granada.

Ft. Wayne Palace Reopens

FORT WAYNE, Ind., Jan. 6.—The Palace Theater, which was for more than a decade the leading vaude and picture house in this city, reopened its doors this week. The theater, which was closed for three years, has been completely redecorated and renovated and is now one of the finest theaters in this section of the State.

Minneapolis Improves

MINNEAPOLIS, Jan. 6.—Business is on the mend in this territory, as indicated by the opening of 18 theaters and only one closing the last 30 days. It is reported, too, that many houses are changing over to sound-on-film from disc equipment.

Majestic Steps on Gas To Meet '34 Shooting Schedule

An announcement from Majestic Pictures Corporation on its forthcoming product for this new year indicates that this comparatively young outfit is soon to take its place as one of the leading independent producers and distributors of high-class motion pictures. It has already hung up new records with distinguished product, notably with *Sing Sister, Sing!*, in which Paul Lukas and Letta Hyams were starred. Others to come are similarly outstanding in cast.

Herman Gluckman, president and E. J. Goldstein, general manager of Majestic Pictures, have just returned from Hollywood, where a new production staff was organized and enlarged studio space arranged for to accommodate the bigger needs of the production plans on eight new pictures. These are expected to leave from the studios in rapid order to meet the rising demand for Majestic product.

Already finished and on the way east for release prints is *The Divorce Bed*, a sensational yarn about collusive divorce, a subject which has agitated the American bar and the newspapers for decades. A long cast of well-known players appear in this production.

Current Majestic releases already number the following: *You Made Me Love You*, starring Thelma Todd and Stanley Lupino; *The Charming Detective*, starring Frank Lawton and Blanche Barnes; *The Morning After*, starring Ben Lyon and Sally Eilers and directed by Alan Dwan. A fourth, which played the Strand in New York and had to be held over for a second week, was *The Sin of Nora Moran*. This picture packs two big surprise kicks, which make the picture a true box-office attraction from every known angle.

Eight pictures yet to come are all taken from famous books, some of which have appeared on best seller lists. Among these are the following: *The Diary of a Bad Woman*, *Curtain of Eight*, *Gaily I Sing, Wild Geese, Laughing Woman*, *The Roxbury My Life* and *An Entirely Different Woman*. A tight little organization comprises this company, and its distributing branches now cover the whole country with distribution, also in Canada. Each of the Majestic franchise holders has a large voice in the management of the company, thus assuring unanimity of purpose and harmony for consistent progress.

Sign The Code

The Code Authority has mailed assent forms to 20,000 exhibitors, producers and distributors, and has given until January 31 to return them. Our advice is, sign them and give the Code Authority every chance in the world to make good. If it fails, there can be no comeback on the exhibitor. It is entitled to your co-operation and needs it if it is to function 100 per cent.

We have pointed out before that the code is not perfect, but it is much better than no code at all. If it accomplishes half of what is expected of it, it will be working wonders and there will be no reason for any organization or exhibitor to complain.

The chief interest of the exhibitor is of course the choice of men for the 32 grievance boards. With the Film Boards of Trade the exhibitor was always outvoted and expected to be. Let's wait and see if the same setup occurs with the Code Authority. It is our guess that the theater owner is due for a break and is going to get it.

On the committee for passing on the recommended names are only two producer-distributor names—Sidney Kent, of Fox, and George Schaefer, of Paramount. The others are Charlie O'Reilly, Ed Kuykendall, Nathan Yamins and W. Ray Johnston, all independents. That in itself assures a square deal to exhibitors.

If the Allied boys follow instructions and sign with reservations it is going to clog the works, for the forms carry a line stating that qualifications will void the assents. Let's sign the forms and put all politics out of the way until we see whether or not all the howling has been justified.

It is reasonable to believe that the vast majority of exhibitors are in favor of giving the Code Authority an opportunity to function before damning it. Many exhibitors have gone on record as opposed to the code as it stands, but it is too late to make any amendments to the document until it is found whether or not it works hardship on any one group.

By remaining aloof from the majority, no exhibitor is going to gain anything. He will not be a martyr and will lose any good that may come from the code.

As we see it the code offers many good things and some bad ones, but the good certainly outbalance the bad. General Johnston has stated that the document will be subject to change if it is found unsatisfactory, and the only way to determine its usefulness is to try it.

If you have received your assent form and have not yet signed it, our advice is to put your John Hancock on it and shoot it back, and if in the final analysis it is found that the code is not workable at least you will not be a party to throwing anything in its way of the same square deal you have been asking for.

20,000 CODE FORMS MAILED

All Assents Must Be Signed By January 31; No Qualifications

January 20 limit for recommendation of key city board members—names thus far include attorneys and judges—cost may run \$500,000 year to operate properly

NEW YORK, Jan. 6.—The second meeting of the Code Authority was held here this week and it was decided to extend the date of assents to midnight January 31, in order to give every exhibitor, distributor and producer an opportunity to get under the wire. The first batch of 20,000 assent blanks were placed in the mails and will start coming in within a few days. The members of the Code Authority set midnight, January 20, as the deadline in which recommendations for members of the 32 grievance and clearing and zoning boards may be made. Exhibitors are requested to shoot in their recommendations as quickly as possible.

The committee to act on the members of the boards is made up of Sidney Kent, George Schaefer, Charlie O'Reilly, Nathan Yama, W. Ray Johnston and Ed Kuykendall.

It is not yet known just how the taxation within the industry for the operating expenses of the Code Authority will be made up. At the moment the names being submitted for places on the boards are those of attorneys and even judges, and if a high-priced list of names is finally chosen, the cost of operation will be high. It is understood that it will require about \$500,000 annually to cover the cost of maintaining the Code Authority.

The form sent out to exhibitors is going to complicate a number of well-laid plans. For instance, the Allied Exhibitors were requested by their officers to sign the assent blank with reservations, but the form is so worded that it is voided if qualified. Meaning, the works must be adopted as is or not at all.

It has been suggested that the boards in the 32 key cities use the Film Boards of Trade offices for the meetings, and if this is adopted it will materially reduce the operating expenses. It is the plan to have an executive secretary for each board.

The RCA Building, Radio City, was chosen as the headquarters address. John C. Flynn, executive secretary, will have his office there, as will Sol Rosenblatt, deputy administrator.

Many of the committees which were to report at this meeting found it impossible to gather their data on time and will therefore make their respective reports at the next regular session.

Indies Join Hays To Kill Obscenity

HOLLYWOOD, Jan. 6.—Independent producers are lining up with the Hays organization to banish dirt from pictures. Hays is seeking information on the code rulings on obscenity to advise members of the requirements.

Jack Warner has announced that under the code all extras in pictures will be employed thru the Central Casting Bureau only. In the past cameramen and various studio employees getting only two or three days a week took jobs as extras on off days.

The Central Casting Bureau has been forced not to give jobs to extras on recommendation of studios unless the players are already listed with the bureau.

Lincoln Finds Biz Good Without Duals

LINCOLN, Neb., Jan. 6.—The oft-expressed worry on the part of exhibitors that starting dual bills would be like having a lion by the tail doesn't seem to be working here. Nearly every picture stand here went double-feature all at once in the middle of November and now there's only one first-run key that's holding onto them. This is just as good as it was before the Christmas stamp with the duals, and, strangely enough, the houses holding onto the duals is not making any headway. There are more houses open now and the admissions are the same.

Theater row can't figure it out.

Moon Says Detroit Must Raise Prices

DETROIT, Jan. 6.—Summing up the attempts to better business locally by fair admission prices, Ray Moon, manager of Mid-States Theaters, co-operative booking unit, drew a wholesale indictment of the showmanship exhibited by theater owners.

"The only trouble with gross figures is caused by too low admissions. Theaters are giving away too much show for too little money—outfitting the public and at the same time not making their own costs.

"Some houses starts to cut because he thinks his 'opposition'—a couple of miles away with half a dozen houses between—probably—is doing too good business. Then every house around follows suit and the price war is on. Levels have not been at record low in Detroit, but they are low enough to stop profits for most houses."

"Attendance is fine—there are crowds in most houses. But the prices are so low that the houses have difficulty keeping out of the red even with good attendance."

"The managers forget showmanship. Instead of trying really to exploit their product they sit around and wait for a natural to come along once a year, expecting to make money on it. Real showmanship would solve most of these difficulties."

Louisville Arty

LOUISVILLE, Ky., Jan. 6.—The Studio, new experiment in downtown movie policy, will open this week under the management of A. G. Bowling.

With a capacity of 200, the theater is modeled after small New York houses and probably will offer foreign films in an attempt to play to a limited clientele. Construction of the theater, with modern architecture prevailing, was completed last week.

Sam Dembow an Executive in New Paramount Theaters Setup

NEW YORK, Jan. 6.—At a meeting of the stockholders of Theater Management Company which is a company the stock of which is owned by the Trustees in Bankruptcy of Paramount Pictures Corporation, held this week, the name of the company was changed to Paramount Theaters Service Corporation.

The directors of the company, immediately after the stockholders' meeting, elected the following officers: President, Ralph A. Kohn; Vice-President, Sam Dembow; Vice-President, Frank Freeman; Treasurer, Walter E. Cokell; Secretary, J. D. Van Wagner.

It was explained by Ralph A. Kohn that the reason for the change of name of this company was that Paramount's present management is definitely committed to the decentralizing plan of the theater operation and in view of this fact the name Theater Management Company was a misnomer because under the present setup its functions are strictly

N. Y. Unions Will Hold Peace Talk

NEW YORK, Jan. 6.—An effort is being made this week to settle a long-standing dispute between Local 306, Motion Picture Machine Operators, and the newly organized Allied Motion Picture Operators' Union. The Local 306 won a victory this week when Judge Collins ordered that the independent Theater Owners must not hire motion picture operators from their own "company union."

At the meeting this week it will be decided whether or not the new union will continue or whether it will dissolve after a new wage scale has been adopted by the theater owners.

The sessions are being attended by William Elliott and Fred Dempsey, of the IATSE; Harry Brandt of the Independent Theater Owners; Harry Sherman, president of Local 306; and Sol Rosenblatt, representing the Recovery Administration.

Brandt at one meeting suggested \$75 a week and up for operators, but Local 306 representatives wouldn't agree, claiming that several times this amount to being paid operators in certain brackets.

No Gams in Lincoln

LINCOLN, Neb., Jan. 6.—Theater row is buzzing with the latest strictness of conservatism here. Cal Bard, Rialto Theater manager, sent a picture of a very ordinary chorus girl to the newspaper to be used in the layout for the Sunday theater page.

The newspaper artist was ordered to paint out her gams!

Fox Lot Busy

HOLLYWOOD, Jan. 6.—Currently on the Fox lot four motion pictures are in production. Five more will go before the cameras by the end of January and five others, now in the process of editing, will be completed by February 1.

Fox Creeps Up on Para Pin Knockers

NEW YORK, Jan. 6.—This week's bowing contest in The Billboard League gave Fox a chance to creep up on the Paramount leaders and are now only one game behind the Para bunch.

Fox was high score with 2,731 pins. Fox had high single game with 975, with Adams, of Paramount, high individual, with 648 for three games. Adams also took high single game with 244.

For 2 games Adams, of Paramount, is high average with 182, while Fuchs also of Para, is second with 181.

The Billboard League is settling down to real work and there is only a small margin separating the leader from the other teams.

Sign With Reservations

Allied advises members to hold out for right on code authority arbitration

DETROIT, Jan. 6.—Recommendation that member exhibitors should sign the code only with reservations, if at all, was sent out by W. M. Richay, manager of Allied Theaters of Michigan, this week. The decision whether to sign or refuse the code compliance was not entered upon, but Allied officially recommended, according to E. S. Kinney, that if exhibitors intended to sign they do so only with certain reservations.

The reservations recommended by Allied follow a standard form which was sent to every member and include the following provisions:

"My action is not to be construed as an agreement to arbitrate controversies relating to clearance and/or zoning before zoning or clearance boards of the code authority.

"The executive order of the President is to be carried out according to its plain meaning and is not to be interpreted so as to destroy the protection against arbitrary or oppressive action afforded thereby.

"This does not constitute a waiver of any rights now enjoyed under any law, decision, judgment or decree and does not preclude the undersigned from seeking additions to or modifications of said code, or bar him from taking any legal action necessary to protect my rights or interests."

The reservations proposed by Allied constitute full legal protection, it is claimed, and may offer the only solution for the individual exhibitor, as even those who fail or decline to sign will be bound by the code law regardless.

Detroit Modern Clicks

DETROIT, Jan. 6.—The Modern Theater, only local Trans Lux house, has closed for addition. House will have 400 seats added by alterations, in comparison with present 600-seat capacity. Identical policy featuring newreels and features will be followed upon reopening of house as soon as alterations are completed.

Marlene "Scarlet Empress"

HOLLYWOOD, Jan. 6.—Marlene Dietrich's starring production *Catherine the Great*, which is now nearing completion, will be released under the title *The Scarlet Empress*.

Fox Completes Casts for Revues

HOLLYWOOD, Jan. 6.—Casting has been completed on the three musical productions that are going into simultaneous production next week on the Fox lot.

Adrienne Ames, star of many screen plays, has been engaged by Robert T. Kane, Fox producer, to play the role of the society girl in George White's *Scandals*.

For the same production four former *Scandals* beauties have arrived in Hollywood to begin their picture careers. Peggy Moran, Eilda Knight, Lois Eckhardt and June Cole were signed by White. Upon their return from road tour of the stage *Scandals*, these four and Miss Ames.com to the cast that includes George White, Rudy Vallee, Alice Faye, Cliff Edwards and Dixie Dunbar.

Bottoms Up, the second of the musicals, will have Joan Hale, one of the famous Four Gable Sisters, in the production. She has taken the name of Adlon Movie on the screen.

In *Fox Follies*, the musical that will feature every Fox star in its cast, Blanche Viola, youthful Spanish beauty, has had her option taken up to complete the roster of players.

FROM THE BOX-OFFICE POINT OF VIEW

"Search for Beauty"

(PARAMOUNT)

Previewed at Broadway, Santa Ana, Calif.
Time—85 minutes.

This is the flicker Paramount made with the 30 winners of the Search for Beauty Contest in the United States, Europe, Australia and New Zealand. While all 30 of them are in it, the picture would fall flat if it weren't for Jimmy Gleason and Robert Armstrong, who carry it thru to a pretty fair finish.

Armstrong and Gleason frame a bogus health magazine and farm. Using Buster Crabbe and Ida Lupino, Olympic swim champions, as fronts, the farm builds into big business. Crabbe and Lupino don't know they are in on the racket until they are made deep. Together they endeavor to work themselves out of the mess just as 30 contest winners arrive as guests of the magazine. This piece of business brings the contest winners into the pictures for bows, and that's about all. Following the introduction of the winners, Gleason and Armstrong find the kids have outnumbered them and that's that.

While it's pretty risqué in parts, this should please. Gleason and Armstrong have all the good gags and most of them are new. The blue lines shouldn't offend.

Eric Kenton has turned out a pretty fair picture in *Search for Beauty*. About the only way you can put this one across is to play up the 30 winners, even tho they have mediocre parts. It'll take a lot of selling, but the customers won't be disappointed.

"The Last Roundup"

(PARAMOUNT)

Previewed at the Westwood, Westwood Village, Calif.
Time—85 minutes.

Here's a dandy for double-bill houses or for vaudeville houses. With a money title, Paramount has a fair program picture in *The Last Roundup*.

Picture heralds the return of Monte Blue to the screen. With the ability Blue lets loose in this flicker it's too bad he's been away so long. Outside of him there isn't much acting in this story.

Blue plays the role of the leader of a band of outlaws. He is responsible for the rescue of Randolph Scott from a mob of cutthroats who are about to lynch him for a murder committed by one of Blue's mob. Grateful Scott joins Blue's gang.

Blue kidnaps a former sweetheart, Barbara Fritch, who has jilted him. Scott falls for the girl. When he attempts to leave Blue and his gang and take the girl with him Blue discovers his unfaithfulness and orders him to leave the band.

Later Blue raids a town and is about to be caught when Scott helps him escape. This noble act calls for sacrifice, so Blue tells Scott he can have the girl. And that's the story. It isn't strong, it isn't involved—just plain old-fashioned Western entertainment.

Blackford.

"Nana"

(Samuel Goldwyn for United Artists)
Previewed at the United Artists, Pasadena.

Time—85 minutes.

This beautiful story serves to introduce to American film audiences Samuel Goldwyn's Russian protégé, Anna Sten. Playing the part of Nana, Miss Sten is an impressive screen personality. She has beauty, charm, youth, allure and zest, and in her first American-made picture bids to become one of the greatest screen finds of the year. Dorothy Arzner was entrusted with the job of directing this beautifully told story, and she has surrounded Miss Sten with a very capable cast, including Philip Holmes, Mrs. Clarke, Richard Bennett, Lionel Atwill, Muriel Kilmann and Helen Freeman. Nana should draw some

mighty favorable criticisms from audiences everywhere.

Nana was adapted from the Zola classic by Willard Mack and is the story of a Paris street wail who is determined never to be weak and poor and finds her resolutions and emotions played on by scores of men in her attempts to become an actress.

Richard Bennett, cast as a temperamental impresario, picks her up and develops her into an outstanding actress. During the building up, Miss Sten plays him for all she can get and goes to all ends to get her desires. At the peak of her career Philip Holmes falls in love with her and, despite her past, loves her for what she is. Lawrence Grant, as a Russian grand duke, also falls for her, as does Lionel Atwill, who succeeds where others fail in drinking deeply of her love while her other lovers are away and her resistance is at a low ebb.

Then comes the Franco-German war, and following the war Holmes returns to find her being kept by his brother. While the two men are quarreling Nana shoots herself.

Atwill, Bennett, Holmes and Miss Sten are simply grand. The sets are beautiful, the music pleasing, and while some of the scenes are a little lengthy, the picture will probably be cut some before being released.

Nana will fare well at the box office. Miss Sten's acting will shadow the reviews on this picture in every key city in the country.

Blackford.

"Son of Kong"

(RADIO)

Roxy

Time—70 minutes.
Release Date—December 22.

Poor King Kong and his offspring always wind up in tragedy. This time the son of Kong is a friendly little gorilla of about 40 feet in height who helps the exploring party and the lovers on the island of prehistoric animal life because the lovers had bound his sore finger. This, of course, is candy stuff that goes big with most anybody even though you know it's really a dumb basis for a story. Some folks like it better than King Kong, so chances ought to be good for the goods. First part of the story is interesting enough to build up to the trip to the treasure island. Robert Armstrong and Helen Mack go thru the routine pretty well, and at end of the picture bring them back to America with a diamond as big as your hat. Of course, they get married.

Butler With Roach

HOLLYWOOD, Jan. 6.—Frank Butler, veteran actor-writer-director and former member of the executive staff of the Hal Roach studios, will rejoin this organization the first of the year as head of the story department. This well-known film man is resigning from the Paramount writing staff to take up his new position after a long term of service with that company. Several years ago Butler was a featured player in "The Spat Family," a series of comedies made by Roach. Later he wrote and directed on the same "lot," leaving the studio to accept a flattering offer from Metro. His new office will give him complete supervision over all writers and gag men employed at the Roach studios.

"Fog"

(COLUMBIA)

Brooklyn Paramount

Time—80 minutes.
Release Date—November 22.

Here is a very well done mystery play, more for an upper-class audience. Not especially popular with morons as it is not like usual overobvious holmes, but an entertaining puzzle that keeps up the suspense. Setting aboard ship in a fog offers bleak atmosphere for the several murders. Nicely photographed, and Director Al Rogell has done a good piece of work. Cast well selected. Reginald Denny, a much improved Denby, and rest of cast all do well, with most all of them fairly notable, including Mary Brian and Donald Coss. Plenty chance for exploitation, but very little used so far on the release. Why not?

Williams.

"Harum" Cast Completed

HOLLYWOOD, Jan. 6.—The complete cast for Fox's production of David Harum, the adaptation of the Edward Noyes Westcott story of a horse trader, includes, in support of Will Rogers, Louise Dresser, Evelyn Venable, Kent Taylor, Irene Bentley, Charles Middleton, Noah Beery, Ralph Morgan, Frank McElroy, Roger Imhof and Stephen Fetrich. James Cruze is directing.

North Promoted

Detroit, Jan. 6.—F. E. North, who has been branch manager for First National for several years, has been promoted to divisional manager, handling Pittsburgh, Indianapolis, Cleveland, Cincinnati and Detroit. Headquarters of the new division are in Detroit and North retains his duties as branch manager as well.

First Division Moves

NEW YORK, Jan. 6.—First Division Exchanges has taken up new quarters in the RKO Building, Radio City. They were formerly quartered at 723 Seventh Avenue.

Doug Must Pay \$72,000

HOLLYWOOD, Jan. 6.—The Federal Government has filed suit against Douglas Fairbanks to recover \$72,000 which, it is charged, was erroneously refunded to him on income tax payments.

Goldman To Start Chain

PHILADELPHIA, Jan. 6.—William Goldman, former zone manager for Warner Bros. here, is understood to be lining up houses here as the nucleus of a chain in the East. He once operated a chain in St. Louis.

New Producing Company

NEW YORK, Jan. 6.—H. H. Rogers Jr. has organized Fairhaven Productions Ltd., and expects to enter the picture field with unusual productions. He has opened offices here and is gathering his staff together.

Rogers is president of the organization and William Alexander vice-president.

1934 ECONOMIES

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"The Lucky Texan"

(MONOGRAM)

Time—56 minutes.

Western fans will find *The Lucky Texan* all to their liking, and in John Wayne they will find an ideal hero of the plains who rides hard and fights often. It is a fast-moving horse opera that is way above the ordinary run of pictures of this type.

There is no story to speak of. Gold is found and later a murder charge is pinned against Wayne's friend. The hero uncovers the real culprit and after considerable gunplay and fast riding the hero wins the gal.

Speed, which is always essential in a Western, has been maintained in this picture. It moves with express rapidity, and the continuity runs along nicely. It is an excellent Western and one that will make money for the exhibitor whose audiences cater to this type of entertainment.

Morgan.

"Sons of the Desert"

(MGM)

Rialto

Time—85 minutes.
Release Date—December 29.

Oliver Hardy, Stan Laurel and Charlie Chase combine to make this Hal Roach feature something to be laughed at. *Sons of the Desert* doesn't pretend to be a bickering comedy, but it does try to be very funny and succeeds admirably. The well-known comic create situations that had the Rialto audience roaring for 85 minutes.

The story is that of a couple of co-tired joiners who want to attend the annual convention of the lodge but can't get away from the wives. They have a doctor prescribe a trip to Mono-

"Rainbow Over Broadway"

(CHESTERFIELD)

Warner

Time—88 minutes.
Release Date—December 1.

Rainbow Over Broadway is an unpretentious picture that succeeds in giving an hour of entertainment with its breezy continuity and clever acting and directing. It had a strong opposition on its Broadway showing, but managed to get its share of patronage and disappointed no one who saw it.

It is a night club opus wherein the club hostess marries into a Midwest family, and after a taste of small-town life and the trouble with in-laws she finally returns to Broadway and her club. There is a reconciliation and all ends well.

Grace Hayes carries off all the honors, with John Marsh sharing in the glory. The rest of the cast includes Frank Albertson, Lubin Littlefield and Dell Henderson. Richard Thorpe directed.

This feature will stand up alone and good showman can make money with it. There is nothing dirty or suggestive in it, common with films of this type. It has action, human interest and clever little story.

Morgan.

NEW YORK, Jan. 6.—Universal Pictures will move from their Fifth Avenue address in March and will occupy three floors in the RKO Building, Rockefeller Center.

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BURLESQUE-TABLOID

January 13, 1934

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

Get Busy on Burly Code

Sol Rosenblatt calls a meeting—telegrams sent out to 49 managers

NEW YORK, Jan. 6—NRA's Deputy Administrator Sol A. Rosenblatt has taken definite steps in regard to the code for the burly field. On Tuesday he sent out telegrams to 49 burly operators all over the country, whose names were procured from I. H. Herk, requesting them to attend a code meeting this Wednesday morning at 10 o'clock at the Esselstyn Theater here.

The reason for the meeting is to work on the submitted code, a decision to be made whether the code should be that of the National Burlesque Association of America or whether it should be drawn up by the code authorities. It is understood that Rosenblatt intends to go thru with his code plans whether or not there is a representative gathering at the meeting or if differences arise.

As a result of Rosenblatt's action, burly operators in town, including I. H. Herk, Joe Weinstock and Max Rudnick, met the most part of this week to discuss the code. They are attempting to avoid any bickering at the scheduled meeting so that Rosenblatt should not feel it necessary to write a code himself and disregard that submitted by the NBBAA.

The NBBAA has been inactive of late, this being noticed especially when Herk, president of this managers' group, recently sent out letters of a meeting and the response was nil. The burly actors group, Burlesque Actors' Association, has also been inactive, this coming directly from Tom Phillips, president of the group. However, it is reported that both groups will be well represented at the Rosenblatt meeting.

LOU COSTELLO blew out of Werba's, Brooklyn, last Tuesday night. Billy Ainsley jumped into his spot.

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All people must have passports or be able to secure same.

Show calls from San Francisco February 8 for Japan, via Honolulu.
Address as per Route: January 10 Paramount Theatre, Montgomery, Ala.; January 11, Esselstyn Theatre, Pensacola, Fla.; January 12, Esselstyn Theatre, Mobile, Ala.; January 13, Paramount Theatre, Baton Rouge, La.; January 14, Paramount Theatre, New Orleans, La.; January 15, Paramount Theatre, Monroe, La.; January 16, Strand Theatre, Shreveport, La.; January 17, Auditorium, Houston, Tex.; January 18, Memorial Hall, Wichita, Tex.; January 19, Auditorium, Dallas, Tex.; January 20, Convention Hall, Tulsa, Okla.; Then Columbia Theatre, San Francisco, Calif., till Billing.

Tab Tattles

W. E. MARTIN, recreation officer of the Veterans' Administration Facility, Johnson City, Tenn. on behalf of the disabled veterans (1,575) of that Facility, wishes to thank members of Wayland Bros.' Red-Hot Steppers Revue for the wonderful service they gave at that station on December 31. Show was playing in Erls of, 25 miles distant, and thru the invitation of the American Legion, Lester Harris Post, gladly went to Johnson City and gave two performances, which were immensely enjoyed by the disabled men. In the troupe are Benno (Pat) Wayland and Fred (Skinny) Wayland, featured comics; Eddie (Blondie) Wayland, soufflé; Goldie (Dimples) Wayland, specialty; Doyle Craigie, pianist and his Melody Boys—Jake Kokinelli, sax; Charley Brickey, trumpet; Eugene Lewis, drums; the St. Chirs (Wiggles and Giggles), snake and fan dance; Gene Mathis, dancer, and Vernon Wayland straight and comic.

E. M. THORNBROOKS, who opened his Modern Varieties Revue in Northern Pennsylvania on September 9 and closed on December 16 for the holidays, has reorganized and is playing thru North Carolina, with dates to follow, returning north in the spring for an indefinite stay at "The Porgy," the revived fashionable lake resort on Lake Ontario, near Port Rochester, N. Y. Lew Edwards is agent for the revue. . . The Barn Dance Jamboree, 28 in troupe, one of the Mail's Brothers' theatres, last week. . . Vergh and Lee, Chapell Steamer, Artie Brooks, Honey Torch Dixie Duo and Billy Cullen were at the Blue Thresher, Ft. Wayne, Ind., last week. . . Manager Eph Charninsky of the Palace Theatre, San Antonio, Tex., put on a special New Year's Eve show featuring Kitty Kelly and her girls.

WORLD'S FAIR FOLLIES, an aggregation of 30 dancers, singers and entertainers, played the Strand Theater, Lansing, Mich., January 4, 5 and 6. Show featured a fan dance by Roxanne Carmine, star of Oriental Village at A Century of Progress Exposition. Other acts included Cliff Nasarro, from Streets of Paris at the Chi fair, as emcee; Elmer Sherry, NBC radio star from the Blue Ribbon Casino; Dave Tannen, Knock-Koo comic from the Paramount Club; Merrick and Allen, Stephens and Big Boy from Days of '49 and a chorus of 12 Lester Montgomery girls. Show carries a load of scenery and electrical effects, and is playing Butterfield Time as a unit presentation. . . Campus Co-Eds, first stage show to play Newport News, Va., this year, opened to a capacity house at the James for a special New Year's Eve performance and followed with a record day for the house on New Year's Day. Show, which ran four days with one change, features Olympia and the Girls in Radium. . . Vaude acts at the Star in Cincinnati this week include Three Kentucky Hoofoots, the Harlem Twins, and Langworthy, solo-phone player. . . What has become of Marie Warthen and Esther Shaw, who

Tabsters, Please Note!

When sending communications with news items, be sure to sign them or they will not be printed. Several unsigned letters were received last week and were cast in the wastepaper basket.

were with the Royal Shaw Hawaiians during the World War?

B. LAIR CAMP, emcee and blues singer, is in his third week with the Hollywood Police in Winston-Salem, N. C. He visited the Marcus production when it recently played in that city.

Rusty Williams, black face comedian, and Dot Williams caught the matinee and midnight shows of the Girls in Cellophane. Mr. Watkins, manager, in Bainbridge, Ga. Business has been very good. Red Mack is getting his share of laughs. . . Mary Ernst, the little red-head, formerly chorus producer and soprano at the Star Theater, Cincinnati, is in the Wilma Wonder wheel show out of New York. . . Ruth Darling, soubrette, has been playing Warren B. Irons' theaters. Her home is in Cleveland.

. . . Jack Bogart former tabby now in the West with an indoor circus, recently won a worth-while cash wager from a merchant who bet him that he couldn't do his "leaping act" from the roof edge of an eight-story building. It also proved a publicity stunt for the circus. . . Danny Carter is in his fourth week at the Alte Theater, Ybor City, Tampa, Fla., and doing very good. He has added a few new people to his cast, including Earl Myers, straight man, and June Palmer, soprano. Raye Rota was an added attraction for a week. Carter has 7 principals and 16 girls in line.

MARSHALL'S BLACKHAWK CAPE, one of Dayton's (O.) leading night spots, has been booking for the last several weeks some of the town's most popular floor shows. New Year's week Billie Lila, Lenore Williams, Miss Moore, Little Charming Johnson, Don Weiler and music by Johnnie Adams and his Royal Virginians.

Placements

WAYNE'S THEATRICAL EX-CHANGE, Kansas City, Mo.

Collier's Comedians—Laura Chase, Eddie and Tillie Paoli
McCORD PLAYERS—Bert and Nedra Lamb and Arlene Kraatz
Model Players—George and Ethel Adkins
Model Players No. 1 Show—Lowell E. Fox
Hollywood Showboat—Sid Saydar.

SCHUSTER BOOKING AGENCY, Chicago, Milt Schuster, manager.

Detroit Avenue—Charles (Blitz) Davis, Estelle Manzell.

Atlanta, Atlanta—Ray King Harvey Curzon, Michael Overling, Alma Stevenson, Chicago, Star and Garter—Bob Eugene, Jade Rhodes, Dot Ray, Ruth Hamilton, Farrell and Peters, Collette.

Cincinnati—Empress—Al Pharr, Buffalo, Palace—Mildred (Mickey) Steele.

Cleveland, Terminal—Bob Davis, Johnny Gibbs, Diane Dilaira.

Chicago, Gen—Eleanor Deacon.

Milwaukee, Gayety—Joan Lopre, Vionno.

Burly Briefs

SYD BURKE was held over for a third week to head a lineup of 25 performers at the Variety, Pittsburgh.

JACKIE JAMES, the madcap dancer of the West, plays as an added attraction on the current anniversary show at the Variety in Pittsburgh.

GEORGIA SOTHERN is recovering from injuries sustained in a recent auto accident. The injuries prevented her from opening for Max Wilner last week.

HOLLYWOOD SEXTET, a Minsky-Weinstock importation, is no more. After playing at Boston for M. W. only three of the sextet showed up at the next stand, Brooklyn.

HARRY LORRAINE, New York booker, has tied up with Max Rudnick whereby hell book all the talent for the latter's Ellings, New York, and Shubert, Philly. Starts this Sunday.

THE STAR Theater, Cincy, last week featured Dr. R. A. Lowell's presentation of Allen-Alene, half and half. Allen-Alene does a very clever strip. Packed houses greeted the show for all performances.

since New Year's Eve. Included on the bill were Jim Bettone, "Texas" Dixie, the Oliver Trio and Jim Davis' girlie company.

ANNA MING YONG, the first and only Chinese matador dancer in burlesque, will not fill her scheduled engagement this week at the Variety in Pittsburgh due to illness. She is stated to play there as soon as she is well.

PRINCESS CARMELITA, rumba and Oriental snake dancer, is added attraction at the World Theater, St. Louis. Besides doubling into night clubs. She'll return to the World's Fair in Chicago June 1. Al Rose is managing.

BARNEY GERARD, around the New York burly agents last week, claims he's got a couple of things on the fire which will bring him back into the field shortly. He panned the general trend of burly today.

EMPIRE, Newark, N. J., was a hotbed last week with Jerry McCauley the principal attraction. Seems like he handed out a lot of words, with Harry Herk, Jimmy Sutherland and the Wilbers on the receiving end.

FRANK SILK, Mary Jane Penny, Anna O'Donnell and the Reed Sisters closed for Minsky-Weinstock Saturday night. The Reed girls stepped out because of Rae Reed's bum rib. Ray Parsons continues on, however.

MARINA DE SHON quit Minsky-Weinstock Wednesday matinee at the Republic, New York, when she didn't want to make the trip to Boston. Sunny Slane dropped out of Brooklyn to replace Marina.

WERBA'S, Brooklyn was shy a lot of its chorus people the day after New Year's. About 8 of the 24 girls were on hand. Rest of them couldn't stand the gaff of the extra shows and the trip from Boston.

MURRAY (LULU) LEWIS is now working for Sam Miesala at the State, Springfield, Mass. Prior to this engagement he was at the Bowery cabaret, New York. Others in the Miesala show are June Rhodes, George Broadhurst, Lee Spohler and Stan Stanley.

GEORGE JAPPE, manager of the Variety in Pittsburgh, is celebrating his 20th anniversary in burly big this week. He succeeded the late Harry Williams, veteran burly showman, in 1912 and has since operated the city's lone burlesque house.

MATT KOLB, manager of the Atlanta Theater, burly house in the Georgia metropolis, reports that believe it or not, the house is getting greatly increased business and even the natural after-Christmas lull will still leave them going strong.

FRED MURLEY'S burly show at the World St. Louis, according to a recent program, includes in the cast Bobby Vail, Paul (Bozo) Weisman, Charles (Dome) Williams, Bud (Stamp) Brownie, Fern Mason, Coral Lee, Wally Brennan, Helen Clayton, Lou Mason, Pauline Hunter, Bobbie King and Mignonne and Florrie.

SYNCOUPATED STEPPERS, burlesque company, has been installed at the Princess, recently reopened Youngstown, O. house. In the cast are Slim Williams, George (Tramp) Bartlett, Billy (Peanuts) Barron, Thelma Smith and a chorus line of 12 girls. Vaude supplements the burlesque offering, which is presented three times daily. Virgil E. Silver is in charge of staging and Kate Mitchell is directing the dance numbers.

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THE FILM WEEKLY
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Australian Office of THE BILLBOARD.



IN LAST week's stanza we promised to desist—for awhile at least—from weighing against actors who play unworthy benefits; in fact, actors who play any kind of benefits that are not directly sponsored by reliable actors' organizations. But we didn't put on the layoff list the determination to continue to expose the gyps who mulct both public and actors—the fake promoters as well as those who are half legitimate because they have to be in order to cover up their dirty work. For the latter class we have no sympathy whatever. They—the half-legitimate promoters—are shrewd calculating individuals who are much slicker than those whom they hoodwink. Otherwise their little game would have ended quickly in disaster. We feel sorry for the others—the outright gyps—who get caught with their pantsloobs down sooner or later. There is a case for the alienist rather than the district attorney or the Magistrate's Court.

We shall continue to ferret the gyps out of their hiding places. We shall continue to co-operate to the fullest extent with the authorities and legitimate organizations of the show business united in a common effort to throw the gyps out of our midst. We have been intimated, threatened and attempts have been made to coerce us to abandon our gyp-baiting activity. None of these have been or will be of any avail. The benefit gyp as a class might not be exterminated in our time, but we are sure that with continued diligence and vigilance on the part of the various agencies interested in blasting the crooks out of their lairs they will be made powerless to carry on their activities on a grand scale.

The benefit gyp does not confine his activities to phony shows for phony charities. He adopts various guises. But regardless of his guises he is kin under the skin to his less subtle colleagues. Just as guilty of gypsteering as the promoter who stages a show for a charity that doesn't exist and pays the actors nothing for their services is the lad we were told about last week. This particular specimen plies his trade in the shadow of a pimbo he should have been thrown into when he was old enough to tell a bi bill from a sawbuck. He was engaged to put on a show at a prison in Pennsylvania. The show was given in connection with the prison's entertainment activity and the warden shelled out money for the show from the treasury of the prison's welfare league.

The gyp, who likes the cognomen of agent better, lined up a show on the strength of a sales talk to actors that they should be proud to work gratis for the amusement of the poor souls behind the bars. Not a cent was paid to an actor on the show! There was enough given to the gyp that put on the show to supply the needs of the actors for a week! The actors got wind of the fast ones pulled on them and pretty soon we expect the gyp to be slightly manhandled or brought before the bar of justice. We hope and you hope that it will be both.

We know of another cast that should make a decent person's blood boil. This is one that can... men to regard everybody as a rotter until proven otherwise. The hero of this little tale is a highly respected agent. He puts on a show for a certain worthy charity every year. He has the directors of the charitable organization bulldozed, or maybe he has something on one of the boys. Anyway he gets a nice lump sum for his yearly show, this sum being designated for distribution among the actors. In the years that Mr. Gypper has been running these shows he hasn't turned a cent over to an actor. He doesn't even pay cab fares. Here's one bird who'll never have to take a proprietary medicine for nerve exhaustion. We can... tell about many other cases. But the themes will be repetitious. It's the same old story about a sneak thief cushing in on the faith that certain fools still pin in human nature.

It is against gyps like these that we shall continue to direct our missiles. In an effort to wipe such skunks out of

existence will we lend our every resource. Just as bootleggers prevented money from flowing into legitimate channels so are these showleggers damning the flow of money from the pockets of actors who are still flirting with hunger despite the well-meaning activities of the NRA and the definite pickup that has been manifest in recent months in many strictly commercial fields.

The gyps have political influence, they boast. We have the good will and cooperation of every important agency in the amusement business and in the State, county and municipal governments. The gyps have crude ways of threatening reprisal, but we pride ourselves on a certain amount of intestinal fortitude. The battle will continue, and from our side of the firing line the volley will grow heavier in proportion to the strength manifested by the offense. But we shall never wave the white flag until the enemy yells "ouch" and evacuates our territory.

WE WERE yelling alone in the wilderness when we warned the show business against reaching the point where the development of new talent will become a virtual impossibility. It has almost approached that stage now and already there is panic. The circuits, we have it from authentic sources, are really worrying about the paucity of break-in houses. The radio artists' bureaus are also in a cold sweat about the insufficiency of the mike in the development of new radio talent. Even in legit the decline of stock companies is being felt. But instead of blaming the decadence of stock for the present condition the legit are laying a Hollywoodized red herring across the trail.

The great difficulty of the vaudeville, radio, legit and legit fields today is lack of talent foresight among the high-ups. Not that the recognition of the need for constructive planning is not there. By no means. The managers and execs in these fields are troubled so much with the problems of the present, these have become so magnified that they neglect the future almost entirely. Unless some really constructive and co-operative activity is engaged in before long the public will stage a revolt. The trnd will be away from private, organized amusements. The box offices will bread cobwebs, radio stations will be robes of past glories and those who have their money sunk in amusement enterprises will have the privilege of staging a how d' Preston all their own.

The NRA has taught industry the lesson of progress from the pooling of common interests. These lessons should be applied to the various branches of the show business that depend on talent properly exploited to progress. Vaudeville needs break-in houses. Radio needs the by-products of these break-in houses. Legit needs stock and road companies—plenty of them. The films need a proper regimentation of all of these fields. Talent, in short, must continue to be encouraged, nurtured and bred. You can't legislate or manufacture genius with machines or bags by the pseudomagic of gold. Hollywood learned that long ago. By the same token talent can't be developed by any way other than the natural way. Talent must be implanted in lowly soil, nourished, cultivated and aged. This was the basis of the developing process of the real stars of today. It cannot be otherwise for the generations that are to come.

PORTRAIT NINETEEN

MAJ. EDWARD BOWES

SHOWMAN extraordinary! . . . This product of San Francisco did a reverie on Greeley and went East. . . . He came, he saw—and he's still conquering. . . . Gentleman to the core, shrewd businessman, mellow philosopher and genius of other showmanship, Major Bowes is equaled only by Roxy in his many-sided accomplishments. . . . The slight difference is the economizing on red ink on the part of those who have the Major on their pay roll. . . . Major doesn't float. . . . He stays put and grows. . . . The Capitol was flung open to an appreciative public by this master, producer and bon vivant. . . . He is still its proud guiding genius, and the Capitol is still one of the powerful magnets on Broadway. . . . Major Bowes is married to Margaret Ellington as pointillating a stage figure in her professional days as he is a showman today. . . . He is also vice-president of NGM. . . . And head of the home office personnel. . . . In Metro it's from the Major that they learn whether this or



Minstrelsy

By BOB EMMET
(Cincinnati Office)

MEMORIAL SERVICES for John H. Scott, one-time member of Coburn's Minstrels, were held at the Elks' Club, Frankfort, Ky. The services were also for members of the organization who have died during the year.

J. LESTER HABERKORN writes in to tell us that his home town is Chatsworth, Ill., and not Peoria (as stated in last issue).

RUSTY WILLIAMS, black-face comedian and minstrel, is now working under cork in Florida with a vaude company. Rusty isn't some of the boys down there—Eug Davis, Billy Payne and Nick Williams—and says they are all doing fine.

ZEB ROBINSON was producer of the minstrel recently given at the Lyric Theater, Binghamton, N. Y. The Zeb used all local talent, he received much favorable comment on the show. Among those to make a good showing were Tom Morato, Clarence Kattell and Tom Henderson.

THE DEER ISLAND Minstrels and Variety Show of 1933 was presented by the Deer Island House of Correction for Boston and Suffolk County officials and their friends on December 27. The audience included Mayor Curley of Boston and Penal Institution Commissioner O'Hara. The show was under the direction of Officer Coleman J. Neel, of Deer Island, and was performed in its entirety by inmates of the institution. Musical numbers and chorus ensembles were staged by Joseph Hannon dialog by Roy White. Sam J. Park, New York, donated much of the material.

THE WEENER MINSTRELS are at present the sole representatives of Minstrelsy on the Air from Chicago. They air over WENR at 8 p.m.

Cleveland Minstrel Notes

Cleveland's leading industrial vocalist is none other than Jimmy Thomson, former member of the Al G. Field Minstrels. So popular has this boy become that night spots are bidding huge in advance for his services and the former minstrel has been compelled to make appearances in from two to five different spots in a single evening. Eddie Raymond, the clown minstrel, has completed a local department-store engagement and is now appearing under local Masonic auspices in a number of Shriner and Grotto shows. . . . Viola Houserman's girl minstrel band is in great demand, having filled some 17 engagements during the last two weeks. . . . "Hi-Pockets" Charley Green is stepping the light fandango out at Ceter's east end ballroom. Just keeping in fettle for the winter minstrel season, so quoted the erstwhile hooper of yesterday. . . . Leo the "Elding Chalkoglot" has joined the ranks of the "test and taste" squad at the City Hall. Believe me, dat ole repeat sure did belong in dat consultation, according to this minstrel boy, who now pulls corks without even blinking an eyelash. . . . A local colony sicut made an important discovery while covering his beat—the two Bobs (McLaughlin and Reed) standing outside their dental office shaking dice to see who will go in first. Both boys are slated for a brand-new set of ivories.

NMP&FA Notes

By Robert Reed, Secretary

President and Mrs. Harry C. Shunk are both steadily recovering from the recent illness which confined them to their beds for several days. We are indeed happy to learn of the good progress being made by our president and his devoted wife and we hope that this progress will continue with lasting results.

National headquarters and your sec-

retary are deeply appreciative of the pleasing and prompt response to our plea to forward annual dues. We hope that all of our members who have not done so will forward their dues immediately. The amount is small (\$1.) and your co-operation is requested so that we may continue to follow the rigid economy program of last year.

We thank our good friend "Leases" White and his minstrels for their fine program dedicated to the NMP&FA and feel assured that all of our members will join with us in extending the season's greetings to the radio minstrels at Nashville and to "Leases," who made the broadcast possible.

Tune in on the WSKL minstrel program some Wednesday evening. We know that you will enjoy it very much. Season's greetings have been received from Vice-President Sam Griffin, "Leases" White, Johnny Healy, President Harry C. Shunk, Fred Kang, Leah and Mike Hines, Sally and Bob McLaughlin, Larry Gardner, Bob and Rosey Engler, "Pop" Sank and G. M. Gern, Paul Donley, Doc Blair, Les Nichols, Ned Cleveland and many others too numerous to mention. Thanks to all, and as Mae West would say, "Come up and see us some time."

Fourth annual convention meeting will be held at Cleveland on September 1 to 3, inclusive. Start to plan your attendance now and then when the time rolls around you will be all set and on your merry way to the biggest and best meeting of our association existence. This information may seem a trifle early and out of place, but remember that careful planning will make assured your attendance. Special rail and bus rates are available during the Labor Day holiday period, thus saving our members a considerable amount. A nation-wide broadcast minstrel show, the gathering together of many of the old minstrel school, that big minstrel banquet and many other joyous events are included in the plans and program of the convention committee.

The Sunshine Letter Club continues to do good work, according to reports now reaching headquarters, so do not forget those boys confined in hospitals and other such institutions. Addresses will be furnished any member desirous of writing to the boys so confined. Yes, your letters do bring sunshine and cheer. If you do not believe it, just drop a line to "Happy" Benway at the NVA Ban, Saratoga Lake, N. Y.

Now that the new year season is in full swing, how about that big resolution to secure at least one new member during 1934? Certainly you can do it if you try. Jack Winningsham and his Cotton Blossom Minstrels of Kansas City are on the job doing good work. Why not give those boys a race for high honors in the new membership campaign?

Our congratulations go out to the recently organized Entertainment Fans Association and to its officers, who are surely engaged in boosting flesh entertainment and thus are playing their part in advancing the cause of minstrelsy. So to the West Warwick (R. I.) organization we now extend good luck greetings and long-life wishes.



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America's unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

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that holiday will be an off day. Major Bowes demonstrates to us that good things are paired. . . . One of the most beloved showmen on the map has Hesse Mack, one of the most beloved ladies on Broadway, handling his relations with the press. . . . If you can beat that combo you're good.

The Broadway Beat

By GEORGE SPELVIN

HAL OLVER and the frau have their hotel suite crowded with 300 lbs., two bulldogs and a canary. . . . Hal is interested in the fishes' private lives. . . . Dorothy Lee, commercial model, now in Hollywood for Fox, has changed her name to Gloria Grant. . . . She's being groomed. . . . David Warfield bought a sterling silver turban at the auction of the effects of the late Mrs. Edith Rockefeller McCormick. . . . So now is he in the soup? . . . Mr. Spelvin goes high hat and covers a legit show, so what does it do? It closes after four performances. . . . The impresario of the Henry VIII Restaurant, adjoining the Martin Beck Theater, must have his history mixed. . . . The doorman is attired out in a Spanish costume, the cook is French, the headwaiter is Russian, and so on down the line. . . . Maybe the owner had the king's international marital affairs in mind. . . . Somebody told Cab Calloway that the word for one who had alcoholic jitters was *paisaaddictusmenadipeptanum* (you don't have to believe it if you don't want to), so Cab tried to change the name of his Jitter Bug Club to that—and Mr. Spelvin isn't going to throw his typewriter into fits by attempting to write it twice. . . . But the members raised a row. . . . They couldn't even pronounce the word—and show me the guy who can. . . . Al Goodman reports a sign in a drink emporium that reads: "The President takes his salary by check—but there is only one President." . . . La Hepburn now spells her first name Katharine, with a second "a," à la Cornell. . . . In memory serves, it used to be the ordinary "e".

The Stanford-Columbia Rose Bowl game New Year's Day out on the coast (and what with the flood, you couldn't tell where the Pacific ended and the coast began) aroused more interest in the picture colony than any other Rose Bowl game in years. According to reports, the Broadway expatriates were out in full force, howling for the Eastern underdogs. Columbia, you see, is on Broadway, even if it's up on 11th street—and when you're so far away a mere three and a half miles doesn't seem to matter so much. The mob that howled for Montgomery, Metal and the rest to die for Dear Old Broadway, they say, made up the major part of the Columbia cheering section—the some of the film boys, like Ed Robinson, Jimmy Cagney and the Morgans, are bona fide Columbia men. The players, incidentally, had the run of the studios for a while after the game, and Montgomery was given a screen test. With the East turning razzberries into a laurel wreath the Broadway lads are chortling almost as much as the Florida real estate men are chuckling over the downpour that turned the Tournament of Roses into a regatta. Dick Watts, who was out there, said that Californians seem so certain about their climate that the tourists were probably just an Eastern state of mind.

Ed Canovan, musicians' kid, had all his teeth out. . . . But operators needn't think that that applies to them. . . . The Last Roundup and other pops are being grunted out in the lobby of the Criterion, and they're supposed to be plugs for *The Emperor Jones*. . . . The Samuels Brothers, who for years have specialized in Russian talent, report a booming business. . . . There is an increasing demand for gypsy ensembles, balalaikas, Russ dancers and bewhiskered vodka quaffers (to be used for atmosphere), and now a commercial firm aiming at Soviet trade, is readying a Russ talent program. . . . Hot stuff! . . . Paul Sifton, playwright, has become labor publications editor of the Workman's Compensation Bureau. . . . He ought to get plenty of dramatic material. . . . Warners have signed June East—and our confidential studio spy tells us she will be built up as opposition to Mae West! . . . Those two Purline girls, Lillian O'Meara and Connie Hale, who are harmony singing with Bob Height, were on WOR a couple of times last week. . . . Speaking of kids graduating from the chorus, three Carroll girls—Lorna Rode, Gay Orlova and Audry Arlington, are planning to do a dance act. . . . Ramon and Rosita have been booked for the Palmer House, Chicago, opening this Friday. . . . And Velce and Yolanda are booked for the Embassy, Florida, opening January 18. . . . *Murder at the Vanities*, which will be made into a film will also go out as a condensed version for vaude when it folds on Broadway, which will be in about three weeks. . . .

Cold weather is tough on the burlesque field, as indicated the other day in Boston. Chilly blasts were seeping thru the cracks of a burly house there—so a result the strip women had to work in fur coats! The burly impresarios squawked, but the gals got hot and told them plenty. Not much squawking from the customers either, because the handful there didn't want to open their mouths for fear of the cold getting in. They were sitting on their hands to keep them warm anyhow.

Joe Orlando is auditioning at NBC January 18. . . . The marriage last week of Doris Warner to Marvin LeRoy at the Waldorf was filmed in sound. . . . In addition, the ceremony was sent by telephone to the bride's grandparents in Hollywood. . . . Just a modest little wedding. . . . Pat Rooney may open a Park Avenue night club—which would be his first venture in the club field. . . .



40TH YEAR



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CHARGE DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, agents, artists and others connected with the exploitation of talent. It is not a regular column, but the Billboard's coverage of every branch of the show business.

The "possibilities" printed below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other entertainment spots covered in this review as

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1544 BROADWAY.

For RADIO

MARY McCORMIC—operatic and concert singer, who appeared at the New York Paramount last week, singing a pair of ballads. Was also heard on WOR Monday night with Boris Morroff et al. in Para's backstage show. Her voice is, of course, of unusually fine quality, and she does her stuff with the confidence that only wide experience gives. A natural for a class commercial.

TONY ANGELO—boy singer, with the Benny Davis act. A youngster with a sweet boy soprano voice, which, handled as it is here, would be something of a novelty over the air. The voice is still unpolished, and the control is often wobbly, but the possibility of a radio personality is there.

For VAUDEVILLE

JIMMY SHEA AND GUY RAYMOND—young eccentric comedy dancers, now with Benny Davis' latest bunch of protégés. Good deadpan comedy steppers, getting plenty of laughs. Stopped the show consistently last week at the State. Good enough to do their own act.

GLEN GRAY AND CASA LOMA ORCHESTRA—with Irene Taylor, contralto, and Kenny Sargent, who sings with the band—heard twice weekly on CBS network for Camel at 10 to 10:30 p.m. Would make a nice little entertainment unit. While the commercial program also injects a dramatization en route, this could be dispensed with unless a real radio studio program were to be done on the stage.

For FILMS

BLANCHE BATES—veteran of legit, currently featured in *The Lake*. Tho it's a little late in discovering her, the picture field would be well rewarded if she were enlisted in it. A grand actress who can get tremendous effect from any type of role assigned to her.

Chicago Chat

By NAT GREEN

TOUGHEST opposition to be encountered by Loop theaters this week is Mary Pickford, in person, at the Chicago Theater. Miss Pickford's career seems to refute the contention that the public demands dirt. She has held the love and esteem of a large part of the public for more years than any other screen or stage player has done, and her success has been largely due to strict adherence to cleanliness both on the screen and in her private life. We are not denying she has talent in abundance, but more than that, her sweetness and simplicity both "on and off" are what have endeared her to the masses.

First building activity of the new year in the amusement line got under way on January 2, when the job of wrecking the old Randolph Theater, adjoining the Oriental was started. . . . The Eltel boys are going to build a night club on the site. . . . That swell comedy adagle trio, Lowe, Burnell and Winsley, now at the Empire Room of the Palmer House, have signed contracts that will take them to London, Oslo, Copenhagen, and as far east as Bombay, India. . . . That's a beautiful new wrist watch Edna Torrence, of the dance team of John and Edna Torrence, is wearing. . . . Wonder who—. Earl Hines and his dusky music men, who have been at Grand Terrace for many months, will head south after playing this week in Milwaukee. . . . Their orchestra has been taken by Carroll Dickerson and his orchestra from NYawk. . . . The much-touted Opera Ball at the Civic Opera House was more or less of a flop, due, so 'm said, to musician trouble, the idea of the promoters and Jimmy Farlie of the union as to how many musicians should be employed failing to coincide. . . . Old Mexico folded New Year's night, a not unexpected denouement.

Either fan dances are a distinct novelty up in the Maple Leaf country or Fay Baker has a lot of talent. A letter from H. G. Hutchings, of North American Broadcasting Company, Winnipeg, says that Fay, who is being billed up there as "original fan dancer from the Streets of Paris, World's Fair, Chicago," is given credit for having kept several theaters open over the holidays. "My reason for communicating with you," writes Mr. Hutchings, "is to inform your good magazine of an incident which will probably never be paralleled again in our time. So let me tell you that Fay Baker leaves Stevenson's Airport (Winnipeg) next Tuesday (January 2) at 10 a.m., by air in her own private plane to fill an engagement 800 miles beyond our most northerly outpost at a town called Flin Flon, north of 52 and a step from the Arctic circle. It looks like the fans will have to be fur lined for this engagement, as at this writing the temperature is 45 degrees below zero." We can't find Flin Flon on our antiquated map, but we're taking Mr. Hutchings' word for it and give the little girl a big hand for having nerve enough to fan herself north of 53!

Doris Kenyon, widow of Milton Sills, in town visiting Mrs. William A. Sills, mother of the late actor. . . . Billie of Sailor, Sailor, punk the past week and the cast got combative and demanded theiroughday on the line before they would go on. How presumptuous! . . . We thought musicians and stagehands were the only ones who stand up for what they qualify call their rights! . . . Beverly (sister of Mae) West tripped over the mike cord on the Uptown stage and fell flat—well, not exactly flat; one with Beverly's natural and simulated curves couldn't do that! . . . Another of Sid Miller's and Mort Goodman's new songs, *With a Hey Nonny I Love You*, is being used in the Duncan show. . . . Those boys are excellent songwriters, but the long titles they choose would kill most any ditty.

Raynor Lehr's Show of Shows going great according to press notices and reports from the advance man, Jones Perlberg, of Perlberg, Perlberg & Perlberg. . . . Morris Silver's radio sheet likely to break any time now. . . . Will be called *The Stage Door*. . . . There's some talk of theater building activities on Wacker drive once more. . . . But the vet Aaron Jones, of Jones, Linck & Schaefer, probably was right when he told me in 1930 that it was about 10 years too early to start theater activities on Wacker drive.

That fighting Irish priest, Rev Charles E. Coughlin, of Detroit can now be seen and heard on the screen, Shamrock Pictures Corporation, of Detroit, having released *The Fighting Priest*, a pictorial review of the radio commentator. Shots made in Detroit and the sound in Chicago. B. O. Fazio, president of Shamrock, evidently is an opportunist, as in a chat with me this week he mentioned that the company is making another picture, to be called *Life for a Pint*, and to fit the call for tunes of the "good old days" they are making 13 reels of *Ye Old Time Illustrated Songs*.

The Duncan girls may play the Halston & Katz houses with a condensed version of their *Topsy and Eva*. . . . Charles Schwartz, rewrite man of *The Daily News*, has gone with U. Pictures as scenario reader.

He's the second *Daily News* man to go to U. . . . Charles Ford, head of the *Daily News*-Universal Newsreel when the home office were in Chi, moved to Universal City when the offices were moved westward. . . . Walter Huston here on his way east to rehearse for his stage appearance in *Dodeskoph*.

Conducted by CHARLES C. BLUE—Communications to 26 Opera Plaza, Cincinnati, O.

CODE NOW IN HANDS OF NRA

Presented By Three Groups

CC, OSAA and MCOAA submit points for consideration at public hearing

CINCINNATI, Jan. 6.—A proposed basic code of fair competition for the circus industry has been submitted by the Circus Committee, the Outdoor Showmen's Association of America and the Motorized Circus Owners and Agents' Association to the National Recovery Administration at Washington. These groups claim to represent 100 per cent of the railroad division and 80 per cent of the motorized division of the industry.

A 48-hour maximum work week is fixed in the submitted code "except in case of emergency," and it is further specified that rules and traditions of circus discipline require "that off-duty labor remain on the circus premises . . . and be available on call of the management for extraordinary emergency service." It also provides that no person under 18 years of age shall knowingly be employed as common labor in a circus. Persons employed in a managerial or executive capacity earning not less than \$35 per week and advance men are exempt from the foregoing. Minimum rates of pay are listed for 14 classifications of employees in railroad circuses or Wild West shows and for 10 classes in motorized or wagon circuses. These classifications are such as canvasmen, property men, train loading, messengers, cookhouse, ushers, etc. The rates of pay listed are combinations of cash and allowance for board and lodging. The minimum cash wages per week range from \$8 to \$10, and the allowance for board and lodging is \$10.50 per week for railroad, and \$8 for motorized and wagon circuses. The total minimum wages (cash and board and lodging) are from \$14 to \$20.50 in the railroad and from \$11 to \$13 in the motorized and wagon divisions. It is specified in the submitted code that in payment of wages the circus reserves the right to continue the "hold back" or "bonus" system as operations of the business require.

Copies of the complete proposed code submitted by the groups above mentioned are available at the office of the National Recovery Administration, Room 3316, Department of Commerce Building, Washington.

As mentioned in last issue of *The Billboard* (on page 3), definite date for the general public hearing on the circus code has been set for January 10 at the

(See **CODE NOW IN** on page 42)

Cleveland Grotto Show Plans Are Progressing

CLEVELAND, Jan. 6.—Preparations for the 10-day Grotto Circus at Municipal Auditorium, which has become an annual event, are progressing

Orlin Davenport, as in past years, is managing producer, and, according to report, this year's program will include well-known performers, among them Con Colleano, Clyde Beatty, May Wirth Family, Rubie Sisters, Flying Conocoons, Davenport Troupe, O'Dell Sisters, Dorothy Herbert, Grotto Troupe, Winnie Colleano, Does Sisters, Aerial Smiths, Edwards Sisters, Hollis Family, Flying Harolds, and among the clowns are Earl Shipley, Ted Tracy, Chester Barnett, Shorty Flemm and Chesty Mortier.

CANTON, O., Jan. 6.—The Hagenbeck-Wallace winter unit will play the City Auditorium here week of January 26 under auspices of the Canton Shrine Trundrum, the stand here following the Cleveland engagement for the Grotto. Local committee has been promised 16 acts, including a five-elephant feature. Show will be billed in a radius of 40 miles around Canton with special paper.

Fay's, Providence, Has Annual Holiday Show

PROVIDENCE, Jan. 6.—Fay's Theater here staged its annual Christmas Circus December 22-28, with three shows daily. Business was fair, a cold weather wave hurting. On the bill were Charles Carlos Society Circus, Delmar's Lions; Five All-American Girls, acrobats; June Thurber, gymnastic novelty; Perez Duo, parlor Dars and Yates, comedy; Randow Troupe, acrobats, and the Flying Lamars. Harry Lamar broke a leg during the flying act and was forced to retire, being replaced by Larry Saunders in a single trapeze turn. Lamar sustained the injury when he failed to get enough spring into his double somersault to the net. He left for Bloomington, Ill. Gene Randolph put on the clown numbers and Ernest Andrewton was ringmaster and announcer. Show opened with a parade of performers across stage and closed with a Christmas tree tableau, both numbers being received with great favor, as was the entire program.

Many visitors from the show fraternity attended and paid their respects back stage, among them Milt Holland, Bench and Harry Bentum, Joe Lufout and C. A. Phinney. Phinney is an ex-circus owner and owns a canvas company here; Lufout is the well-known performer, now retired.

World's Fair Circus, London, Good Program

LONDON, Jan. 1.—This year's World's Fair Circus, which opened on December 23 at Agricultural Hall, has a fast-working and excellent program.

The lineup is as follows: Miss Sandrina, voltage act; William Fitter, aerial st.; The Christian Family of riders, including Machaquito and Devise; Les Desramps, comedy bar act; Captain Anker and his Blackpool Tower Horses; Lucia and Bianchi, clown riders; Josef Blank and Company, juggling and equilibristic display; Flory Bonharr and George, comedy acrobats; Magyar Troupe, high-speed springboard acrobats; Ten Lotaris, aerial novelty; John de Koch and his Tigers, and Captain Jamesco and his Lions. All the acts were booked by Stanley Watton.

Robinsons to Miami

CINCINNATI, Jan. 6.—Mr. and Mrs. John G. Robinson left their home in this city New Year's Eve for Miami, where they expect to stay about two weeks.

BILLY WAITE and wife, those crack Australian whip crackers and boom-cranglers of Ringling-Barnum, played a vaude date in Toronto last week.

Theodore Simon Fatally Injured

PHILADELPHIA, Jan. 6.—A fatal accident occurred Monday night when there was a mishap in the high wire act of The American Baget, comprising four people, appearing in the Frank Wirth-Buck Taylor Circus and Rodeo, holding forth at Cavalry Armory, 33d and Lancaster avenue. Theodore Simon and another member of the troupe, James Geiser, fell about 40 feet, the others, Pritz Huber and Oswald Leigh, managed to grasp the wire and saved themselves from falling. Simon received a fractured collarbone and internal injuries, from which he died Wednesday morning. Geiser received a broken leg and probably internal injuries, but it is thought that he will recover.

The circus-rodeo event has encountered very adverse weather, a part of the time the coldest this city has experienced in about 14 years, which greatly hampered attendance. Fletcher Smith, who handled publicity, left for New York, and probably will be connected with a new circus to be launched the coming season. Harry M. Straus, who did promotion work also left for New York. La Baraja, known as the Mariner of Destiny, has had a booth at the show. He was connected with the Buck Taylor attraction at Atlantic City last summer.

Eddy Bros.' Circus Unit Playing Vaude

BRIDGETON, N. J., Jan. 6.—Eddy Bros.' Circus Unit, which played here at Criterion Theater, has an entertaining program given in a circus setting. David B. Eddy is owner-manager, also does the announcing. George Barton is equestrian director. Show travels on one railroad car and four motor trucks. This was the unit's third stand. Opened at Hazleton, Pa.; then Williamsport, Pa., and then the engagement here.

The program includes Barton's white-jug and pony act; Miss Clara and Miss Margaret, swinging ladders; George Barton, midget horses, with Miss Silvia, two high-schooled horses, worked by Miss and Mr. Torelli; Great Alvide Perez, slack wire, finishing with a back somersault from wire; Bucking Mule; Billy and Margaret Faust, revolving ladder; Torelli's ponies, monkeys and dogs worked with revolving table; Our Loretta, high horizontal bar; Barton's riding school, with mechanics; the Jenner Five, Riley oct; Big Rosé, elephant, four clown numbers by George Martin, Charles De Mole, Shorty Hunter and Geo. Gee. This was the third week out for the Eddy Circus unit in vaude. Opened in Hazleton, Pa.; then Williamsport, Pa., and then Bridgeton. The show is owned and under management of David B. Eddy, who also makes all the arrangements. George Barton is equestrian director. Show moves on one railroad magazine car and four trucks.



OLD MAN DEPRESSION is deadlier than a doornail. If you don't believe it just look at the above picture taken at the old man's wake in the Chicago studio of Harry A. Atwell, "the old photog," on New Year's Eve. They laid the old geezer away in great style, al silver (?) handled, silk (?) lined coffin, turndown and all the trimmings. Atwell himself is scared (note his mournful expression) before the coffin. The others in the picture, reading from the foot of the coffin are: Mrs. Al Sweet, accordionist and singer; Ted Nelson, who modeled the classic features of Old Man Depression; Sam Racine, accordionist; Monk Helmer, Dorothy Miller Helmer, whose father, Clure Miller, is secretary of the Cedar County Fair at Tipton, Ia.; Jack Hickey, brother of Bob Hickey, circus prez agent; Jack Nelson, manager Chicago office The Billboard; Ernie Rosher, of St. Louis Post-Dispatch; Fern Lacy; Al Sweet, bandmaster; Sally Wolf; Nat Green, of Film Daily; Cecil Samuels; Harry Cancis, old-time showman; Hazel Green, of Film Daily; Mrs. A. W. Calderwood; William Bauer; Mrs. William Bauer; Miss Hines; Eugene Whitcomb, of Darnell Publications; Carl Randolph, theater treasurer; Maria Dystrup and Bert Keppler.

Fed Jury Indicts Men Scored by Ringling in Bankruptcy Hearing

NEW YORK, Jan. 6.—An indirect vindication of John Ringling and his recent testimony given at a bankruptcy hearing is seen in three indictments, each on several counts, returned on Tuesday by the Federal Grand Jury, Brooklyn, charging 12 officers of the New York Investors, Inc., and subsidiary, the Realty Associates Securities Corporation, with using the mails to defraud, conspiring to defraud bondholders and the New York Stock Exchange and concealing assets.

Those indicted were: William M. Gravé, president and director Investors and vice-chairman Board of directors Prudence Company Inc., a subsidiary; Frank Fox, president RASC and vice-

president Investors; Frank Bailey, chairman board of directors Investors; William H. Whipple, vice-president and director Investors and president Prudence; Francis T. Fender, secretary-treasurer and director Investors; James B. Fisher, director RASC; James Graham, vice-president RASC; Gordon S. Brailsford, vice-president RASC and Prudence; Harry D. Burchell, vice-president RASC and Prudence; Eugene Moses, director RASC and vice-president Prudence; Henry S. Parker, secretary bondholders' committee RASC; Otto E. Reimer, chair man latter committee.

Mr. Gravé, a director in the Ringling-Barnum corporation, and Mr. Fender, its

(See **FED JURY** on page 42)

Mills' Olympia Circus Again Has Good Sendoff

LONDON, Jan. 6.—Capt. Bertram Mills' 14th annual circus at the Olympia, which opened splendidly on December 21, was as usual prefaced by an invitation luncheon, given by Bertram Mills to some 1,000 guests, including H. R. H. Prince George the Lord Mayor of London, the Earl of Londonderry, the Bishop of Kensington and Kingston and many other prominent people. This luncheon has become the most important of its kind in the whole of Europe.

Besides the acts listed in the December 22 issue, the program also includes the Gordonelli-Malvina combined trapeze acts; Ballerina, graceful posing on a horse, and Whittemore Walker, heading a body of clowns. Willy Schumann remains as equestrian director, with Archie Pearson and Frank Foster as ringmasters.



**With the
Circus Fans
By THE RINGMASTER**

President, HARPER JOY, 42 Riverside Ave., Spokane, Wash. Secretary, W. M. BUCKINGHAM, Thorne Brook, Norwich, Conn. (Conducted by JOHN ADAMARD, P. O. Box 515, Wheaton, Ill.)

A. Morton Smith, CFA, Gainesville, Tex., was the recipient of several large display advertisements of the Ringling Bros. and the Sells Bros. circuses. These are more than 40 years old and are valuable additions to Mr. Smith's collection. The presentation was made by Col. G. G. Sturtevant, CFA historian, San Antonio, Tex. Mr. Smith recently had a visit from Burle Wilson, new Chicago CFA, who travels in Texas territory. Al Clarkson, general agent Sam B. Bill's Circus the past season and now head of a stage circus unit headed by Walter Jenner, was also a recent guest of Mr. Smith. The unit played Majestic Theater, Gainesville, Christmas week.

For some years the conductor of this "column" has heard the announcing of departing trains on the Chicago, Aurora and Elgin Railroad at the Wells Street Terminal, Chicago. This announcing is made by Station Master J. D. Raymond, of Aurora, Ill. Just recently we brought up the circus to Mr. Raymond and spoke of the CFA. This aroused his interest and he stated that he was a four, six and eight-horse driver with Ringling Bros. Circus in 1903-'04, going out of and into Barnaboo with the show. He spoke highly of Al Ringling and told many interesting stories of circus life.

Charley Davis, CFA and elephant biographer, of Hartford, Conn., attended the Masonic Indoor Circus in the State Armory at New Britain, Conn., which had a huge crowd and a fine performance. As usual, Charley spent sometime on the elephant line.

A nifty holiday greeting card was sent out by Charles Clarke and family, of Madison, Wis. On one side was a colorful illustration of circus scenes and considerable verse dedicated "To the Circus Men."

President Harper Joy is in New York on a business trip. Had a get-together meet and dinner with Chicago CFA on January 8. Visited Norwich, Bardon, Fort Plain and Washington en route.

Major George Clarke, new member of Fort George Wright, Spokane, led a nine-piece down band, which he supplied from the 4th Infantry Band for the annual Circus Fans' Christmas party for orphans in Spokane. Soldiers said it was the most fun they had experienced since they enlisted.

Pat O'Driscoll, of Jerry McGuire Tap, and National Director Lou Gross made the boat trip from Victoria, B. C., to Seattle together on December 22.

Sam Whittemore, Spokane CFA, recently had the lead in George Kelly's "The Show Off," presented by the Little Theater in Spokane.

R. C. Bauch, CFA, of Lewiston, Idaho recently visited President Joy and other CFA in Spokane.

We wish to congratulate William Sneed on his election to the chairmanship of John L. Davenport Tent, Chicago. Ed Shanks remains as secretary of that organization of the CFA. Mr. Sneed is well equipped to head the Chicago Fans. It is deeply regretted that his immediate predecessor, Clint E. Scory, deemed it necessary to resign the chairmanship on account of business matters. The latter was the second president of the Circus Fans' national body and has been and still is one of the most ardent and hard-working members of the association.

W. J. Riley, former editor of The Billboard, called on Kai Kae Knecht at Evansville on December 20. Bill Sneed, chairman Chicago Tent, dropped in on Mr. Knecht recently while visiting Henderson, Ky.

West Coast Jettings

VENICE, Calif., Jan. 5.—Nels Launton, formerly with Ringling Bros. Circus as ticket seller and later of Al G. Barnes Circus with privileges, bought out a poolroom, cigar counter, restaurant and social club, known as the Studio Work-

shop. Whithey, Sam Comis, George Tipton, Scotty Thomas, Blossom Robinson, Mr. and Mrs. Al Mitchell, Fay Wolcott Curie Phillips, Al Mineo, Harry Wooding, John Beckman, Nels Launton and wife and Margaret Graham.

Charles Cook is getting ready for an other "circus" picture to start soon at one of the Hollywood studios. Mr. Cook, who was formerly manager of Barnes Circus for a number of years, has done much in keeping circus talent working pictures the last few years.

The writer is now up and around having been confined in bed for three weeks with intestinal flu.

TOM PLANK.

Los Angeles Brevities

LOS ANGELES, Jan. 6.—Inadvertently there was omitted in last issue's notes the Al G. Barnes Christmas party at winter quarters. There was an immense tree with 102 gift bags—Mrs. Crown prepared the latter. Everyone had a fine dinner. Frank Chickarelli was Santa Claus, and the boys in the jungle camp were provided for. . . . Poodles Hannaford has arrived and the family will go into rehearsal at Barnes ring barn here, where the Clarksons and the Castrellins are working. . . . E. L. (Yellow) Burnett and Ginger are back from a tour of the East and Middle West. Work will be started on the circus painting job shortly. . . . Turner Thomas is working special events

BARGAIN! PIT SHOW TOP

19x30 Oblong Square End TENT. 16-oz.
Army White treated Duck, overlaid over
flannel condition, like \$250.00
new. Tip only.

NRA Write — Wire — Phone
BAKER-LOCKWOOD
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CIRCUS BALLOONS

for the
SHRINE CIRCUS
CREATE balloons,
and draw designs
from our sample
book. Send
Write for Trade
about the effects
of the explosion.

The Oak Rubber Co., N.Y.
216 S. Euclid St.
Reynolds, - - Ohio

Persons or Groups Can Be Heard At Code Hearing in Washington

CINCINNATI, Jan. 6.—Opportunity to be heard (either in person or by appearance or by sending a written or telegraphic statement) at the general (public) hearing on the circus industry code, under the National Recovery Administration, to be held at Ambassador Hotel, Washington, starting January 19, and in connection with the proposed basic code submitted to the NRA by the Circus Committee, the Outdoor Showmen's Association of America and the Motorized Circus Owners and Agents' Association, will be given to persons or groups who can show a substantial interest as workers, employers, consumers or otherwise. In the effect of any provision of the proposed code.

Those wishing to be heard must comply with the following requirements:

(1) A written or telegraphic request for an opportunity to be heard must be filed before noon on Thursday, January 18, 1934, with the Administrator, Room 4217, Department of Commerce Building, Washington, D. C.

(2) Such request shall state the name of (a) any persons seeking to testify in the hearing and (b) the persons or groups whom he represents.

(3) Such request shall contain a statement setting forth without argument, a proposal (1) for the elimination of a specific provision of the code; or (2) a modification of a specific provision, in language proposed by the witness, or (3) a provision to be added to the code, in language proposed by the witness.

(4) At the Public Hearings, all persons are regarded as witnesses and shall present orally facts only and not argument. Written briefs or arguments may be filed, but oral presentations will be confined to factual statements only.

(5) In the discretion of the Deputy Administrator in charge of the Hearing, persons who have not complied with the requirements of paragraph (1), above, may be permitted at any time prior to the close of the Hearing to file written statements containing proposals for eliminations from, modification of or additions to the code supported by pertinent information or argument. Such written statements must be condensed as much as possible.

Public Hearings are solely for the purpose of obtaining in the most direct manner the facts useful to the Administrator and no arguments will be heard or considered at this time. Representation of interested parties by attorneys or specialists is permissible, but it is not to be regarded as necessary. Industry, workers and the consuming public will be represented by special advisers employed by the government.

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FOR INDOOR CIRCUS SHOWS

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MINSTREL AND
MUSICAL COMEDY

Also

The finest and best-displayed Posters, Cards and Banners printed from type on non-fading paper with permanent inks.

Write for Prices

The Donaldson Litho. Co.

NEWPORT, KY.

Opposite Cincinnati, O.

DOWNIE BROS.' CIRCUS WANTS PERFORMERS

IN ALL LINES EXCEPT RIDERS. Side Show People and Clowns who can impersonate Circus Painter, Seal Act and Elec-trician. HAVE FOR SALE Performers Elephant, Lions and Blue Seal Elephants. Address

DOWNIE BROS.' CIRCUS
CHAS. SPARKS, Mgr., Mead, Ga.

COLE BROS.' BIG WILD ANIMAL CIRCUS

WAL 13 — big Partner with \$3,000.00 to enter
in a Fairground. Penn Van. N. Y.

AT LIBERTY — with ANIMAL TRAINER
and EXHIBIT BREAKER.
For Cities or Zoo. Years of experience.
With circus or Managerio Show \$10,000. FOX
Bldg., Billboard, Cincinnati, O.

PARTNER WITH TENTS
Capital, for Private C. 30 yards. Barricade
bow and shoulder — Real territory. KALE,
P. O., East Haven, Conn.



• Circus Fans of America and the Circus Saints and Sinners Club endorse the Circus Room at the Cumberland Hotel . . . the management takes this opportunity to wish a most Happy and Prosperous New Year to the members of both these organizations and to all Circus people in America.

— Make your appointments at

The Cumberland
BROADWAY & BROAD STREET, NEW YORK

ers' Club, Culver City, Calif. Looks like Nels will be a homeguard from now on, as he has a 7½ year's lease.

Jack (Scotty) Thomas and Mr. and Mrs. Al Mitchell returned to their homes in Venice after spending the holidays in Arizona.

Mrs. Eva Thornton, wife of Bob Thornton, equestrian director Barnes Circus, is confined to bed with a severe cold.

Funeral services were held December 30 in the lageroom of the Elks at Santa Monica for James (Colonel) Cresson, aged 72, who succumbed to heart attack. The ritual ceremonies at the clubhouse followed by cremation at Woodlawn Cemetery, Santa Monica. Colonel was with Barnes Circus many seasons, but for the last few years was a resident of the Elks' Club here.

The writer had a clown band contracted for Venetian Pier for New Year's Eve but had to be called off on account of rain. The beaches are dead at present on account of the tango and chip games being closed up.

Mr. and Mrs. Del Smith, Inc. of Chocolate Garden in the Venetian Ballroom on Venetian Pier, have taken charge of St. Mark's Hotel for the Abbott Kinney Corporation. Visitors over last week were Sam Brown, Mrs. Merritt Blue, Roy Barrett, McLean Family, Dot and Ever-

Capt. John Smith is breaking stock at the Barnes winter quarters.

Louise Goshel and the kids finished the Tarzan picture and are back at the farm; have contract for another "circus" picture that will be in production February 1.

The McElroy family is back on the Coast after an East and Middle West trip.

Phil Saccalante has been doing stunts and doubling parts in the Tarzan picture.

The Flechians Troupe is doing stunts in the Tarzan picture at MGM.

Stanley P. Dawson and Hughie Hart are on a run with Col. Ed and Bertha McNeie.

Drove from New York via Southern route.

The Al G. Barnes winter quarters

sustained serious damage in the flood,

altho much damage was done all around it.

LONDON, Jan. 6.—The Gaumont British Corporation is traveling a 50-mile-a-day circus presentation over its principal picture houses. The presentation, which opened successfully December 26 at the Gaumont Palace, Hammersmith, includes Kafka, Stanley and Mae Frost, American acrobats; Punk the Mule, comedy prop; animal act; Astley's Animal Circus; Tommy Long, stiff walker, and the Meau - Kirakawa Japanese sensation, which includes a thrilling "Slide for Life."

WAL 13 — big Partner with \$3,000.00 to enter
in a Fairground. Penn Van. N. Y.



Under the Marquee

By CIRCUS SALLY

PERFORMERS and others, who booked for next season, let me have the information.

THERE WILL BE great mental relief in circus circles when the NRA code for the industry becomes settled.

R. O. SCATTERDAY, of banners advertising note with circuses, is soon regularly along the route in Chicago.

HERBERT DUVAL, boy of the executive staff of Russell Bros., is winter hibernating at his home in Little Rock, Ark.

RALPH H. BLISS, Bill Peters and Andrew Manuel, of Sells-Sterling Circus, are residing in an apartment in St. Louis during the winter.

MACK MCKAY and Guy Blackburn have been enjoying visits with relatives and friends at Anniston, Ala. Will return to Dallas, Tex., for a few days.

LEE NORRIS, well-known clown, especially as a circus comic-in-worker, is vacationing with his family at Alansworth, Ill., for the first time in about two years.

THE REPORTED that a group of reputable performers has been active with a booking office at Chicago toward launching a circus on a co-operative plan.

INDOOR CIRCUSES staged during or shortly after the Christmas-New Year holidays have in most instances had bad break in attendance.

FRANK YOUNG, manager Aerial Youngs, advises that the act will soon start its indoor dates, opening at Omaha on January 17, then to Cleveland and from there to Detroit.

JACK MILLS trumpet with Downie Bros.' Circus band, under direction of Rodney Hartis the last two seasons, is now with Eddie Liff's Orchestra, playing at a dive and dance place in Cleveland.

LUCILLE'S BULLDOGS recently completed a five weeks' engagement at a department store at Memphis, Tenn., after which Lucille, Ray and Mrs. Hocum prepared to go to Florida to Bill engagements.

AN ARTICLE in last issue with a Key West, Fla., dateline erroneously stated that Kay Bros.' Circus would close its season at Key West December 30. The closing should have been announced for a week later, January 6.

ETHEL LIVINGSTON formerly with Sells-Photo, Bob Morton and other circuses and more recently in vaude with her aerial act, has located in Gainesville, Tex., where she is teaching a class in aerial work.

FRANK PRANCE, who was part owner of the old Hart & Prince Circus that operated in the '90s, recently motored to Bradenton, Fla., where he has a cottage and spends winters. Dick Durkin, a nephew, accompanied him.

CANDY MYERS, many years treasurer with Robbins Bros.' Circus, is operating a "Turist Shoppe" in Des Moines, Ia. Word has it that altho his business has been profitable, Candy probably could not be coaxed back into circus business.

OMER WATKINS and Martin Stodghill, both band musicians with circuses, among them Sells-Photo for several years, are filling orchestra engagements around Cincinnati. Watkins at Kelley's Cafe and Stodghill at Dreamland Dancant.

H. BOB RUSSELL, veteran clown (used to specialize on "Jargo"), closed the season with Wheeler & Almond Circus recently, after which he joined his son, Robert Jr., on the Dufour Pictures-vaude show in South Carolina.

IN LAST ISSUE Sally commented that probably "news of a prominent individual tying up with a motorized circus would soon break into print." It did break—on page 3 of last issue, after this page had gone to press. Tom M'x is a partner with Sam B. Bill.

MR AND MRS ROBERT McPHERSON recently returned to Manchester, N. H.

CIRCUSES

from a six weeks' engagement at a large department store in Boston, with a troupe of trained monkeys owned by Leunice Cherbonneau.

MUNICIE, Ind.—Chester L. Kessner, 39, midget of this city, has announced his candidacy for the Republican nomination for mayor of Municie. Kessner was formerly a traveling salesman, also a member of a midget vaude and circus troupe.

ROBERT G. WING advises that he and his co-workers started their indoor dates for Royal Bros.' Circus on November 16 and kept it on tour for five weeks, but to only fair business. Mr. Wing also states that he will launch a 16-truck show under the same title next May.

AMONG VISITORS to Silver Bros.' Dog and Pony Show at Folkston, Ga., were members of the LaDair Comedy Company and some from the Rector medicine show. Ray Bileen and some others of the Silver Bros. troupe spent New Years in Jacksonville, Fla.

SINCE RETURNING with Fernandez-Christy performers from Hawaiian Islands, Roy Barrett, producing clown, has again decided to remain at Los Angeles for the remainder of the winter. Roy had previously planned a dates trip eastward.

MR. AND MRS. JOHN E. NORMAN, last season with Miller Bros.' Show, in Missouri, Iowa and Illinois, with which John presented his musical acts, have been spending their winter vacation at Houston, Tex., also will visit Dallas and Los Angeles.

AFTER THE season closing of Sam B. Bill's Circus, E. B. Sterchi and Andy Kelley went to Hot Springs, Ark., where they established a store show. According to report, they are satisfied with business and expect to continue there until March, then back to the circus.

THE CIRCUS WORLD and circus leaders are awaiting official announcements of the "several more" shows planned to be launched the coming season. Judging from floating rumors, in some of the cases who will partner with who (or who else) is a difficult matter for decision.

MRS. CHARLES CAMM, whose husband died in Cincinnati recently and who for many years has presented her trained cockatoos with shows, is recovering from an operation she underwent a couple of weeks before Mr. Camm's death. She was in a hospital at Cincinnati when her husband passed on.

W. F. ANDERSON, who is wintering near Walling Creek, Ky., writes that he is so far in the hills he has not seen a circus fan, let alone a circus man. Has worked but one week since closing of Lingenbeck-Wallace season, which was Santa Claus at a department store at Alva, Ky., prior to Christmas. However, he has greatly enjoyed his vacation in hunting game and other pastimes.

ELIERS JOHNSON, after concluding five weeks' engagement at a large department store in Youngstown December 23, worked a theater midnight show sponsored by American Legion at East Palestine, O. Boesles Lucifer and her troupe featured on the same bill of seven acts. Silvana and the troupe playing other dates in Ohio, including at the Knickerbocker Theater, Columbus.

BURT AND JEANETTE WALLACE, after closing season with World Bros., motored to Long Island to spend the holidays at the home of Mrs. Wallace's parents, the Kersseys. On December 26 a banquet and party was given in honor of Mr. Kerssey's birthday, with Burt Wallace as guest. Several members of Circus Kerssey attended. The Wallaces and the Kersseys will troupe again next season.

MILAN, Italy.—Cirque Nazional played here under canvas recently in spite of cold weather and much snow. Tent pitched in "summer garden" surrounded by buildings and heated by huge steam stoves. Admission prices, 2 and 4 lire (about 15 and 30 cents). Several really good equestrian, aerial, wire and acrobatic acts, as well as several clowns and fair band. Quality of show much better than those usually offered in Paris at much higher prices.

WITH Russell Bros.' Circus having its winter quarters established on its own acreage, several hundred acres purchased by Manager Webb about a year ago at the edge of Rolla, Mo., and specially

The Silver Family Theater at Greenville, Mich., has a sign faint slogan: "A Show Run by Show People." Bert Silver, manager and H. Bob Martin, assistant manager. Silver & Martin, proprietors, Bert Silver is one of the oldest showmen in the United States still engaged in some line of show business. He started in the business in 1866 and has passed his 73d milestone of life. Many showfolk remember the Silver Family Swiss Bell Ringers, the Silver Family Concert Company and the Silver Family Circus.

equipped buildings to be erected to replace the present temporary quarters, civic-minded people of Rolla probably have opportunity to collectively co-operate with the circus management toward placing their city conspicuously on the tourist and show-city map. An overland circus started Peru, Ind., toward what is now widely known "circus city" and very profitably so to Peru business institutions.

PROPER SIGNATURES to all mailed communications intended to be published is a requirement in all publications. It is not necessary to publish all names of writers, but all letters should be signed in longhand—typewritten names are not proper signatures to mailed communications. A number of letters intended as news for the Circus or Under the Marques columns have had improper signatures—some names written with typewriter, others merely show title (without "By So and So") and some no signature on the sheet of paper on which statements were written—hence, not published. Carelessness is the outstanding fault.

Australian Circus Notes

SYDNEY, Dec. 7—Dave Mackin (Africander), animal trainer and circus owner, arrived back from South Africa a fortnight ago. His journey home was hastened by serious illness of Mrs. Mackin, who died a few days after her husband's return.

Annie Bruce, mother of Clarence Bruce, circus rider, and Vera (now Mrs. Alfred Codone), is still sending horses to Harrington's Circus in the East.

The Wirth Bros. combination is playing Victorian towns. Flood conditions are being met with and business affected as a result.

Gill's buckjumping and circus combination is touring the nearby country towns. Some of Australia's best rough riders are with the show.

Joe Leonard, veteran circus clown and acrobat, long since retired, paid a visit here from Melbourne to meet his old partner, Alex, for many years one of the best known clowns in Australia, with aggregate age of 158.

Ferry's Australian Circus has closed its Tasmanian season.

Circus Folks at "Wake" For Old Man Depression

CHICAGO, Jan. 6.—One of the enjoyable affairs incident to the coming of the new year was the New Year's Eve party given by Harry Atwell, photographer, in his studio the afternoon of December 30. Quite a number of circus folks attended and many others who were out of town over the holidays sent regrets.

The party took the form of a matinee wake. Clever cards were sent out inviting the recipients to attend the "wake of the 'late but unlamented 'Old Man Depression.'" More than 100 responded and from 2 to 9 p.m., they helped to put the "old man" away in proper style. A clever artist had fashioned a striking "phiz" of Old Man Depression. The "corpse" was drawn in a casket and laid in a coffin bedecked with trappings which made it look like the real thing. As each guest arrived he or she was conducted to the coffin for a last glimpse of the "departed," then invited to partake of refreshments suited to such a celebration. They did full justice to the occasion.

Not all of those who attended registered, but among the guests were the following: Clint E. Beary, Jack Beach, Eddie and Fannie Cavanaugh, Madeline Woods, Henry A. Guthrie, Beverly White, Ted Nelson, Benjamin Antti, Eugene Whitmore, John F. McGrath, Al Sweet, Eddie Fulton, Marge Fulton, Al Madson, M. Atwell and Lynne Atwell, of The Chicago Tribune; Vank Taylor, of The Daily News; Bert Keppeler, R. C. Niemeyer, Bert Rutherford, Nat Green, Cecil Samuels, Edgar J. Schooley, Jack Nelson,

January 13, 1934

Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, Jan. 6.—The whoopee party held in the club's auditorium on New Year's Eve was a big success and a large crowd enjoyed the show and dance until the wee sma' hours of morning.

President Toby Wells arrived back in town from the Hawaiian Islands and just missed the party by one day. With him came the following members of the club who were over there also: Arial players, Snyder's Bears and Patrick and Reta. The Fearless Flyers stopped off at Bloomington, Ill., for a visit at their home.

Walter Powell has been discharged from the American Hospital recovered from his operation and looks and feels as fit as a fiddle.

At last Tuesday evening meeting the following applicants for membership were accepted: Bert Mayo, Herb W. Mayo, Lyle L. Mayo and Fred Mayo, of the Flying Mayos; Cleo and Trina Mason, dancers; Eldon Allen, formerly of the Rikidays, now at Great Lakes as a corporal in the Marines; Paul Jimmie and Eddie Avalon, of Six Avalons, wire act; Duke Art, clay modeler; Henry (Shirley) Takouchi, of Sakura Japanese Troupe; D. Vera Joseph, dancer; Opal Hugh Griffiths, dancer; Lynette Curry, dancer; Edward A. Ward, catcher for Fearless Flyers and son of the late Eddie Ward; Merritt Bellaw, animal trainer for Christy's Animals; Albert Hodgini Jr., son of Albert Hodgini, of Hodgini Family riding act, and Francis Paul Reiner, socialist.

Mr. and Mrs. Lew Christensen paid the club a visit while in Chicago from their home in Sheboygan, Wis.

Bonta Trio are still playing dates in and around Detroit.

Victorine and Frank are still playing in New England States.

Danny White is no longer with the Red Orange show, having joined the Long Tack Barn Shanghai Politics.

The club's gymnasium is a busy place these days, as many acts are arriving in town.

The Macdonald Brothers are on the West Coast playing vaude dates and expect to stay out there the rest of the winter.

Showfolk Stage Party

LOS ANGELES, Jan. 6.—Mr. and Mrs. William Denby staged their usual New Year's Eve party at their home in Culver City December 31. The occasion also marked Bill's birthday. The birthday cake had one candle, regardless of the many that could have adorned it. The night from a weather standpoint was terrible. Nearly every guest who came by auto had to be pushed from places where they had been trapped in the high water that plagued bavos in this section, and getting home was even a worse problem. However, the large number attending showed that showfolk don't let anything stop them. The following guests were noted: Mr. and Mrs. S. L. Cronin, Mr. and Mrs. Steve Henry Cole, Ed and Bertha Nagle Stanley F. Dawson, Mrs. Dora Bronson (mother of Mrs. Donny), George Tipton, Mark and Babe Kirkendall, Charles Cook Jr., Ralph Wagner, Frank Chircello, Shirley and Bertha Matlock, Mr. and Mrs. Kenneth Cook, Mr. and Mrs. H. McGinnuthy, Capt. John Smith, John P. Beckman, Mr. and Mrs. Jack McAfee, Mr. and Mrs. Johnny Bronson, Mr. and Mrs. Scotty Bronson, Babe Bronson, Turner and Babe Thorsen, Mr. and Mrs. John Stanbury, Dorothy Donny, Hughie Hart, Mrs. Mary Quay, Blossom Robinson (who did her Mae West impersonation) and Dorothy Leslie. There was almost everything to eat and drink, and the crowd voted Bill and Mrs. Denby being perfect host and hostess.

Erica Rosher, Gladys C. Calderwood, O. H. Helmer, Dorothy Helmer, Esther Heinz, Thoda Cocroft, J. W. Painter, Anna Bauer, Hazel Green, Albert Powell, Marie Dystrup, A. W. Calderwood, Ferns E. Lacey, Jackson W. Hickay, B. K. Goodman, Sam Recina, N. Harry Cagle, Billy Wolf, Sam Lederman, Grace Lee, Thomas Mahoney, M. L. Franklin, Mabel McCane, Chokie Powell, Elmo Olson, Ruth Trott, T. Hollingsworth, Carl Bowman, Mike Koestra, Fred C. Gebhard, Elmer Harry, A. Brown, Doris Douglas, Ned Randolph, Thomas E. Kennedy, George Luvoz, Zee Carter, Zeims Cox, F. Langdon Morgan,



The Corral

By Remy Waddy

GEORGIE BEAN opines: "A lazy contestant is one who hitchhikes back the chile after experiencing a b. o. in the arena—ask any pickup man."

GUY WRADICK'S articles, "Cowboys I Have Known," in West magazine, have been attracting a great deal of cowboy fan interest.

WORD FROM Grand Rapids, Mich. was that Texas Joe Mix and family were finding "those present" and enjoying the Christmas holidays in that city.

KEN INSLEY, well known contestant, has been hibernating at Junction City, Kan. Ken infoed that he would be at the Denver Rodeo to again try his luck with the pitchin' horses.

DID YOU READ the interesting story on this page in last issue, relative to William F. Cody (Buffalo Bill), titled "From Scout to Showman," by Frank A. Small? If you didn't, you should read it. The article cut down the usual space for The Corral, but it was due such consideration.

JIM AND ALICE FOSTER since closing last season with Hagenbeck-Wallace Circus, with which Jim had charge of concert, have been spending some time with Jim's mother, Mabel Mack (Mrs. Lyman H. Dunn), who has been showing at Sulphur Springs, Fla., near Tampa. A few weeks ago Mab had the misfortune to lose a jumping horse, a valuable asset to her stock additional to her military mules.

POWDER RIVER JACK and Kittle Lee are still entertaining, with their cowboy songs and instrumental music, aboard a Texaco public address truck in the West. On Saturday before Christmas, Jack and Kittle donated their services at Hollywood, Calif., toward raising funds and baskets of food for the unemployed. They ballyhooed in front of the relief headquarters and drew immense crowds.

MAY THERE BE faithful resolves on the part of rodeo producers this year, to make sure that contestant winners and contestants' money is "in the bank" or otherwise assured prior to the announced dates! In instances of successful rodeos the cowboys and cowgirls get only their winnings or salaries, while the "big money" goes to the auspices and promoters; hence, even good sportsmanship would not suggest that they take it on the chin in cases of flops.

EARL AND ANNA SUTTON made a long motor trip (2,970 miles) from Valdosta, Ga., where the Sutton Rodeo Activities have been in quarters on the fairgrounds for a few weeks, to Estevan, Sask., Canada, to spend the holidays at home. Met quite a change in temperatures—Georgia and Saskatchewan—from warm to 40 below zero. They were scheduled to start the return trip on January 4, in order to reopen the show as a feature with Mighty Sheeley Midway in Florida. Esther Sutton, who has been in New York City, will join them for the winter season.

THE FOLLOWING letter was received from Tex Sherman, from Miami: "Rumors are floating that there will be a rodeo here in February. I suggest that all producers intending to come here for the purpose of producing a rodeo to investigate conditions regarding license. It is doubtful if a rodeo would make money here unless put on in a big way, as in the daytime there is horse racing at several tracks and at night there is dog racing. The crowd here is show hungry, but the State and city officials do not want any shows here because they believe that the show will take plenty of money out of town."

TUCSON, ARIZ. — Many large dude ranches and suburban hotels in Arizona are staging "cow shows." The craze for bulldogging, calf roping, etc., has become so rampant that many of the top bands are competing. Among the widely known contestants and performers who are planning to spend January and February in Arizona are Roy Adams, Earl Thede, Chuck Wilson, Fox Wilson, Everett Bowman, Tom Breeden, Johnnie Mullins, Breezy Cox, Carl Arnold, Frank

Marshall, Arthur Belaert, Richard Merchant and Finny Gist. The Bud Parker riding of horses is getting a workout two and three times a month. Among those underwriting the contests, all ranchmen are Thomas Griffin of Nogales; Leo Zimmerman, Patagonia; Bird Yoss, Fort Thomas, and Jack Stewart, Phoenix.

"**PICKUPS**" from Rinehart's Lone Star Ranch Wild West, in quarters at Richmond, Va.: There are 12 in quarter—Charlie Popham, Jewel Rinehart Poplin, Pat, the Indian, Frenchy Holden, Clovis, Dad Brown, cook Crip Collins, boy hostler; Pete James, stable boy; Buddy Purvis and Freddy Price, cowboy and the Rineharts' children, Jackie, Jack and Jackie, going to school and are seen daily working with ropes. Jackie and Oliver are going over big at the Roof Garden and at clubs, the former with whips and ropes; the latter, singing and dancing. Jewell and Charlie Poplin will work with their father the coming season. Christmas is a big time was had by all. There was a Christmas tree and Jack Rinehart appeared as Santa Claus and passed out presents. Mrs. Rinehart prepared a sumptuous dinner.

A PARENT V. powers—that-would-be local business men and some of their friendly supporting officials at Miami) are not so much concerned about having a wide scope of entertainment for winter visitors to their city as they are to "hog" all the spending money possible. Miami would be a logical point for a big rodeo (really big and real contests). If properly advertised it would draw thousands of people to the city during its run. Even warm climate, beach bathing, band concerts, motor boat races, movie theaters and the other "regulars" become a bit monotonous, and tourists

leave for a change of "thrills" and atmosphere. This writer has spent a part (just a part) of several winters there, and circulated among and conversed with visitors to the city, hence is not "guessing" in the foregoing statement. That is the point in which California has it "all over" Florida—there are many rodeos in California for Eastern visitors, who really like them.

Peru Pickups

PERU, IND., Jan. 6.—It was announced Thursday by Jess Atkins, general manager Hagenbeck Wallace Circus and in charge winter quarters here, that units will be used at the Orotto Indoor show at Cleveland, starting January 26, and Shrine show at Detroit, starting February 8. Dates contracted at Minneapolis, Minn., and Canton, O., have not been definitely set. Units moving direct from Peru, will be used in Shrine Indoor shows at Grand Rapids, Mich., week of January 22.

Salvo, one or two male lion cubs that were pets of Mrs. Clyde Beatty—being led on downtown streets by leashes—died last week. Other cub to be trained and worked by Beatty in largest group of mixed cats ever appearing in wild animal acts in United States, and officially said to total 40. Construction of an aluminum arena is progressing rapidly. Will be six feet larger in diameter than that used previous years, more attractive and easier to handle. Beatty and cats to make pre-season opening of Ringling Barnum of Madison Square Garden, New York, in April.

Duke and Pauline Kamakau, past years with Duke Drucker's H-W side show and off road past season—can

(See PERU PICKUPS on page 37)



THE TITLE of the sketching is "I Brahmas' nightmare"—the artist's name in lower right corner. Imagine a Brahman drawing these three boys at one contest while trying to maintain a good buck-'em-off record!



For the Troupers—and a Home

NEW YORK, Jan. 6.—We have received a neat brochure entitled "Doc Waddell," Inc., written by J. N. Wiener, outlining many good things about Doc Waddell (right name, W. S. Andrews). If the reader has known it, it is the able and eloquent chaplain of the CSCCA and has held that exalted office for many years.

The Christmas party of the W. W. Workman Tent, Richmond, Va., December 28 on roof of John Marshall Hotel, was a huge success. There were 128 in the party, and in their white aprons and white hats they made an impressive sight as they gowned on their knob of beefsteak. A huge program, 17½ by 8½ inches, was gotten out, on one side of which was an elaborate burlesque menu, with humorous cuts, and on the reverse side was a roster of the members of the tent—counted 131. Ham Watson acted as toastmaster and was better than ever. The guest speakers were Judge R. T. Wilson and F. Darius Benham. The following appeared in *The Richmond Times-Dispatch*: "The organization was founded with an impulse to build a home in Richmond for aged and indigent circus troupers, but last night at their Christmas feast, the members devoted themselves mostly to the devices of frolic and good fellowship. Fred D. Benham, representative of Dexter Fellow Tent, New York City, said that some money has been raised toward the building of the home in Richmond."

THE FOLLOWING letter was received from Tex Sherman, from Miami: "Rumors are floating that there will be a rodeo here in February. I suggest that all producers intending to come here for the purpose of producing a rodeo to investigate conditions regarding license. It is doubtful if a rodeo would make money here unless put on in a big way, as in the daytime there is horse racing at several tracks and at night there is dog racing. The crowd here is show hungry, but the State and city officials do not want any shows here because they believe that the show will take plenty of money out of town."

He said that within a few weeks he would return to the city to make a further report. The advice of health authorities everywhere to eat well was followed, and after the hearty dining Judge R. T. Wilson, of Petersburg, made an address. Mayor Bright commended the movement for the proposed home for aged troupers and urged the organization toward greater activities for its fulfillment. Other speakers were Dr. Cliff Rudd, past national president; Charles Somma, current national president; Charles W. Moss, another past national president and Joseph Bass, president of W. W. Workman Tent. The Happy-Go-Lucky Revue, directed by Frank Reiter, provided entertainment at the conclusion of the supper meeting. Johnny Brown's White Fleet Orchestra provided music throughout the dinner. From one who was there we learn that Charley Woo recited that quaint epic, "Whoops-a-Gel."

What has become of Freddy Heckel? And Jack Colvin? And Bill Sampson? All of them promised Tent notes, many of these notes seem to have gone to protest. Send 'em in, you v. p.s—your notes always drew interest.

Short Hauls. F. V. B. Jr.'s dad is getting better. Bob Johnson is interested in fog photography and that it will be a success is a foregone conclusion. Pan-coast has his desk loaded with promotion ideas, some of them good and some bad. Prexy Tony Sarg has his marionette

showhouse moved from the Village to Brooklyn. Date of Nationality party has been set for January 23 instead of 20. F. Darius Benham with a heap of legal papers sticking out of a pocket, all of them having to do with the proposed home. Jolly Bill Steinke did his share of benefit work during the recent holiday season. Carlton Hub can again talk in his natural tones of voice.

Circus Room, Jettington: The Circus Room at Hotel Cumberland was visited during the holiday week by many people, old troupers and those not connected with circus. Everyone was loud in praise of the little room and its appointments. Charley Bernard has sent 28 pictures from his wonderful collection and they are now on the walls. Warren Wood of Englewood, N. J., was a caller and brought with him some one-sheet lithos and a copy of Charley Bernard's Half Century Circus Reviews, called *Red Wagon Stories*, which is one of the best and most authentic books on circus history the writer (Harry Haugh) has ever read. Florence Kinney, of Des Moines, Ia., sent a bunch of snapshots which she took on circuses she visited last summer. Numerous circus folks who are now in New York dropped in during the week, and the following lowers who belong neither to the CFA nor CSCCA from out of the city called G. commander V. Haugh and wife of Newport, R. I. Capt. Shawin and wife; Capt. Mann and wife, of Park Union, Va. Also Vivian Redford, CSCCA from Virginia. The room was stacked with fine Christmas cards received from members of the CFA, CSCCA and other friends. A beautiful Christmas tree 10 feet high, with electric lights and many trimmings, was the central attraction in the room, and everybody had a wonderful time, especially on New Year's Eve.

F. P. FITZGERALD,
National Secretary.

Old-Time Showmen

By CHARLES BERNARD

Continuing the review of early day circuses via Fred Jackson, N. B., the records show that after the July 24, 1878, exhibition of the John H. Murray Circus, the show played Florence, Ia., N. B., July 30; Grand Falls, 31; Fort Fairfield, Me., August 1; Woodstock, N. B., 2 and Houlton, Me., 3—evidence that crossing the International border was not difficult. The P. Barnum Show, with its wonderful offering of equestrian stars, and Carl Antony, with his group of 20 trained stallions, exhibited in Fredericksburg on June 11, 1878. In that year's program were the five famous lady riders Madam Dockrill, Linda Jen, Emma Lefor, Katie Stokes and Lizzie Marcelius, each of them a specialist in a particular equestrian act. A pair of black dromedaries were an advertised feature of the ménagerie, and in the Side Show Captain George Constantine, tattooed Greek nobleman, was the outstanding attraction.

Frank A. Robbins' New Railroad Shows made its introductory visit to Fredericksburg on July 14, 1884. In the list of performers appear Decomes Brothers, in an aerial bicycle act; Audrey Gaffey, famous strong man, a native of Dundas, Ont., and in his 59th year was doing his great specialty of juggling cannon balls. In the manager's booth Robbins featured a white llama, a wild yak of Tartaria, an Abyssinian bear and Kangaroo. July 1885, Barnum, Bailey & Hutchinson gave Fredericksburg the opportunity to see Jumbo, and the "Sacred White Elephant." St. John, N. B., had its view of Jumbo on July 6-7, and Woodstock got the show July 10. Two years later Adam Forepaugh's Circus visited Fredericksburg July 21 and St. John, 22. The herd of 25 trained elephants, led by the Giant Bolivar and worked by Adam Forepaugh Jr., was the big animal act feature of the 1886 season. Blondin, the rope-walking horse, was also bravely advertised. The concert of the Forepaugh Show had as its magnet to hold the crowds there flocking to it daily Capt. A. H. Bogardus and his four sons in their exhibition of marksmanship. A street parade of dazzling splendor and the historical pageant *Lilac-Rock* was a combination that impressed the New Brunswick city as being a genuine amusement institution.

Frank A. Robbins made his second visit to Fredericksburg July 8, 1887. Special publicity was given to an "Elephant Band" valued at \$125,000. On the bill as ring stars were Charles W. Fish, Linda and Elsie Jean, as riders; William and Lucy Davison, acrobats; Chevalier the

(See OLD-TIME SHOWMEN page 42)

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

RACE TRACK FOR A. C. AUD

Indoor Horse Oval Is Projected By Groups for Summer Revenue

Innovation, which may include dog racing, now under way and considered break for amusement men of resort —ample room seen for stables and other activities

ATLANTIC CITY, Jan. 6.—Atlantic City Auditorium, largest in the world, will have the first indoor horse race track in the State and perhaps in the country, making a distinct innovation for amusement enterprises. This was learned yesterday, following conferences of city officials, Auditorium management and a syndicate of Maryland race track men who plan to convert the mammoth structure into a track during July and August, with a couple of weeks in September, covering height of the resort's summer season. Although no definite contracts have as yet been drawn, it is learned that locally the plan is entirely favorable. The syndicate, which includes the famous Widener stables, has offered \$1,000 a day for use of main hall and stage. A quarter mile track would be built with the dirt stored away following close of the football season. There is ample room for stables in the basement and the stage would be used for various other activities of a track. Ballroom would continue with its dance policy.

It is possible that a smaller track would be built within the large one for dog races, which, like horse races, would be run every night, including Sunday. Meets would be under auspices of the Atlantic City Jockey Club, of which Hugh Riddle, Chamber of Commerce head, is president. It is felt that this plan would not only give the hall a much needed summer revenue, but would attract many extra thousands to the beach front and be a big break for other amusement men of the resort.

This would be a yearly event, according to present plans. It would do away with the American Fair, which had three successful summer seasons in main hall of the Auditorium until it was this year discontinued because of the World's Fair in Chicago, at which were many of its exhibitors. However, the idea has not been entirely dropped.

The big main hall of the Auditorium has been a disturbing puzzle to the city ever since it opened. Large conventions do not come in until fall, making possibility of the present plan practical from this standpoint.

Damage by Fire Is \$10,000 For Resort in Connecticut

DANBURY, Conn., Jan. 6.—Marionette Inn, summer resort on shores of Lake Candlewood, bear hole was destroyed in a week-end fire. The Inn operated by Mrs. Fred Climestad, had recently been renovated, but was occupied only by the Climestads during the winter season.

Firemen were unable to pump water from the lake because of ice and concentrated their efforts on saving a number of furnishings. Damage amounted to more than \$10,000.

CINCINNATI—Ned S. Hastings, business manager of Cincinnati Zoological Garden, talked on "Cincinnati Zoo Plans for 1934," at a luncheon on January 4 of the American Legion Luncheon Club, Netherland Plaza Hotel. His talk was featured with slides of scenes from Cincinnati Zoo and Hagenbeck Zoo, Hamburg, Germany.

Lift Skiffs; Drop 'Gators

NEW ORLEANS, Jan. 6.—O. H. Dale Smith, manager of Audubon Park Amusement Company, reports loss of two skiffs which someone removed from the lagoon. What bothers him most is how anyone could carry away two cumbersome boats without being noticed by passers-by or watchmen. This is the second mystery in Audubon within a year. Not long ago the pool was made the receptacle for dozens of strange alligators, not babies, but full grown ones.



Stock Gilligan Successor For Departments at Idora

YOUNGSTOWN, O., Jan. 6.—Bert Stock, for the past year announcer and musical director of WKBM here, will leave his radio affiliation on January 20 to take over the assistant manager's job at Idora Park, filling the vacancy left by the recent departure of Eddie Gilligan, who had served in that capacity several years.

Mr. Stock, who for many years headed our own dance band in the Middle West, will have charge of booking bands for Idora Park Pavilion as well as management of the ballroom, in addition to having complete charge of the park's promotion and exploitation.

Connaut Oakland Readyng

CONNAUT LAKE, Pa., Jan. 6.—Oakland Hotel, golf course and dance pier, will open in the early spring. Looking to a revival in summer resort business, the new management has within the past year completely renovated and remodeled at an expense of nearly \$50,000. H. Frederick Lewis, who has been active over a period of years in promotional and advertising work, has taken charge of the promotional work and plans an aggressive campaign using radio, newspaper, direct mail and billboards.

DE ARV G. BARTON, who has begun his third consecutive year as field secretary of the National Association of Amusement Parks. The post was created at the annual convention in Chicago in 1931 at the demand of leaders in the industry. He was married to Dorothy Shober on November 23 in Cincinnati and the couple are making their home in Chicago this winter.

Barger Has Illinois Spot

DANVILLE, Ill., Jan. 6.—J. W. Barger, of this city, has acquired Homer Park, on Route 46, a mile north of Homer, Ill., and 18 miles west of Danville, and the spot will be opened next spring. There are a new set of buildings, dance pavilion, cafe, casino and 30 acres of woodland along the Salt Fork River.

Blaze Takes Ohio Pavilion

PAINESVILLE, O., Jan. 6.—Fire of undetermined or in destroyed the Madison-on-the-Lake dance pavilion, near here, with a loss of several thousand dollars.

Uncle Sam Wants Info

Operators of amusement parks, pools and beaches who had not received copies of the proposed NRA code up to January 10 will please apply at once to Deputy Administrator Sol A. Rosenblatt, Washington, D. C., for free copies. Acquaint yourself at once with your tentative code and fill in, and return immediately the questionnaire supplied by the NRA. This is important to you!

Membership Classes Are Defined And Objective Declared by AAPB

CINCINNATI, Jan. 6.—In a newly issued announcement the American Association of Pools and Beaches, of which Leonard B. Schloss, Washington, D. C., is president and W. H. Shearer, Philadelphia, is secretary, objective of the body is stated and classes of membership are defined.

"To promote the best interests of the swimming pool and bathing beach industry by securing thru joint study, discussion and agreement better methods of construction, operation and management with increased safety and pleasure to the public," is given as the objective.

Operating members are defined as individuals, partnerships, associations, corporations or municipalities operating swimming pools or bathing beaches, indoor and outdoor, which shall have met the standards of practice and construction now or hereafter established by the pool and beach association to regulate memberships. Each operating member shall be entitled to one vote which shall be cast by its properly accredited delegate and its representative shall be entitled to hold office in the association.

Associate members are individuals who are officers or employees of members, and not their accredited representatives, and other persons who have had experience of such a nature as to render desirable their connection with the association. Associate members are not entitled to vote or hold office.

Additional memberships include any individual, partnership, association or corporation eligible to membership who wish to acquire one or more additional memberships by paying the initiation fees of its class and annual dues as established for each additional membership.

Mayor Would Fence Ventnor

Closed beach plan as advocated in South Jersey is considered radical

ATLANTIC CITY, Jan. 6.—Fencing in of the entire Ventnor beach front, from the city line connecting it with Atlantic City to the line of Margate, for exclusive use of Ventnor citizens, charging admission to all others, spending of considerable money in building cabanas and other beach improvements, with possibility of city-conducted bathhouses for visitors at certain spots, were recommendations of Mayor Isaac B. Sweeny of the down-beach community in his New Year's address to city council.

If his plan is carried thru it will be the most radical step in the history of South Jersey resorts and may lead to similar action in certain parts of the Atlantic City strand.

Hackney Opens Beaches

Ventnor City owns its beach front, while Atlantic City has its use only thru leases or an easement deed with the owners executed in the early days of the resort wherein for certain tax considerations the city was allowed to use the strand as a free attraction to visitors. Any attempt to commercialize it in a way not approved by the owners immediately voids the agreement.

Two years ago a real estate group controlling an uptown beach shut it off, charged admission and built bathhouses and showers. This was the principal uptown beach and would have most likely come thru if the money had not Harry Hackney, prominent restaurant man and owner of considerable beach front property, improved his beaches and thrown them open to the public within a block of the closed beaches. The fences around the latter are now destroyed. The Ventnor situation once more brings this matter to the foreground.

Auto Dressers Increase

Mayor Sweeny said reports showed a large increase in bathers last year and increased trouble with bathers who came from the large cities in cars and trucks and attempted to change clothes in autos or on the beach.

He suggested admission to the beaches free to Ventnor citizens showing a special ticket, but said details could be worked out later. In his opinion he said, this would protect residents, aid the city and help property owners to rent to better advantage.

Best of Holdup Argument Goes to Texas Park Man

FORT WORTH, Tex., Jan. 6.—Cl. G. Fleet, proprietor of Deer Creek Amusement Park on Burleson road, won an argument with a would-be robber on December 31—thanks to intercession of an employee, Ray Miller. As a consequence a Cleburne youth, 19, is in jail pending further developments and recovering from a knockout by Miller, 18.

The suspect, picked up on the road by a party of two boys and three girls, stopped at Deer Creek resort. He engaged Fleet in conversation as follows:

"Were you ever held up?"

"What's more," Fleet countered, "I'm never going to be."

With a gesture toward his jacket pocket, the youth said: "Well, it looks like the time is ripe to stick you up."

But he was not aware of the fact that Miller was in the place. In the next moment Miller broke his hand and the would-be robber melted to the floor unconscious.

The stunned suspect was lodged in jail and his companions released after they established they had picked him up on the road.

NAAP

Manufacturers and Dealers' Section

By R. S. UZZELL

At the close of the old year two of the old-time Coney Island characters left us. Harry E. Tudor, with his wife, has departed for England. He gave the best of his life to the amusement business. As a young man he came to America with the famous Beale's Wild Animal Show.

Back in those days Frederick Thompson and the Beale's Show could always make the front page or get good display. Tudor put Beale's over with the press. He was on the alert and could always get a story which was "news."

He had seen hardships, but never despair. His unquenchable energy never failed him in times of stress. His hand had turned to blacksmithing, horseshoeing, sign painting, bicycle racing, aviation, park management, device operator, device salesman, press agent and author. He has a book to his credit on training wild animals. He carries some marks from scratches of beasts of the jungle. He made long trips for Beale's in quest of wild animals.

From the "Tudor Line"

He comes from the "Tudor Line," which once ruled England. He says the business is about out of date. Hardships and difficulties which would have finished many men never caused him to falter. He was loyal to his employer and to the amusement profession.

In 1917 at the Astor Hotel in New York City he had a part in organizing the Outdoor Showmen of the World, which subsequently became the National Association of Amusement Parks.

He could write well on many phases of the amusement park. He was an original character such as does not often appear in any industry. Here is wishing you well, Harry. The ocean gets narrower every year. Hop it often for our conventions. May you live long and prosper again.

Oscar Journey's Rite

The second character to leave us is the late Oscar C. Journey. Death claimed him in the last week of the old year. This man never fully grasped an opportunity and carried thru.

He was a stenographer for the United Railway and Electric Company of Baltimore, as was his first wife, whom he married while with that company. He became secretary to the president of the Baltimore Railway Company, where B. C. Collier found him.

Collier had a minority interest in Luna Park, Coney Island after its reorganization from the Frederick Thompson regime. Oscar looked after Collier's interest for about three years until Collier acquired controlling interest of the park, when Journey was made president and general manager. This advanced him in salary and authority too fast. It was good neither for Oscar nor the park. Collier was so deeply engrossed in his varied interests that he gave little time to the park.

Things ultimately were not satisfactory, so the arrangement was not continued and Journey drifted for a time. He went to Cuba for the L. A. Thompson Scenic Railway Company, but with no North American results.

At Rendezvous Park

After some little time he connected

in Atlantic City to help build and to operate Rendezvous Park. Here he deserted his friends and at the end of the season his contract was not renewed. At the annual meeting in Chicago that year he was not re-elected a director of NAAP. He drifted for a time. In this interval he tried Detroit without success. When he turned up at the Times Square Hotel in New York he was ill and destitute.

Dr. Courtney, of baby incubator fame, got him from the hotel and placed him in a hospital. On recovery he obtained a minor position with Collier but this time in Florida. He handled some vaudeville acts for a short time, was with the coin-operated photo machines a brief interval then back to Collier again.

For a part of 1933 he was in Luna Park under Merritt. We find him at Collier's New York office again until the bankruptcy proceedings, when the forces were cut down. The last drifting was more severe because of the times. He was living in a summer cottage near Matawan, N. J., alone and cooking for himself.

The cold weather was too much for his weakened condition, so we are told. He died alone. He left one child, about 7 years old, by the second wife and a son and daughter, now grown, by the first wife. We all regret that he let some golden opportunities slip by and just dropped out of sight.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: From the sound of things right now, it looks like Freeport is angling to build itself up as an amusement center by spring, with much in the way of enterprises snappet. Wants to steal some of the Jones Beach thunder. . . Jim Pasta definitely slated to retain his post as Queens County Park Commish. . . Bob Bleierdorfer and his Broad Channel crowd planning to expand there in the spring. . . Phil Durland's plan for a Roller Coaster near Richmond Hill was tossed into the basket after he learned that zoning laws in the area made it impossible.

La Casino, expensive Jamaica play spot, which seemed to be making a go of it, folded, leaving the Golden Glades, Flushing, with an open field. . . The lights are off and the Atlantic Beach Boardwalk is scheduled to remain dark until Decoration Day. Island Park will buzz with activity this spring, with many things contemplated. Doc Sullivan will do much around the section.

Ed Warner, Tony Koller and Abe Lester, Island concessionaires, off for a sojourn to the South.

ROOKAWAY BEACH: A. Joseph Geist, Rockaway Playland's proxy, played an active part in winning favor of colonists for rapid-transit line to the Rockaways. Along with John Morris, Rockaway Chamber of Commerce president, and Charley Wilt, owner of the Moulin Rouge and other amusement property, Geist is given credit for having won the transit's approval. Sanction was given last week.

Anchor Inn, on the Boardwalk, now the scene of important political shindigs. . . Jack Seigel "Walk" electrician, in Atlantic City for a spell, Jim Hayden, leader of the Seaside Colony, in New York for the winter months, but will be back early in the spring. . . The Zaret tribe is planning things here for the summer. . . Whatever the plans are for Rye Park in the spring, they've been carefully veiled for the last few weeks. . . Johnny Lally and Arnold Minstrel registered the

most unusual of all New Year's Eve experiences in there. . . Both went to Manhattan to celebrate. Lally lost his car (he's had it about 10 years) and Minstrel found his brother Carl whom he hasn't seen in years. Windup: All three had their overcoats swiped.

LONG BEACH: Morty Gold named by Mayor Louis Gold as city clerk for the new administration. Morty will have charge of the issuance of permits to concessioners. . . Murray Choute may hold forth next summer at Atlantic Beach.

Former Police Commish Moe Grossman, who was the stormy petrel during that Walk trouble two summers ago, is suing to get his job back. . . Franklin Hotel damaged by fire.

Bert Weelin, flasher king, will mark his 25th year in biz the coming summer. His wife in the trade the same length of time. . . Decrease in the number of trains and busses coming in here. They'll all be restored by May 1, tho.

Merchandise Made the Game Business

(Editorial reprinted from The Billboard of July 15, 1933)

THERE was a time, some years since when amusement games flourished on midways. The reason was public confidence in the games. People were encouraged or induced to play when they saw others who had already played walk away from the games with armfuls of merchandise. That merchandise was a walking advertisement.

Sights of that kind on midways today are few and far between. And that's why the concession business, to no small extent, is at such a low ebb. The general depression is to be blamed, too, but it must be remembered that the popularity of games began to wane before the depression.

What the concession business has been sadly in need of in late years is new methods of operation or a revival of the old methods which won public confidence. Too many evils have crept in and if the business is to come back they must be eradicated.

Owners and operators blame grafting politicians and local fixers for this unpleasant game situation. It is their contention that they are compelled to pay dearly for fixing and must get this money back some way. In consequence all kinds of methods are resorted to, the public squeals and unfavorable publicity follows, not publicity against the grafting politicians and local fixers, sorry to say, but against the show carrying the merchandise.

All cities and towns of course do not come in this case but the number is by no means small, the operators say. The sad part is if the show won't do as the grafting politicians and local fixers say, obstructions are placed against the operation of the whole midway. Therefore, a show's consequences cannot be any clearer (or more off color) than the city or town where grafting of this kind goes on.

Anyway, whenever this situation does not exist, owners and operators of games should play fair with their public and they will benefit in the long run if not immediately. Even the World's Fair has proven that it is absolutely necessary to pay out merchandise to get the business. Those concessions not doing this are "starving to death." Location, it is true, has some bearing, but failure to put out merchandise is a strong factor.

It was merchandise so that made the game business, and it will take merchandise to bring it back.

Frank La Forga pupil, in concert at Colton Manor. . . Al Lewis furnished music for Billy Arnold's revue at reopened Babette. . . Mayor Harry Buchanan in New Year address predicted banner summer season.

With the Zoos

WASHINGTON: A new anaesthetic for animals, declared by animal veterinarians to be the most successful yet devised, will be used in an operation on one of the Sumatran tigers in National Zoological Park. The tiger is suffering from a small cyst or tumor which Dr. Mann, director, says must be removed. Dr. David E. Buckingham, Washington veterinarian, will administer the anaesthetic and perform the operation. According to Dr. Buckingham, the anaesthetic can be used on any species of animals. It is said to take effect in about 15 minutes after being administered and animals remain under its influence five to six hours.

MEMPHIS:—The Zoo announced inauguration of a birth control program for coyotes, tigers, panthers, wolves and lions—the meat eaters—but not for hippos, buffaloes, elk or deer—hay eaters. "It had to be," explained N. J. Moloy, superintendent. "The price of meat got too high. There was no market for the young—so there won't be any more." The superintendent said it was "different with the hay-burners."

FITCHBURG, Mass.:—John T. Benson, of the Benson Wild Animal Farm, Nashua, N. H., phoned The Billboard representative here that the lowest temperature ever at the farm was recorded on December 30, when 32 below zero was reached. Animal trainers and attendants turned firemen, working in relay, keeping roaring fire going in all animal barns. No animals suffered because of the extreme weather, the coldest in New England since 1840.

LONDON:—Three characteristic Indian animals have been acquired by London Zoo, a four-horned antelope from Jubbulpore, Central Provinces, and a bongo-nosed deer and two nilgais or blue bulls which were born in the antelope house. Nilgais are largest of Indian antelopes. Lord Moyne has presented (See WITH THE ZOOS on page 49)

"The Billboard" -- and You

For 38 years The Billboard has conscientiously rendered a definite service to people affiliated with the amusement industry. This service to our many thousands of readers has been in numerous forms—publishing of authentic news, editorial comment, constructive criticism, suggestions, letter list, routes in advance, lists of various enterprises and events, etc., not to overlook a special service at our various offices to inquirers or callers for information and advice concerning amusement organizations and individuals.

Our aim is to be of even greater service in the future, and your assistance will aid us in accomplishing this. We earnestly solicit your candid opinions and welcome and value criticisms or suggestions.

Furthermore your friends in the amusement industry are naturally interested in your activities or the activities of the organization with which you are connected. Won't you submit to us any news or other data pertaining to the amusement field which in your judgment will prove interesting or of a definite value to them? Many have been doing this for years and we invite you to join them.

1934

Auto-SKOOTER Water

THE RIDE THAT ENJOYED GREATEST POPULARITY AND LONGEST NIGHTS AT "A CENTURY OF PROGRESS" CHICAGO, ILL., LAST YEAR.

LUSSE SKOOT, INC., 2829 North Calumet Street, Philadelphia, Pa. U. S. A.
LUSSE SKOOT, LTD., Central House, 12 Wigmore, London W. C. 1, England.

Conducted by CLAUDE R. ELLIS Communications to 25 Opera Place, Cincinnati, O.

PROTESTS HOOISIER POLITICS

State Association Takes Steps To Dodge Board Electioneering

Indiana delegates may get away from annual meetings of board of agriculture—Claypool made head of that body—fair men's new officers are Struckman, Ade, Felton

INDIANAPOLIS, Jan. 6.—If a special committee carries out the intent of the motion creating it, Indiana Association of County and District Fairs, which met in annual convention in the Claypool Hotel here on January 2, will "divorce itself from State fair politics." Secretary James A. Terry, La Porte County Fair, La Porte, was prime mover in the effort toward what he called "a rebirth of this association and a reorganization by which it will be possible for us to get together by ourselves." Impending election of members and annual organization of Indiana Board of Agriculture on the following day overshadowed all activities of the fair men's association, declared Mr. Terry. He favors holding annual meetings of the fair executives at a time and place separate from the gatherings of the State board, which has the State Fair in charge.

Buttonholing and electioneering among fair men attending their meetings by candidates for places on the State board would then be avoided. It is assumed members of the State board are elected by representatives of county fairs and breeders' associations.

Felton Successor Barker

A new set of officers was named by the IACDF. E. J. Barker, Thorntown, retiring secretary-treasurer of the association and of the State board, being succeeded by Oscar E. Felton, Fairmount. Grant County W. E. Struckman, Huntington, was advanced from the vice-presidency to the presidency to succeed Charles A. Halleck, Hamelton, who served two one-year terms, and Enland Ade, Kentland, was elected vice-president.

On the reorganization committee, created unanimously on motion of Mr. Terry, President Struckman appointed Mr. Halleck, chairman; Mr. Terry and Clarence E. Edwards, Connersville.

A general legislative committee to scan pari-mutuel legislation and any other bills affecting fairs was named and its members are Frank J. Claypool, Muncie, new president of the State Board of Agriculture, chairman; Joseph Günther, Crown Point, and Mr. Barker.

Beer as a Concession

Mr. Terry is desirous that the reorganization committee arrange to hold the 1934 meeting so that those attending will not be affected by the election of State board members. He declared that only a handful of active fair men were in attendance at sessions of the association, while some years ago when meetings were held in Muncie and other out-of-the-State cities several hundred attended and big, constructive meetings were held.

There was considerable discussion regarding sale of beer on fairgrounds, members agreeing to be about \$0.60 on whether to sell or not to sell. But it was the consensus that sale of beer let out as a concession is much more desirable than having fair associations handle it.

At the afternoon session, Mr. Terry, telling of success of La Porte Fair with gate cut from \$0 to 25 cents, declared all fairs should have an objective, and he believed fairs conducted for benefit of boys and girls would bring best results. He adjured members to keep off "bad concessions" and advised that ministerial expectations be lined up behind fairs wherever possible.

Praises The Billboard

Neil R. Godwin, Johnson County Fair, Franklin, told how that show had had a profit since 1929 with a free gate, heavy grand stand and concession receipts and support of civic bodies and press.

"Our concession receipts doubled with a free gate," he declared. "They will come if you know how to get them." (See PROTESTS HOOISIER on page 36)

LANCASTER, O.—Lancaster Fair made a profit of about \$8,000, reported Oscar E. Thomas, treasurer, in his annual report to directors.

Conducted by CLAUDE R. ELLIS Communications to 25 Opera Place, Cincinnati, O.

Beer and Profits (?)

INDIANAPOLIS, Jan. 6.—An impromptu symposium on sale of beer on fairgrounds during the convention of Indiana Association of County and District Fairs here on Tuesday developed that most fair boards who handle the trade themselves are apt to wind up without either beer or profits. "Never knew we had so many friends," was the report of several secretaries. "Beer selling is a sort of sore spot with us just now," remarked Joe Ginter, Crown Point, where profits appeared much more ethereal than foam on the lager. Sell the beer concession to someone who knows what it's all about, was the advice that met greatest favor.

Shreveport Program Is Big

SHREVEPORT, La., Jan. 6.—Secretary-Manager W. R. H. H. and officers of the State Fair of Louisiana have drawn plans and specifications to be presented to the PWA for a concrete stadium, paddock, grading, drainage and landscaping all over the grounds. It is planned to lay sidewalks and to widen streets, estimated cost of the work to be nearly \$100,000.

Ga.-Ala. May Meet Jointly

COLUMBUS, Ga., Jan. 6.—It is likely that the convention of the Association of Georgia Fairs here late this month will be a joint meeting with Alabama secretaries, as plans are under way for such a gathering. The Georgia association is directed by President C. C. Johnson, Americus, and Secretary E. Ross Jordan, Macon.



P. T. STRIEDER, genial general manager of the Florida Fair, Tampa, looks over activities on the grounds where buildings have been wrecked to permit a rebuilding and expansion program in which \$228,000 will be spent on improvements.

Great Falls Getting Its Grounds "Out of the Mud" by CWA Funds

GREAT FALLS, Mont., Jan. 6.—With unprecedented rainfall partially inundating North Montana Fair grounds in 1932 and 1933, necessitating cancellation of important entertainment features, officials are determined that the exposition be brought "out of the mud" for once and for all and to that end have obtained between \$30,000 and \$40,000 of CWA funds.

The extensive work program is now under way, with 125 men employed. On January 2 they had already spent two weeks on the improvement projects and it was then anticipated that the work would be completed for 60 to 90 days.

Fifteen inches of sandy loam is being placed on the entire surface of the race track which, in the opinion of highway construction engineers, will provide to eliminate possibility of mud in case of heavy rainfall. Two miles of storm and sanitary sewers are being laid on the grounds, and the carnival lot and parking areas surfaced with gravel.

Harold P. DePue, secretary-manager, recently was appointed and the board of county commissioners in December

reappointed members of the board of fair commissioners whose terms were expiring. A reorganization meeting of the board is scheduled for this month to elect officers for 1934.

The commission is now composed of W. F. O'Toole, president; G. T. Boyd, first vice-president; W. H. Bortesha, second vice-president, and Frank McPheter and E. I. Steinmetz.

Syracuse Adds to Surplus

SYRACUSE, Jan. 6.—New York State Fair made a profit of \$31,301.77 from the 1932 fair, according to J. Dan Ackerman, director. Of this sum \$17,000 was used for bills incurred in 1932. Net surplus of \$14,301.77 from the 1933 fair was referred to the permanent construction fund. This brought the total in the fund up to \$35,000. This will be used for construction of a woman's building if Governor Lehman includes the remainder needed, \$35,000 to \$45,000, in the State budget.

Raleigh's Net Is 15 Grand

Gross just below \$50,000—George Hamid, co-lessee, ready to talk '34 terms

NEW YORK, Jan. 6.—North Carolina State Fair, Raleigh, grossed nearly \$50,000, had an operating profit of more than \$18,000 and net profit of better than \$15,000, according to figures released this week by William A. Ornith, State Agricultural Commissioner, and forwarded to George Hamid head of George A. Hamid, Inc., who was co-lessee of the event last fall. The exact figures were:

Total Gross	\$49,788.07
Operating Expenses	31,423.39
Profit from Operation	18,374.68
Expenses for Administration	3,102.24
Net Profit After Deduction of Expenses and Charges	15,265.44
Dues and Outstanding	\$50.00

Twenty-five per cent went to the State and balance to Mr. Hamid with the late W. H. Joyner, his associate in the operation of what is held to be the most successful North Carolina State Fair on record, receiving more than \$1,200 out of the Hamid end.

Program Well Balanced

Fair's board of directors met just before the holidays, says Hamid, to decide various matters in connection with this year's event and to consider wonders put in by Raleighites and by two New York concerns, whose names were not made known. Board adjourned without a definite decision, but is scheduled to meet again late this month when Hamid is expected to be present.

Hamid gratified with the results, credits the co-operation of all sources involved with the splendid financial and artistic showing. A lot of people, he stated, were under the impression that because he is a supplier of talent and attractions the fair would be dominated by the amusement element. In contradiction of this attitude he points to the fine racing program, some of the best exhibits on record and most commendable agricultural and industrial features, including a poultry show of unusual magnitude.

Chambless Is Credited

"We did have one of the finest grandstand shows ever to play Raleigh, but did not neglect the other departments," he said. Hamid also credits Norman Y. Chambless, the manager, for his great advance work.

For this year's fair Hamid states that a number of changes in his agreement with the State would have to be made before he would commit himself. He admits, however, that "there is a pronounced feeling among the higher ups that the fair should be operated by me and my associates, and Mr. Chambless, of course. I am ready to entertain the right kind of a deal for 1934, but should the State decide to conduct on its own, we are ready to extend every co-operation."

Farmers To Have Majority On Michigan's New Board

DETROIT, Jan. 6.—Michigan State Fair will be permanently a farmers' organization, according to decision of Governor Comstock. The new board of managers will have 20 members, and 12 will be lone-farmers, according to the governor.

The State is taking back the fair, which was run under management of Detroit business men last year, piling up an attendance record after the State withdrew all aid. Net profit is reported at \$2,000.

Lease of grounds to Detroit Racing Association will mean a higher class of exhibits than has ever been possible before, it is believed.

Big Work on For Nashville

Improvement program to cost \$125,000 under way —passes cut out by law

NASHVILLE, Jan. 6.—Having selected September 17-22 as 1934 dates and contracted with the Royal American Shows for the midway, Tennessee State Fair is moving along for the 29th annual exposition. Increased premiums will be featured in every department, and with improvements now being made under CWA sanction, the entire grounds will be more attractive when the gates swing inward.

About \$125,000 worth of improvements are being made. The covered track has been rebuilt; stock barns replaced and all buildings repainted; color scheme being uniform. New booths will be built in buildings to conform to present-day needs. The concession department, under direction of Phil O. Travis, is signing contracts and initial publicity has started.

J. W. Bussewurm, secretary, is busy with building operations and on the job early and late. He plans to issue the 1934 catalog about March 15 so as to give farmers, horsemen, poultry and livestock raisers time to qualify for the many cash premiums. Horse show premiums will exceed \$5,000.

"We expect to have legitimate merchandise stores again, but will stop there, with such stores, in a limited number, on our main walk and also with the carnival. Speaking of passes, Tennessee State Fair has not issued anything of the kind for many years. In 1908 the legislature enacted the following: 'It shall not be lawful for the board of fair trustees or any other State Fair official to issue free passes to any person or persons other than employees connected with said fair.' We publish this in our catalog and do not print passes of any kind," said Travis.

Renewed Interest Promises Larger Meeting for Kansas

TOPEKA, Jan. 6.—More interest is being manifested in Kansas fairs than for many years past, says President William P. Royer, Coffeyville, in announcing the program for the 11th annual meeting of the State Association of Kansas Fairs in the Jayhawk Hotel here on January 9 and 10. Maurice W. Jencks, secretary of Kansas Free Fair, Topeka, will be toastmaster at the traditional annual dinner night of January 9.

A long list of speakers and subjects has been made up for the sessions. Banquet entertainment will include a show staged by Amy Cox, of REO, Kansas City. Indications are for a big attendance.

Silver, 74, Goes on Board

GREENVILLE, Mich., Jan. 6.—Bert C. E. Silver, who at 74 is among Michigan's oldest active showmen, has been appointed a member of Michigan State Fair board by Governor Comstock. He has been active for years in promotion of fairs. Samuel T. Metzgar, State commissioner of agriculture, reaffirmed an announcement that there will be a State Fair in 1934.

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. 64—A. C. BATTERSHELL

Mr. Battershell was born in Cleburne, Ok., on October 20, 1878, making him 54 years of age. His home is in Mikasuki, Ok., where he is secretary of Defiance County Fair. He assumed the position in 1909. He was in newspaper business, 1888-1921, and is now in commercial printing business. He is a member of the county election board and of the Jeffersonian Club of Defiance County. His wife, Delphia M. Battershell, is not active in fair work. They have two sons, Richard, 26, and Frederick, 18 years old.

Fair Meetings

Minnesota Federation of County Fairs, January 10-12, Lowry Hotel, St. Paul. R. F. Hall, secretary, P. O. Box 654, Minneapolis.

North Carolina Fair Secretaries' Organization meeting, January 12, Raleigh, N. C. C. S. Barnell, chairman.

South Texas Fair Association, January 13 and 16, Hotel Niemitz, Fredericksburg. George J. Kempen, secretary, Seguin.

Western Canada Association of Exhibitors, January 15 and 16, Royal Alexandra Hotel, Winnipeg. M. W. John, secretary, Saskatoon, Saskatchewan.

Nebraska Association of County Fair Managers and Nebraska State Board of Agriculture, Hotel Cornhusker, Lincoln, January 15-17. Perry Head, secretary, Henderson.

Western Canada Fairs Association (Class B), January 16 and 17, Royal Alexandra Hotel, Winnipeg. M. McElroy Stewart, secretary, Portage La Prairie, Man.

North Dakota Association of Fairs, January 17-18, Grand Forks. H. L. Plinke, secretary, Minot.

Massachusetts Agricultural Fairs Association joint meeting with Vermont Association of Agricultural Fairs, January 18 and 19, Hotel Wildon, Greenfield, Mass. A. W. Lombard, secretary, 136 Statehouse, Boston.

Vermont Association of Agricultural Fairs, joint meeting with Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Wildon, Greenfield, Mass. Glenn W. Ruble, secretary, Enosburg Falls, Vt.

Louisiana State Association of Fairs, January 19 and 20, Courthouse, Lafayette. Harry D. Wilson, commissioner of agriculture, Baton Rouge.

South Carolina Association of Fairs, January 19 and 20, Columbia Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Virginia Association of Fairs, January 22 and 23, John Marshall Hotel, Richmond. Charles B. Balston, secretary-treasurer, Staunton.

Michigan Association of Fairs, January 24 and 25, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Saginaw.

Pennsylvania State Association of County Fairs, January 24 and 25, American Hotel, Allentown. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 26 and 27, Adolphus Hotel, Dallas. George D. Barber, president, Mineral Wells.

Association of Tennessee Fairs, February 6, Hermitage Hotel, Nashville. W. F. Barry, secretary, Jackson.

Wisconsin Association of Fairs, February 7-8, Plankinton Hotel, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Ontario Association of Fairs and Exhibitions, February 8 and 9, King Edward Hotel, Toronto. J. A. Carroll, secretary, Parliament Buildings, Toronto.

Association of Connecticut Fairs, February 20, Hartford. Leonard H. Healey, secretary, State Office Building, Hartford.

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

INQUIRIES are being made regarding coming meetings and association secretaries should send in their dates.

Milledgeville Is To Elect New Head and Plan for 1934

MILLEDGEVILLE, Ga., Jan. 6.—President B. H. Dunaway, Middle Georgia Fair here, has been transferred from State Prison Farm near here, where he has been an official the last 12 years, to the State's new penitentiary in Tattnall County, near Reidsville. This will mean a special meeting of fair stockholders for election of officers and a successor to Judge Dunaway, who is well known among Southern fair officials.

He has been president of Middle Georgia Fair since its organization in 1928 and under his leadership the fair has made large profits each year that it has been held. The association owns 38 acres within city limits. Plans are going forward for a fair in 1934, it having been discontinued three years ago.

Officials plan to introduce harness racing. C. B. McCullar has been secretary since the fair was organized.

Public's Preferences Shown In More C. of P. Figures

World's Fair attractions grossing less than sum of \$250,000 give interesting insight into popularity—101 Ranch Wild West and Indian Village are light draws

CHICAGO, Jan. 6.—Figures just released by A Century of Progress, giving receipts of the various shows and attractions that grossed less than \$250,000, give an interesting insight into preferences of the public. There were some conspicuous failures among the amusement attractions as well as a few outstanding successes. As to just what caused the successes and failures showmen themselves are not agreed. Location, newness, manager of operation—these and other causes are put forth, and doubtless all had something to do with final results. The most conspicuous failure was that of the 101 Ranch Wild West, which lasted only a short time and grossed only \$4,846. Another was the Indian Village, gross of which on the season was \$18,098.

Others that showed poor results were the Show Boat, \$23,699, Days of '49, \$88,808; Plantation Show, \$59,416; Gettysburg, \$67,893; Lion Motorcade, \$35,877, and Observation Balloon, \$12,088.

The balloon suffered from poor location, the Indian Village poor management and the Show Boat was never allowed to present shows as it had intended.

Among the money makers in the list of attractions grossing less than \$250,000 were the Life Show, which grossed \$147,034, the Cyclone Coaster and Flying Turns, which grossed \$173,239 and \$144,174, respectively, these two rides grossing more than all the other rides combined; Midway America, an attraction with beautiful setting but little show (merely one peeing girl inside), \$63,525; Snake Show, \$63,217; Guess-Your-Weight Scales, \$183,821, and the Crystal Maze, opened late in the season and with a small "not" \$12,646.

Complete list of attractions which grossed less than \$250,000, with gross figures for each, follows:

Chris Craft Speed Boats.....	42,046
Columbian Transportation Company, Steamboats.....	68,220
Cycling Coaster.....	173,239
Flying Turns Ride.....	144,174
Dirigibles.....	78,808
Auto Scooter on Enchanted Island.....	11,407
Mayne's Millions Rides.....	90,1590
Laff in the Dark.....	36,104
Sea Planes.....	65,371
R. J. Siegel, Pony Rides.....	18,819

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Strieder Does It

By JIM MALONE

Ten weeks before opening of the 1934 Florida Fair in Tampa, which gets under way on January 30, P. T. Strieder, general manager, learned that his application for \$220,000 Civil Works Administration grant had been allowed for fairground improvements, providing he could spend the entire amount in 90 days.

The mythical Brewster with his million to spend in a year was a piker compared to the action Manager Strieder gave the CWA. Nine wooden buildings were razed within a week and on January 15 seven concrete and steel structures will be turned over to exhibitors, giving them over 50,000 square feet of floor space.

Besides the new buildings, five old brick structures were redesigned, stuccoed and floored with concrete; auto race speedway was resurfaced and concrete walls built entirely around it, both on the rail and on the pole; a magnificent new entrance erected; administration office remodeled under the grand stand and hundreds of other minor improvements effected. Over 2,500 men are on the job, working night and day.

Down Tampa way the folk are donning their hats to Manager Strieder. They said it couldn't be done but he has done it and when the big Florida exposition opens for an 11-day run it will be difficult to find any trace of the frenzied activity which has made the grounds look like the jumbled debris from a Kansas cyclone for the last 10 weeks.

Biden Continues in Halifax

HALIFAX, Jan. 6.—A Nova Scotia Exhibition Commission, sponsoring Halifax Fair, continues H. D. Biden, Amherst, in his triple office as secretary-treasurer-manager of the commission and fair, altho he offered his resignation after he reported he had been "invited to resign" by some members. Political parties, it is declared, are using the commission and fair as a political football and result has been heavy deficits every year since restoration of the plant here.

FOR SALE EXCLUSIVE

by the

TENNESSEE STATE FAIR

at Nashville, September 17-22, 1934.

Bottled Sodas, grand stand and sell at 10 cents. Candy Apples, Candy Floss, no peddling. Cushions, Frozen Custard, Ice Cream, Novelties, Palmistry, Peanut Peddling, grand stand. Popcorn Peddling, grand stand. Scales, 2 locations. These exclusives do not apply to Carnival Midway.

Ice Cream Cones sell for 5 cents. A separate bid for each item. All bids must be in the hands of the Superintendent of Concessions by noon of Thursday, January 10, 1934. Right to reject any or all bids is reserved. Upon acceptance all successful bidders must pay 25% of the privilege.

Address all bids to:
Phil C. Travis

Superintendent of Concessions,
Tennessee State Fair, Nashville, Tenn.

**WITH
THE
TROTTERS**

By EDWIN T. KELLER

Recent visits to the leading winter training centers throughout New England have found harness horsemen in that section getting ready for the first leg of the spring training season, that period of the year so necessary in the making of race winners and future turf champions. Despite the fact that all of New England was recently visited by one of the worst storms in history, accompanied with much snow and cold weather, operations were found to be moving right along, for in New England a little mud, like snow and cold does not stop the trainers from keeping their charges on the go—a week ago at Safford Park, Keene, N. H., where the temperature registered 35° below, Franklin Safford, one of the popular young members of the driving fraternity, put in a busy morning jogging all the members of his 15-horse stable, and riding 50 or so miles on a morning like that is "no bed of roses."

At the Keane oval Trainer Safford has the imposing stable of E. P. Gray, the leading patron of the sport today from Vermont, the Bellows Falls owner having no less than 13 head being prepared for the coming season. It is an imposing string, headed by such capable performers as Braden Custer, 2:06½; Johnny Walker, 4:2:06½; Volo Hanover, 4:2:06½; Jamie Truxx, 3:2:03; La Rita Franco, 2:06½; Jerry Dale, 4:2:08½, and others.

Visit to Fair Oaks

One of the biggest surprises we received in New England was on our visit to Fair Oaks Farm, the noted country estate and training plant just completed the past summer by Paul Bowser, Boston, head of the world's foremost wrestling organization. Four years ago Bowser, who ever since the days he held championship honors on the mat has been one of the most enthusiastic supporters of the sport boasts of purchasing Fair Oaks Farm, one of the old landmarks of Lexington, Mass., a town rich in historic lore.

In the space of four years the Boston sportsman has transformed the farm from an old rundown landing into a country estate of beauty and one of the most modern and complete training plants that is to be found anywhere in the country. One of the best half-mile tracks of the East is to be had; stabling, paddocks, barns and all accommodations for horses and employees have been made over into the last word in comfort and conveniences. Driveways have been built, a spacious swimming pool and summer cottage constructed, gardens and beautiful lawns surround a beautiful Colonial mansion, giving Fair Oaks Farm a beauty that only those historic old New England estates can reveal. In short, it is a horsemanship's paradise.

Bay State Activities

Interest in the East centers around the stewards' meeting of the Bay State Circuit to be held in Springfield, Mass., on January 13, having been moved forward from the original date of January 6. A recent visit with Circuit Secretary Milton Danziger found the hustling secretary well pleased with the outlook for the 1934 season thru this famous racing chain. A full season of racing is again to be held, and there are rumors that New Hampshire will be represented by a circuit member for the first time in history.

Goshen, N. Y., which inaugurated the circuit season a year ago the first week in June, will again inaugurate festivities in the East, and racing is to be staged right up until the opening of the fair season. Rockingham Park, Salem, N. H., is also again to be the scene of a three weeks' Grand Circuit meeting, sponsored by Allan J. Wilson, the hustling executive of Boston, which is perhaps the best bit of news that has come out of the sport since the racing season was over. With a Grand Circuit composed of more energetic supporters like the Boston sportsman, it would be a Grand Circuit in more than name only.

WEST MINERAL, Kan.—Mineral District Fair re-elected John Blair president, W. E. Baugher was elected vice-president and J. C. Thompson was re-elected secretary-treasurer; C. W. Morgan, Dr. W. G. King, director.

New York Aid Bill Put In

ALBANY, N. Y., Jan. 6.—A proposed law to provide aid to county and town fairs of the State to the amount of \$226,000 has been introduced in the Legislature by Senator James J. Crawford, New York City. It is designed to permit betting at race tracks operated by racing associations and jockey clubs with right of civil action to recover money wagered. It would remove personal liability of directors for violations by any persons other than directors. The bill proposes a tax of 8 per cent on gross operating revenues from racing and for allocating \$250,000 for maintenance of county and town fair agricultural societies throughout the State.

Shelby May Race at Night

SHELBYVILLE, Ind., Jan. 6.—Among new plans announced by President Rufus Fix for Shelby County Fair is one for lighting the track for night horses racing. The cue is taken from Anderson, Ind., where bushes horses under the lights have been popular and profitable. It is proposed to change Shelbyville dates and get away from the week before Indiana State Fair.



ANDERSON, S. C.—Elaborate colored announcements have been sent out by Secretary J. A. Mitchell, Anderson, for the fifth annual meeting of South Carolina Association of Fairs in the Hotel Columbia, Columbia, on January 18-20. There will be a program of speaking and entertainment in charge of Paul V. Moore, Columbia, and Judge Jerry Hughes, Orangeburg.

ST. JOHN, N. B.—St. John Exhibition Association decided to discontinue having an assistant manager and to substitute a managing committee consisting of G. D. Ellis, president, and H. G. Harrison and W. J. Wetmore, vice-presidents. They will work with G. William Frost, new secretary-treasurer-manager, who succeeds M. A. Porter, after being the latter's assistant eight years. Directors have appointed chairman of committee for the 1934 Fair-Labor Day week.

VAN WERT, O.—Nolan E. Stuckey, secretary of Van Wert County Fair, reported the 1933 fair showed a balance of \$132.50 after \$1,500 owed for several years had been paid. A total of 87,807.95 was paid to a record number of 7,418 exhibitors.

WINTER HAVEN, Fla.—Chambers of commerce, service clubs, women's organizations and American Legion posts throughout the citrus-growing section have been asked to pick out their prettiest unmarried girls and send or bring them to the Ritz Theatre here night of January 16 to participate in a contest for the honor of being chosen queen of the Florida Orange Festival in this city on January 23-27. Six maid of honor also will be chosen.

MARYSVILLE, O.—William C. Moore, secretary of Union County Agricultural Society, said the 88th annual Union County Fair will be held here on September 4-7. Under the CWA program a new stock barn is being erected, the track widened, new fences built and other improvements made to the grounds.

UPPER SANDUSKY, O.—Because of a cyclone last March which blew down buildings and unrooted others, it was necessary to spend \$1,700 for rebuilding, Secretary Ira T. Matteson, Wyandot County Fair, at the annual meeting. Numerous shade trees were lost. Despite a week of bad weather, receipts of the fair enabled payment of all bills and half of all premiums. There is a balance of \$800, and with State aid another 25 per cent will be paid on premiums.

GRAND RAPIDS, Mich.—All claim of the city of Grand Rapids to land of West Michigan Fair Association at Comstock Park has vanished with a ruling by the State Supreme Court denying an appeal from a finding against the city by Circuit Judge Brown. The city considered it had a claim to the property thru a reversion clause in original deed. C. Sophus Johnson, receiver of the Fair Association, with Olive Jones, said

the decision paves the way for sale of the property to race-track promoters.

MADISON, Wis.—Assurance that Dane County will have a fair in 1934 has been given by R. G. Russ, secretary of Dane County Agricultural Association, who said profit from 1933 will make this year's event possible.

CHIPEWA FALLS, Wis.—Northern Wisconsin State Fairgrounds were sold on December 20 to heirs of the late S. C. P. Cobban in a mortgage foreclosure action for \$30,000. Rights are that the property will be divided between the three heirs.

EKCHORN, Wis.—A CWA offer to move the Art hall and make repairs at a cost of about \$1,750 has been approved by Walworth County Agricultural Society. Charles Mountain has been elected vice-president to succeed Lawrence Clancy, resigned. The society owes about \$13,000, and resources total about \$4,700. September 3-6 are 1934 dates.

Fair Elections

LOUDONVILLE, O.—Loudonville Agricultural Society, sponsoring the annual street fair, elected H. G. Arnholt, president; A. H. Wetmore, vice-president; W. S. Hinzen, treasurer, and G. E. Anderson, secretary.

CCNVERSE, Ind.—Miami County Fair Association elected Lew Matzger, president; Don Miller, vice-president; W. J. Gift, secretary; L. L. Hester, treasurer; Cleveland Remaker, John Shaw, Albert Whitlock, Fred Blumfield, Albert Hays, G. E. Laird, James Smith, L. M. Green, Edward Powell, William Bowman, M. M. Snyder, E. L. Kling, O. A. Reynolds, C. L. Bullard, P. E. Shirley, directors.

LONDON, O.—Madison County Agricultural Society re-elected President Howard Correll and Secretary Lamar P. Wilson, his 21st year in that position.

SPRING VALLEY, Minn.—State Senator O. A. Stark was elected president of Mower County Fair Association, succeeding Ben J. Hussey, who was elected secretary.

VAN WERT, O.—Van Wert County Fair elected Nolan E. Stuckey, secretary; Elmer Island, president; Joseph Glassier, vice-president; O. A. Carlo, treasurer.

WILMINGTON, O.—Clinton County Agricultural Society re-elected Dr. Frank A. Peeler president for the third consecutive year; Frank Hunnicutt, vice-president, and O. G. Griffith, treasurer.

UPPER SANDUSKY, O.—Wyandot County Agricultural Society elected D. A. Bloom, president; R. E. Williams, vice-president; Charles Arzt, treasurer, and Ira T. Matteson, secretary, re-elected.

PROTESTS HOOSIER

(Continued from page 34)
The best money we ever spent was with The Billboard in advertising for concessions."

He said that his fair board objected to county fairs voting in election of members of the State Board of Agriculture and he questioned the right of each of the 13 board members to have a box in the State Fair amphitheater. He referred to State Fair passes sent to county fair men, stamped "Good only at the gate."

"There have been too many passes issued to the State Fair," he concluded. "and our board recommends that the State Fair managers try one free Indiana State Fair."

Townsend for Criticism

Remarking that the 40 fairs now, in the Indiana association were only about one-third of the former membership, Lieutenant-Governor M. Clifford Townsend, who assumed the duties of secretary-treasurer of the State Board of Agriculture on January 1, told the members that fairs should not be "100 per cent agricultural." He said manufacturers, city folks, business men, workingmen and boys and girls all should be considered in balancing a program.

His counties will continue to support county fairs, he said, and real fairs should reach how things can be produced at least cost. He said there always would be criticism of the State Fair and that he would welcome any sort of constructive criticism.

"There is no such thing as a free fair or a free pass," he declared. "Somebody pays. If you don't get it at the gates, you get it after they get in, which is all right. I am open-minded on how to get it."

Skating Act Is Hit

Mr. Holbeck was toasting at the banquet in the Riley Room at 7 p.m., presenting President Struckman, who introduced William Rainey Bennett, Elgin, Ill., as guest speaker. Fairs must be better publicized to make the public want to go to them, Mr. Bennett said. Mr. Townsend made the address of welcome.

A highlight of entertainment was presentation by Earl Reynolds, Rensselaer, of Reynolds-Donegan roller skating team, of his girl's amateur skating act, which went over big, as it did also at the December banquet in Chicago of the International Association of Fairs and Expositions. Marker and Schenck were given a big hand on their \$1 and Mandy act.

Visitors Are Numerous

Among attractions representatives and other showfolk present were: A. F. Thavil's Sensations of 1934; A. P. Thavil; Thearle-Duffield Fireworks Company; Charles Buffield, Art Prints; Belmont Fair Attractions; Sidney Belmont, Easter's Educated Heres, Charles Easter, J. W. Watson; Jack Champion's Entertainment; Jack Champion; Ohio Display Fireworks Company; A. T. Vitale; Barnes-Carruthers; Sam J. Levy; Big State Shows; Roy Gray; J. Douglas Hoagland's Circus Revue; Jinks Hoagland; J. C. Weeks Shows; Pete Sun; American Fireworks Company; C. E. Pearson Shows; Mrs. C. E. Pearson; Indiana Amusement Company; J. D. Duffy; World's Fireworks Display Company; A. G. Roberts; Hudson Fireworks Company; A. D. Michael; Harry Esslinger; Gordon Fireworks Company; J. Saunders Gordon; Illinois Fireworks Company; J. P. Forsheddu; The Billboard; Claude R. Ellis; Four Locomotives; C. W. Hinck's Congress of Thrillers; Gold Medal Shows; Oscar Bloom; Jack St. Julian; Mike T. Clark and Fielding W. Schiller.

Secretary H. B. Kelley, Hilldale (Mich.), Fair, was a visitor and renewed many acquaintances among those in attendance.

New Board Organizes

Mr. Claypool was named president of Indiana Board of Agriculture at the reorganization meeting in the Statehouse on Wednesday. It was predicted last week in The Billboard that his election would be effected. Earlier in the day he had been re-elected without opposition, to a two-year term as a member.

Everett S. Priddy, Warren, holdover member, was named vice-president, and Lieutenant-Governor Townsend, commissioner of agriculture, assumed the duties of secretary-treasurer. He succeeds Mr. Barker, who completed 10 years' service on the board and as president and also as secretary-treasurer.

With completion of organization, the board immediately began to lay plans for the 1934 State Fair. Concession men were interviewed and assignments of departments to board members was discussed.

One Slipup in State

In his final report, Mr. Barker pointed to the plan on which the Indiana fair is placed by agriculturists from all parts of the country and stated the fair again became an asset instead of a liability in 1933.

"Of the 16 years just ended, we have shown a profit seven years, totaling a little more than \$130,000," his statement said. "You all know the trying times of the last few years and the difficult tasks we have had, but a way out always has been found. We all are glad that we were able to get back on the right side of the ledger this year."

Three old members were re-elected over contestants, three old members were reelected without opposition and two others were defeated for re-election in election of members of the board held earlier in the day.

Two new members are E. Curtis White, Indianapolis, State senator, and Charles R. Morris, Seaman, newspaper publisher. Guy Cantwell, Gosport; Thomas Grant, Lapel, and D. C. Brooks, Kendallville, each were re-elected over opponents, and Levi P. Moore, Rochester; C. H. Taylor, Booneville, and Mr. Claypool had no opposition.

Election of Mr. Cantwell over Prof. R. M. Mikess, Bloomington, was the only slip in the plan of the administration for election of new members. Otherwise the administration slate went over as planned.



Rinks and Skaters
By CLAUDE R. ELLIS
(Cincinnati Office)

ABE FRANKEL, president of Riverview Amusement Company, Des Moines, Ia., has opened Arcadia Rink there, using equipment from Riverview Amusement Park, which the company operates. The rink is in a building in the heart of the business district, has had a big take the few days it has been open, at times not being able to take care of would-be skaters. Several thousand dollars were spent in decorating the spot.

DEATH of Shelia Charles removes from roller skating one of its most prominent figures. Following the funeral in Winston-Salem, N. C., his brother, Fred, returned to Missoula, Mont., where he operates a rink. Death details are in the Final Curtain of this issue.

MADISON SQUARE Ice Club Skating Rink, atop Madison Square Garden, New York City, reports successful business to date, especially due to recent cold weather.

ICE PALACE Rink, Bedford and Atlantic avenues, Brooklyn, N. Y., is having good attendance, operating seven days a week, with matinee and evening sessions.

ROYAL ROLLER SKATING Rink, Brooklyn, N. Y., has had good business since its grand opening a month ago. Matinees are from 2 to 5 and evenings from 7 to 11. These sessions prevail seven days a week. Rink is in heart of the Brownsville business and amusement district and is the only roller rink in Brooklyn, with the exception of the renowned Brooklyn Roller Rink some five miles distant. Pro roller basketball, speed skating, races for amateurs and pros and hockey will be the season's features at the Royal.

CHRIS HAHN, manager of Fort Wayne (Ind.) Roller Polo Club, announced that the league is ready for the season and that Terre Haute will be a member. Hahn and other officials believe the sport will regain much of its former popularity this season. That officials consider basket ball an attraction with which they must compete is seen in the announcement that basket ball games will be played as preliminaries for the first home roller polo games.

A CARD from Skating Jack Hyland from St. Petersburg, Fla., tells of him breaking in a new partner for an act to be known as Jack and Mary Lou. He believes that locality would be good for a portable rink, as there are no rinks for miles around.

MALCOLM CAREY Philly, has leased a building in Hagerstown, Md., and will open a rink shortly. It is said that George Shire, formerly floor manager in Carey's Carmen Rink, Philadelphia, will be resident manager.

CHARLES BEAT, formerly with C. V. Park, New Kensington, Pa., is now operating New Ken Gardens in that city and reports satisfactory biz.

J. O. RIGGLES, operating at Lake Orion, Mich., advises that his Petoskey (Mich.) rink was destroyed by fire of undetermined origin. Some years ago

The First Best Skates



RICHARDSON BALL BEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

Riggle's had two skating bears which were drawing wide at rinks. This reminds E. M. Moosar that a prominent skating act—*i.e.*, breaking in a bear as an addition to the act.

Do Races, Hockey Profit Operators?

By PETER J. SHEA

This question has been asked many times and from practical experience I am compelled to say that races and roller hockey have their good and bad effects on the skating public. The trouble with the average rink operator is that his knowledge and experience are so limited that he is under the impression that to give patrons attractions and entertainment he must stage a race or hockey game at least two or three times a week.

A great weakness of rink managers is that they overdo a thing. If a race or hockey happen to draw good attendance the first two or three times, they keep it up and in the majority of cases it soon becomes boresome and interest is lost. Managers should keep one slogan always in mind, that "variety is the spice of life." Keep giving your patrons something new and, speaking of novelty attractions and features, they are many if managers would only make an effort to obtain them.

One disadvantage in staging hockey or speed races is the after effect: floor men spray the floor with various floor surfaciers that rise and make a rink unsanitary and dusty. And soon the patrons learn to come only on nights when there are no contests or games and when the rink is more presentable. It is my opinion that racing and other sports are not essential in making a rink a success financially. There is a time and place for everything. The proper time to stage racing is the last month or six weeks of the season when business begins to slow up. Occasional races or types of races along with other rink features, prolong business to the end.

A great mistake is made by many rink operators in that they carry their season too long. Some run the year around, some into hot weather, business dwindles to fewer and fewer as unseasonable weather approaches and it is generally a losing game. It's mighty hard to get those patrons that hung on to become enthused again, as they remember the few who attended toward the last of the season and the skaters look for other entertainments.

The idea is to keep patrons hungry, always wanting more. As Al Flath, of Brooklyn, recently wrote, there are so many more amusements, so much more competition for the rink manager to contend with that he has to be on his toes at all times if he is to make a go of it. The great trouble with present-day rinks is that there are too many small ones in small towns and not enough in larger, more substantial cities.

So why not operate on a larger scale when the population is so much greater and receipts larger? The average rink owner works equally as hard in a small town, where his success is limited and his profits small, yet his overhead is nearly as large as if he operated a larger, more presentable, up-to-date roller rink in a larger city where his success is bound to be more certain as possibilities are bigger and better.

Nearly every city, large or small, has buildings available and suitable for rinks. Write the secretary of Chamber of Commerce to find you such buildings in whatever cities you choose to locate. They are paid to help bring in more enterprises to their cities. If rink managers would co-operate with one another it would be beneficial, especially to those who have not been in the game very long. Rink managers should send in their names, locations and news to The Billboard. Others like to hear from them and the rinks they operate.

NSA Notations

By BERT RANDALL Secretary

BILL Henning reports that M. Trump and P. Myers, Carlisle, Pa., have been matched for a five-mile relay race against De Haups and Calvin Shields, Baltimore. Race will be in Charles Mt. Royal Rink, Baltimore. Lebanon Tigers defeated Mar-Del hockey team. Battie moves, 3 to 1. Henning reports hockey picking up in Baltimore.

Arthur Westfall reports a new hockey team to play in Coliseum, Cleveland. Battle Creek, Mich., opens for hockey on January 18, playing Detroit.

Eastwood Park, Detroit, closed for the winter season.

Rinks throughout the country found business off during the holidays, but this is not unusual.

George Anckert, Detroit goal keeper, is confined to bed with a severe attack of flu. This cripples the Detroit team severely.

Contest in securing the most new members during 1933 was won by Del Brown, Miami, Fla. A new contest is now under way. Any member of NSA is eligible to compete, and the contest closes on December 31, 1934.

Here is the long-looked-for definition of an amateur. This rule not only applies to skating but also to all other sports:

An amateur skater is one who skates purely for the pleasure, honor and glory of the sport without any mercenary motive or pecuniary intent, one who has never competed in any athletic contest for money or stakes bet or with or against any professional athlete or has never received any money directly or indirectly from any promoter or person as compensation for his performances other than necessary expenses allowed for traveling to and from contests, or who has never competed for a prize of more than \$35 in value, or has never obligated himself in any way to the dictation or control of any professional trainer or promoter, or who has never taught, instructed or pursued the art of ice or roller skating or any athletic sports as means of obtaining money, or who has never sold or disposed of for money any prize won by him, or who has never entered any competition under a name other than his own.

We have received many inquiries regarding this rule, and it is issued in the hope that it will benefit all who are in doubt.

PUBLIC'S PREFERENCES

(Continued from page 35)

R. J. Walker's Ob-Eration Ballroom	12,033
C. S. Whinton, Auto Racers	13,882
Al Show	126,042
Battle of Gettysburg	67,593
I. J. Berkson, Octopus and Whale	28,445
H. A. Bierman, The Great Beyond	50,674
Byrd Ship	76,178
Carlson Amusement Company	53,525
Miss America	112,694
Century Beach Bathhouse and Amusements	88,266
Lincoln Exhibit	16,508
Indian Village	12,645
Crystal Maze	58,205
Days of '49	147,834
A. M. Dufour, Life Show	39,551
Lew Dufour, Two-Headed Baby, Klimar and Young, Alligator Farm	63,310
Port Dearborn	60,096
Havana Rhumba Show	81,086
Fiss Circus, Prof. William Heckler Domestic Animal Show	9,378
Baby Incubators	180,613
Lama Temple	189,688
Gorilla Villa	40,319
World a Million Years Ago	183,760
Midget Village	182,497
Zack Miller, Rodeo and Wild West	4,666
Duke Mills, Plantation Show	59,418
Duke Mills, Freak Show	79,650
Log-Rolling Show	26,513
Pantheon de la Guerre	126,989
Show Boat	24,895
S-48 Submarine	97,018
Lion Motordrome	36,677
Spoor Spectacular	63,582
Clif Wilson, Snake Show	63,217
M. Goldberg, Guess-Your-Weight Scales	168,821

PERU PICKUPS

(Continued from page 31)ducting Hawaiian music and dance studios downtown—are leaving to spend winter months in Los Angeles.

Frank Howard and A. B. Burstein, veteran troupe with ACC shows in past years, are back at farm.

Steve Finn, assistant boss hustler Ringling-Barnum, and the midget band as guests at New Year's party Harry Holden, Charles Gable, Johnny West, John Grant, Thomas Clancy and Stanley Wacht—all eight-horse drivers on Big One.

A large black bear killed in vicinity of winter quarters by Otto Kollmar and M. V. Workman, Kokomo, Ind., busines men, did not escape from the circus farm, but was owned by C. H. Littleton, who raised the animal from a cub, and released it several weeks ago.

Joyce Lee Beatty, 6, daughter of Clyde Beatty, and who underwent an operation at Duke's Memorial Hospital, is home again and recovering nicely.

Pat Patterson, back lot superintendent H-W road season, has returned after a visit to Chicago.

"No Help Wanted" is sign on main gate at circus winter quarters.

Mrs. Mary Kalster, Denver, Ind., who died November 18, left entire estate to daughter, Mrs. Emma Alderfer, according to provisions filed for probate in Miami Circuit Court. Alderfer are internationally known socialists.

Members of five RKO vaudeville troupes, formerly with ACC circuses, and working at New Year's midnight show at a local theater, were guests of winter quarters officials. Bonnie and Bea Greene, Sylvia Clark and Bobby Eulman, Eddie Black and Hazel Dawn, Ziegfeld and Company, and Graham and Fisher. Event here happy one for Graham and Fisher, whose infant daughter made first stage appearance as "Mine 1934."

Dick Bluhm, working advance with United Indoor Circus, is again with a local news agency.

Roland Haberl, H-W seal man, has returned after holiday visit with relatives in New York State. Is busy getting charges ready for indoor shows. Stated that four new seals will soon arrive from California and be added to Jimmy Brown's care.

The cage and tableaux rebuilding shop, largest structure at circus winter quarters here, has been transformed into a thing of beauty, in that the interior will be utilized next few weeks in the filming of one of the greatest wild animal pictures ever attempted.

Scenes of attaches, direction of Harry J. Wickram, production manager Mascot Film Corporation, Hollywood, have been engaged last two weeks placing scenery, high-powered Klieg lights and props, brought via special train from Western studios. Clyde Beatty, noted circus and small trainer, will be starred in a 12-script serial, "The Lost Continent." Beatty has been broncoing in large group of mixed sets, purchased the past year, which will be augmented by almost every known wild animal. Daring and nerve of Beatty have been put to test many times during the last 10 days, said to be first time in history of making jungle films that bennas, zebras, springboks, deer, pumas, lions, tigers, etc., have been placed together in steel arena. Charles Brady, H-W road season prop supervisor, winter months in charge of building, directed placing of steel arena and safety devices. Studio has all restrictions—Gill Mike as doorman and visitors prohibited.

Rink Men Who Use "CHICAGO" Skates ARE SUCCESSFUL

There's a Reason !!

CHICAGO ROLLER SKATE CO.

4427 W. Lake St., Chicago, Ill.

PROFESSIONAL SPEED ROLLER SKATERS, ATTENTION!

FIRST INTERNATIONAL TWENTY-ONE DAY ROLLER SKATING CHAMPIONSHIP Will Be Held in Newark, N. J., February 7 to February 28, on New Banked Track 11 Laps to the mile.

This is the opportunity the speed skaters have been waiting for. CONTESTANTS WANTED. Entries close February 3. Write or wire

VICTOR J. "BUDDY" BROWN

DREAMLAND PARK, Freehold, N. J.

NEWARK, N. J.

Conducted by WILLIAM J. HILLIAR—Communications to 26 Opera Place, Cincinnati, O.

HASC PARTY HUGE SUCCESS

325 Enjoy New Year's Banquet

Coates House scene of big throng of merrymakers—committee receives praise

KANSAS CITY, Mo., Jan. 6.—Heart of America Showmen's Club and Ladies' Auxiliary's Annual Banquet and Ball, held New Year's Eve in the Coates House ballroom, proved to be a surprising event for the officers and committee in charge. A much larger gathering was on hand for the occasion than the most optimistic person prophesied. More than 325 participated in the celebration. The banquet committee, under the chairmanship of Gean J. Berndt, assisted by J. L. Landes, chairman of the ticket committee, and their assistants, received much praise for the splendid manner in which it staged this year's event.

The arrangements differed from those of previous years in that the speakers' table was missing and the tables ranged in cabaret style, with the dance floor in the center of the ballroom. Clarke B. Feiger was master of ceremonies. He called upon prominent guests to make their attendance known and later presented the retiring president, Norris B. Cresswell, with the gold life membership card, awarded to all past presidents of the HASC. The newly elected president, L. V. Riley, was then introduced, as was the newly elected president of the Ladies' Auxiliary, Mrs. Mary Francis.

The floor show was presented at 10 p.m. Acts that took part were Baby Betty Russell; 1,000 pounds of Harmony Quartet; Bert Bender, radio entertainer; the Burch Duo, tap dancers; the Curtis Sisters, torch singers; Myrtle Cleveland, character singer. Following the floor show there was dancing and hilarity throughout the night.

Among those who attended the banquet were Mr. and Mrs. Clifford Adams, Eevil Arnold, Leona, Josephine, Ted and Dean Bell, Mr. and Mrs. Ben Block, Evelyn Brown, Henry J. Brown, Captain and Mrs. Kenneth Blanke, Mr. and Mrs. P. H. Beauchamp, Fred Baker, Mr. and Mrs. Art Brainerd, Mr. and Mrs. G. G. Button, Mr. and Mrs. Guy Burkholder, Ida Bonnigh, Mrs. E. Bass, Mr. and Mrs. Cornelius Coetzario, Elsie Calvert, Frank H. Clapp, Mrs. Andy Carson, W. Frank Delmaire, Norris B. Cresswell, K. G. Clapp, Dorothy Durnil, Paul K. Elliott, George Elliot, Louis Eiseman, Leroy Easter, Virgil Earl, Mr. and Mrs. Ray Farnam Billie Friedman, Mr. and Mrs. W. J. Francis. (See HASC PARTY on page 41)

League's New Year's Eve Party Over Big

CHICAGO, Jan. 6.—For the first time in many years the Showmen's League last Sunday night staged a New Year's Eve party that did not go "in the red" but made a profit. This in spite of the fact that there were many competing affairs the same night. The success of the party reflects the new spirit that appears to have been instilled into League members during the last few weeks and is looked upon as a happy criterion of what the League will accomplish during 1934.

The New Year's Eve party was well

attended, members and their friends turning out in large numbers and everybody had a wonderful time. At Miller's Orchestra furnished music. Lunch was served and there was dancing until the early morning hours.

Ballyhoo Bros.³
Circulating Exposition—A Century of Profit Show

By MAJOR PRIVILEGE

Nicholas, Okla.

Week ended December 30.

Dear Bill:

This one of our deadliest spots. Natives short of cash after the Christmas hay day, with the sheet and the note got a little money. Auspices here the Yarn Spinners' Union. Not a Harv's union as thought, but employees from the spinning room of the local woolen mills. Good many show talkers disappointed. Planned on joining. A lecture was taken up on the midway for the show children's Christmas. Had to use the money to move the train, but our fixer squared them with a free lecture, stressing on the fact that the show must go on.

But, as in most cases, it fell on the Prodigy Agent to save the day. Borrowed enough money to buy some sleigh bells, gay whisks and an ounce of snow. Distributed the stash from hoops and even game among the children, also the prize package candy.

A new Jungleland Show joined here. Ten cages—monkeys, snakes, hyena, wolf, fox, a wildcat, white rats, armadillo, porcupine and six-legged dog. Name of the show is "Bought 'Em All Alive."

On account of this attraction management placed order for new letterheads, with cuts of lions, tigers and elephants. Ballyhoo brothers presented with a beautiful Christmas gift by the show's employees—a beautiful gold-plated chisel, with the following engraved on the handle: "In God We Trust—Happy New Year."

Gate City in Quarters

ATLANTA, Jan. 6.—Gate City Shows, which closed at Lakeland, Ga., December 23, are now in quarters here. Dick Harris, manager, announced the past

on very good, and that the show would open latter part of March. Harris has been in Chicago purchasing new equipment.

De Coursey Again With Bach Shows

CINCINNATI, Jan. 6.—Frederick De Coursey has engaged as general manager for O. J. Bach for the coming year. Mr. De Coursey states that the show will open about the latter part of April in New York State with a (See DE COURSEY on page 41)

Carnival Code Hearing January 17 At Ambassador Hotel, Washington

As announced in last issue of *The Billboard* (on page 3) the Outdoor Showmen's Association of America, claiming to represent 25 per cent by number and 75 per cent by volume of the industry, has submitted to the N.R.A. a proposed code of fair competition. Copies of this proposed code are now available at the office of the N.R.A., Room 3316, Department of Commerce Building, Washington.

A public hearing on this code will be conducted by the Administrator or beginning at 10 a.m., January 17, in the South Lounge, Ambassador Hotel, Washington, and continuing until completed. An opportunity to be heard (either in person or by duly appointed representative either by appearance or by sending a written or telegraphic statement) will be given to persons or groups who can show a substantial interest as workers, employers, consumers or otherwise, in the effect of any provision of the proposed code.

The maximum work week would be 46 hours under the code except in cases of emergency.

The minimum wage that would be paid during the exhibition season would be \$10 a week. To this would be added a credit of \$1.50 for meals, transportation and sleeping quarters when furnished.

Those wishing to be heard must comply with the following simple requirements:

(1) A written or telegraphic request for an opportunity to be heard must be filed before noon on January 16 with the Administrator, Room 4217, Department of Commerce Building, Washington, D. C.

(2) Such request shall state the name of (a) any persons seeking to testify in the hearing and (b) the persons or groups whom he represents.

(3) Such request shall contain a statement setting forth without argument a proposal (1) for the elimination of a *per se* provision of the code or (2) a modification of a specific provision, in language proposed by the witness, or (3) a provision to be added to the code, in language proposed by the witness.

(4) At the Public Hearings, all persons are regarded as witnesses and shall present orally facts only and not argument. Written briefs or arguments may be filed, but oral presentations will be confined to factual statements only.

(5) In the discretion of the Deputy Administrator in charge of the hearing, persons who have not complied with the requirements of paragraph (1) above, may be permitted at any time prior to the close of the Hearing to file written statements containing proposals for eliminations from, modification of or additions to the code supported by pertinent information or argument. Such written statements must be condensed as much as possible.

Public Hearings are solely for the purpose of obtaining in the most direct manner the facts useful to the Administrator and no arguments will be heard or considered at this time. Representation of interested parties by attorneys or specialists is permissible, but it is not to be regarded as necessary. Industry, workers and the consuming public will be represented by special advisors employed by the government.



HEART OF AMERICA SHOWMAN'S CLUB—14th Annual Banquet and Ball December 31, Coates House, Kansas City, Mo.

Pacific Coast Showmen's Association

LOS ANGELES. Jan. 6.—Monday night was the big night for some years—71 members present. It being the night for installation of officers for ensuing year, it appeared that everyone who could come was in attendance. Roll call of old officers all present. After retiring President Brown called the meeting to order and the routine gone thru, the new officers faced the rostrum and were inducted into office by Judge J. L. Karnes. The new officers: S. L. Cronin, president; Frank Downie, first vice-president; Harry Margraves, second vice-president; Mel Vaught, third vice-president; Ross R. Davis, treasurer, and John Backmann, secretary. Speeches were in order. President Cronin really outdid himself in an impromptu talk that means much for PCSA, placing himself to make the club a worth-while organization for showfolk. Frank Downie responded in a short talk, as did Harry Margraves, Mel Vaught and John Backmann. President Brown discharged all standing committees, and President Cronin announced the new committees that will be available next meeting. There were two new members accepted and two reinstatements. President Cronin was the recipient of wired and letters of congratulation.

Program for annual memorial services arranged by Chairman Brown. Services set back one hour to meet the convenience of Sister Alice Semple McPherson, who offered her services, and she with Brother Burr McIntosh will make the address and tribute. Her services were secured thru the efforts of Brother Archie Clarke. Report on Charity Banquet Ball and floor show made by Chairman George Tipton. At this time reservations for tickets was much in excess of former years. The Hollywood Ladies' Orchestra will play the dance music, and another orchestra will play the floor show—the in charge of Charley Hatch and a fine program is assured. The advertising program handled by Joe Krug and Phil Williams will outdo any program for some years. The routine of the meeting was somewhat out of usual order on account of matters that had previously not been placed in order of business. President Cronin presented the new Past President Brown with gold life membership card. A fine luncheon with all that goes with it was furnished by President Cronin and handled by William Denby. PCSA is on the high road to a big 1934—a real showfolk organization.

Ladies' Auxiliary PCSA

LOS ANGELES. Jan. 6.—Meeting January 2 was called to order by our new president, Mabel Crafts, with Wylene Smith, secretary and Esther Carley, vice-president. Officers appointed to serve for the ensuing year were as follows: Board of directors: Clara Zeiger, chairman, with Rose Clark, Pearl Vaught, Sis Dyer, Dorothy Cronin, Mabel Brown, Nora Barnes, Ethel Krug, Estelle Hanscomb, Florence Weber, Wylene Smith and Lucille King. House committee: Rose Clark, Lucille King, Mrs. Downey, Ade Moore, and Edith Bullock chairman. Entertainment committee: Clara Zeiger, chairman; Pearl Vaught, Estelle Hanscomb, Nell Robidoux. Sick committee: Florence Weber, chairman; Pearl Brasell, Wilma Haugman. Door committee: Nora Barnes, Topsy Gooding. Salesboard and raffles: Ethel Krug. Publicity: Lucille King. Arrangements for the installation dinner were approved and it will be held January 6. Mrs. Margaret Colon Miller, Dobbert and Agnes White were the new members joining the Auxiliary.

Telegrams received from Edith Walpert in Texas wishing the club and new officers a Happy New Year and successful 1934. Mrs. Marie Thorsen was a guest and expects to be a future member. Door prize donated by Mrs. Cora Miller was won by Nora Barnes—a beautiful combination cigarette holder and ash receiver.

Evelyn Barlow returned from Florida after an absence of seven months and was in attendance Tuesday night. Mrs. Mabel Crafts presented the club with a unique book handsomely bound in leather with Auxiliary in gold letters on cover. Ethel Krug, physical instructor of the club, was demonstrating new methods of reducing exercises, using Topsy Gooding as the model. Eddie Brown, past president of the PCSA, came in to congratulate our new president, and seeing Krug's "school" started to

Tampa Fair To Get Lion Drome

CHICAGO. Jan. 6.—Carl J. Sedlmeier, of Royal American Shows, left Chicago Thursday night for Minnesota and will remain in the Northern country until Minnesota, Winnipeg and Dakota fair meetings have been held. Before leaving Chicago Sedlmeier told *The Billboard* that he is building for Walter B. Kemp a special motordrome, which he says will be the most beautiful and elaborate ever built. Kemp left for Florida Thursday to supervise the building, and he will join the Royal American Shows January 30 at the Florida Fair and Gasparilla Carnival at Tampa.

Kemp's Lion Motordrome, which was a midway feature of *A Century of Progress*, will be seen on a much larger and more elaborate scale with the Royal American Shows. The lions used in the show have been wintering at Lincoln Park Zoo and will be transported south within a few days. The drome will be managed by Walter B. Kemp. His wife, Marjorie Kemp, will be featured in the show, working with the riding lion Sultan, in a specially built automobile in which she drives upon the perpendicular walls of the drome. Bill Kemp will be assistant manager. His wife, Lolita, will accompany him and take an active part in the show. Speedy Price is a well-known driver, who has been contracted for the new season. A number of others have been lined up by Kemp and will be announced soon. L. B. McCoy and Bud Riley will be on the front. There will be a continuous performance and bally amplifiers being used. A new special front is being built and it will include special enlarged (40x60) photographs of the feature acts.

Philadelphia "Pickups"

PHILADELPHIA. Jan. 6.—Hank Guy, now returned from a Western trip, he left in the fall for *A Century of Progress* and then visited St. Louis, Detroit and several other cities. He will likely open his Prison Show here shortly.

Word comes from Detroit that Louis Corsette, well-known showman, is in the Kiefer Hospital in that city. He writes that he was sick nearly all season with Castle-Hirsch Shows and on account of it could not properly attend to his show. His stay at the hospital is indefinite.

Bob Morton returned and will take up his spring promotion very shortly.

Al Fisher and wife returned from a visit to Carl Laubner and family at Norfolk, where they spent the holidays. Mrs. Fisher is a sister of Mrs. Laubner.

Pollie-Scully, Traveling

ASHEVILLE, N. C. Jan. 6.—Pollie-Scully Museum, now in its eighth week of operation, is enjoying good business at 66 Patton street, in the Electric Building. This is the center of Asheville's business district.

It is understood the museum goes from here to Canton, N. C.

Showmen in Auto Wreck

PINE BLUFF, Ark. Jan. 6.—Jack Holstein, Ad Singer and Jack Oliver, members of the Greenland Exposition Shows, wintering in North Little Rock, were injured in an automobile collision. They were rushed to a local hospital.

Holstein had a badly injured leg, and it was feared at first it might be necessary to amputate.

Heart of America Showman's Club

KANSAS CITY, Mo. Jan. 6.—A special meeting was called Sunday afternoon to install the officers for 1934. Brother C. H. Rice was the installing officer. Immediately after installation, L. V. Riley, newly elected president, gave a brief talk in which he outlined a program for the coming year.

Hard to believe, but true—Brother Cliff Adams left here on Wednesday morning with a truck load of furniture for Duluth, Minn., and was back in town Saturday morning before 9 o'clock. The trip encountered rain, fog, snow and 37 degrees below zero weather. Adams is electrician of the J. L. Landes Shows.

The annual celebration is another page in our history and another successful one to add to our records.

Larry Hogan, of Beckmann & Gretz Shows, was in the city for the events, but spent the greater part of his time visiting his brother, who is in business in this city. Larry left New Year's Day for a business trip.

The Exhibitors' Convention this year included a few automotive displays. Chevrolet exhibited a chassis, and three trailer companies, namely, Eli Bridge, of Jacksonville, Ill., Springfield Trailer Company, Springfield, Mo., and Keystone Trailer Company of this city.

Los Angeles

LOS ANGELES. Jan. 6.—The Rose tournament at Pasadena, despite torrential rains, attracted over 200,000. The football game had 37,000 tickets sold and over 50,000 braved the rain. Charley Riding had all concessions in the bowl and for first time suffered a loss. Joe Krug and Clyde Gooding had outdoor stands at bowl. John Barton did a thriving business with umbrellas and rubber capes. Local people who had arranged grand stand erected on 80 trucks and trailers (new idea) did not have one customer. The parade was the usual marvelous affair but ruined by weather conditions. In former years there has been approximately 1,000,000 spectators. . . Roy Ludington, back in town, will be associated with Crafts 20 Big Shows as assistant manager.

Thomas (Fuzzy) Hughes returned from extended Eastern and Southern tour, located in Long Beach for the present.

. . . Mel Vaught and Harry Gordon are getting the Vaught equipment in readiness for early opening. . . The Stetton Shows, playing spots in Los Angeles district, closed at Florence and will be liquidated until spring opening.

Harry Phillips and Shorty Wells on promotion at Ventura. . . George Gore returned from Northern trip. . . Mr. and Mrs. Orville Crafts spending the holiday season in Los Angeles.

Johnny Branson and Scotty Branson, framing a new show, will have a show on each of two shows. . . Bill Lewellyn, busy building illusions, has opened new shop in Venice. . . Art Stanley is from East and South, will have a Girl Revue and plans opening in Seattle. . . Letter from Joe Glancy says business in Seattle

(See LOS ANGELES on page 43)

Ludington Joins Crafts 20 Big Shows

LOS ANGELES. Jan. 6.—Roy E. Ludington, long associated with John T. Northern Shows, has contracted with Orville Crafts to become assistant manager and director of public relations with Crafts 20 Big Shows.

Well known as a carnival executive Mr. Ludington has hosts of friends on the Coast and is already in receipt of many congratulatory messages upon acceptance of his new position with what will be next season, the largest motorized carnival in the West.

New Deal Books Fairs

BILOXI, Miss. Jan. 6.—T. L. Dredrick, manager of New Deal Shows, announced that his midway organization had secured contracts to furnish amusements at the Biloxi and Gulfport fairs next October.

Ladies' Auxiliary HASC

KANSAS CITY, Mo. Jan. 6.—The Ladies' Auxiliary of the Heart of America Showman's Club entertained exclusively during the holiday season.

On December 27 the ladies held their annual bridge party in their clubrooms for the members and their friends, including out-of-town visitors to the city for the showmen's convention. Prizes were awarded to Catherine Oliver, Miriam Ripley, Hattie Campbell and Mrs. Alta Nelson.

December 29 was installation of emerita Mrs. Bertha Brainerd performed the ceremony, following which the newly elected president, Mrs. Mary Francis, invited all members to Cocoanut Grove, one of Kansas City's exclusive night clubs, where a special program was arranged by the management for the ladies. The table was decorated for the occasion and a tasty luncheon served. Eli Bridge, m.c. at the club and close friend to many of the ladies' auxiliary, helped to make the evening an enjoyable one. Flowers were presented to the new president, Mrs. Mary Francis, who proved to be a charming hostess. Those present at the party were Mrs. Mary Francis (See *LADIES' AUXILIARY* on page 42).

BINGO CORN GAMES

FROM 30 TO 300-CARD SETS.

70, 80, 90, 100, 120, 200, 250, 300 Cards.

34-Card Set.....\$1.00

35-Card Set.....\$1.25

36-Card Set.....\$1.50

Send order to: BINGO CORN GAME PRICE LIST. We pay postage except O. O. D. expense. Instant delivery. No checks accepted. Established 10 years.

J. M. SIMMONS & CO., CHICAGO, ILL.

10 North Dearborn Street.

NOW IS THE TIME

To place your order for Miniature Gasoline Driven Auto Cars, fully equipped with spring suspension, Good for Parts and Capital, Well made, only \$15.00. P. O. Box San Francisco, Calif. JAMES DEMARCO, 717 Harrison St., San Francisco, Calif.

WANTED

VACANT

GENUINE FULL-GROWN

M-U-M-M-Y

Must be in good condition. BOX D-918, care Billboard, Cincinnati, O.

MARKS SHOWS, Inc.

NOW BOOKING 1934 SEASON

Can place high-class Shows of merit. Interested in anything new. We furnish complete outfitts. One more flat ride. All Concessions open. Legitimate only.

JOHN MARKS, Gen. Mgr., Box 771, Richmond, Va.

WANTED!!

Convention Booth Attraction

Something of an outstanding nature that will draw crowds, create enthusiastic talk, and maintain interest throughout a 4 day convention. Write, giving full particulars to BOX D-891, care The Billboard, Cincinnati, O.

WANTED

STATE FAIR SHOWS

OPEN MARCH 2—CLOSED APRIL 1ST WEEK.

Want Athletie Shows. Shooty, Costello, White, Minnie Show. Have complete frame-up. Circus Side Show or Tie-in Ones. Grind Shows with own frame-up. Want Takers for feature Wild Animal Shows. WILL BOOK Mix-Up or Oldier. Concessions all open except Cook, Saloon and Corn Game. This is a railroad show and will have a circuit of Middle-West Fairs. Address all mail to STATE FAIR SHOWS, 110 South Broadway, Los Angeles, Calif.

Beckmann & Gerety's World's Best Shows

SAN ANTONIO, Jan. 6.—Mr. Beckmann and Mr. Gerety are back at winter quarters after attending the Chicago meeting, and visiting friends and relatives at several points while en route home to the winter playground of America. They are both busy with routine duties and planning the activities of the coming season.

John Morton is doing some excellent work on the repairing of the several carved wagon fronts that the show uses. John is not only a first-class mechanic and builder of things with wood and iron, but is an exceptionally clever worker with wood-carving tools. Gold leaf for the fronts was purchased before the government established the now price on gold.

The horses and lions belonging to the show, under the careful care of Harry Campbell are looking wonderful and are the admiration of the many visitors at winter quarters.

The many friends of Sam Fulmer will be glad to know that he is recovering nicely from his recent operation and is moving along the road to complete recovery very fast. He has been moved back to his stateroom in the Beckmann private car.

General Agent L. S. Hogan advises that he had a royal time in Kansas City during the holidays and that he is back on the job of whipping the 1934 route into shape, and from the several contracts that have been received at headquarters he is doing good work.

Christmas greeting cards and mementos galore have been pouring into winter quarters for the past week, and every member of the organization in quarters, from the bosses down, were liberally remembered by their friends in the profession and out. The card mailed out by the management, "Christmas at the Alamo," has brought them several complimentary letters.

The old-time members of this organization read with sincere regret in this week's issue of *The Billboard* the notice of the death of Owen Doud, for several years legal adjuster with the show. Owen was a congenial fellow and a true friend, and his passing is to be regretted.

EDGAR T. NEVILLE.

Crowley's United Shows

RICHMOND, Mo., Jan. 6.—Work has been progressing far beyond original schedule and at present time all show fronts have been rebuilt and repainted, two new 24-foot semi-trailers have been completed and are now ready for paint shop, which at present is completing the shop.

Recent visitors included Mr. and Mrs. R. E. Barnett, with whom Mr. Crowley had a string of concessions on Barnett & Schutte Shows for a few seasons.

Joe McKinzie, Merry-Go-Round foreman, returned to quarters, now making a force of five men.

Everyone in winter quarters had quite a surprise when Superintendent Bailey entered in the realm of the heaped-up by marrying Dorothy Phipps, nonprofessional.

Since the new year every effort and everything possible will be done to make the show not only bigger but better in every department. The last of the new canvas arrived and will make every top new for the coming season.

Vord received from Agent H. R. Hopkins who will come into winter quarters to start his season's work within the next few days. Show opens latter part of April with 7 rides, 10 shows and approximately 35 concessions.

W. D. DALE.

J. J. Page Exposition Shows

ROME, Ga., Jan. 6.—The commodious quarters of the show here is bristling with activity under the direction of Roy Faun, who is in charge for the fourth consecutive year. A hurried trip was made by Orlow Page from Johnson City, Tenn., in order to restock the larder, also to buy the essentials to refurbish and repaint all the physical equipment of the show.

Five-cent gate was one of the factors that brought the show on the right side of the ledger in 1933, which was a 22-week season exhibiting in six States, opening at Greenville, S. C., and closing at Decatur, Ga., with 11 dates under legion auspices, two major celebrations, eight fairs and six still spots. The two outstanding dates for the year were the Rhododendron Festival at Asheville, N. C., and the Centennial celebration at

Bonnie, Ga. From away up in Pennsylvania, comes word from the Montgomerys that they will move in shortly after the 15th to thorely go over their rides, several of their riders crews wintering here. Bill and Helen Moore stopped off long enough to store their equipment then north with stops at Scrubenville, O., Detroit and Toronto. Word from Dick Siscoe, Billy Clark and Frank Shepard to the effect that they will be in quarters soon. Incidentally, 1933 was the first season that Dick Siscoe opened and closed with the same show. Dick will have two concessions here. One of those newfangled picture galleries, and the old standby, Watcho. He also will have the band.

O. F. Tibball, erstwhile electrician and later operating an office concession, arrived in quarters and is awaiting the call, as are E. E. Baker and family, formerly of the Bee Show. Leroy Skaggs

and his merry minstrel gang have been

playing schoolhouses, halls, etc., lately

and clicking occasionally. Charlie and Jim Phillion built two cookhouses at quarters. Charlie again will have his

eaterie on the show, while Jim is sparing

around for a location. Carl Jackson and the missus, accompanied by Mac McGinnis, stopped in and said hello.

They are winter trouping and came in

to get some surplus equipment to take

back to the Flaming Show. Dad Reynolds and family, after a brief sojourn

here, left for a winter show. Benny

Powler and wife visited with the writer

and wife for a week before the holiday

season, then to Montgomery. Aim, to

spend Christmas with Mrs. Fowler's par-

ents. Incidentally, Benny has the tent-

show bug and over he will launch one

the coming season. Opening date of

Page Shows is scheduled for the middle

of April, and the show will go out with

8 major riding devices, 10 shows, 25

concessions, band and free act.

R. E. SAVAGE.

Leon Broughton Shows

KIRBYVILLE, Tex., Jan. 6.—Leon Broughton's motorized carnival closed at Riverside, Tex., December 27 and is now in winter quarters in this city. Eighteen people are in quarters, and the work of rebuilding is already well under way. Christmas dinner was served to all on the show at Riverside, and all were high in their praise of Mr. Green, who headed the job of building the food. Mr. and Mrs. Broughton were at their home for Christmas with their parents. The show has enjoyed wonderful weather during the fall, and business was very good.

Leon Broughton's Minstrels will open January 15, playing week stands in a radius of 50 miles of quarters here. Show will be under a 50 by 90 heated tent, carrying 18 people, small band and railope. It is the intention of the management to open the carnival about March 1. J. H. BLAIR.

Marks Shows

RICHMOND, Va., Jan. 6.—The advertising wagon which, at the time of last writing, was under way of construction has now been completed and is on the streets. Finishing touches are being added to the two new show fronts that have been built since the show has been in winter quarters, and another new ride, just purchased, is expected to arrive in quarters within the next few days.

Mr. Marks has returned to his office and is very much pleased with the outlook of the territory he has covered and the closing of a few Southern fairs. Mr. Remish, general agent, also returned with very good reports on his Northern trip. It looks like the show will have an exceptionally good route to follow its early opening. Everyone is very optimistic about the coming season and no expense has been spared for the improvement of the show, which will carry 9 rides, 12 shows, feature a rumble band for belly and two free acts.

A big Christmas dinner was enjoyed by all in winter quarters, and as the building is quite large there was plenty of room to entertain many Richmond friends at an old-time barn dance after the feast. Music was furnished by Stanford's string band, and by the light of kerosene lamps all danced, sang and made merry. Among the guests were Mr. and Mrs. Al Hubbard; Jack Blimhardt and family, of Wild West Show (Jack gave a special number on his banjo); Mr. and Mrs. Britt, Mr. and Mrs. Raiford and their troupe, Freddie Bennett, Helen Carlota, Mr. and Mrs. Al Palmer and many other showfolk, who are wintering in Richmond.

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MUSEUMS

International, Traveling

WILKES-BARRE, Pa., Jan. 6.—Closing its week's engagement in Harrisburg at midnight December 30, the two large trucks bearing the equipment of the International Congress of Freaks departed at 2 a.m. for Wilkes-Barre. Notwithstanding a portion of the 140-mile jump was over ice-coated mountains in sub-zero weather, the trip was made in less than five hours.

Due to the stringent blue laws in Pennsylvania, the show did not open until midnight New Year's Eve. From that hour until 5 a.m. the auditorium was a solid mass of amusement-beat holiday seekers. The doors were opened again at 10 o'clock New Year's Day. The receipts on the opening day were double of any previous day's business since the show opened early in November at Birmingham, Ala. The engagement in Wilkes-Barre will by far eclipse the gross business done at Charleston, W. Va., which previously was the record city for big business.

Wilbur Plumhoff, the original pathos-poor oddity, best known as the human pin cushion, is the newest addition to the human personnel. Plumhoff recently concluded a long engagement at Ripley's Odditorium at the Chicago World's Fair. During the past several years he has been depicted three different times in Ripley's syndicated newspaper cartoons. He is occupying the center stage.

Prof. George Burkhardt, well-known punch and magic performer of Brooklyn, N. Y., is another addition. Burkhardt handled the side show on the Walter L. Main, also the Gentry Bros.' Circus for several seasons. His two apartment houses in Brooklyn are being looked after by his wife, Helen Burkhardt, during his absence.

Doc Opler, well-known sideshow manager, formerly of the Miller Bros.' 101 Ranch Show, and his wife motored over from his farm near Duncannon, Pa., to spend several days with the show.

Is again contracted to handle side show the coming circus season. Harry C. Seymour, well-known circus adjuster who lives in Wilkes-Barre, was a daily visitor.

Owner J. J. Stevens has returned to the show after visiting his home in Atlanta, Ga. Ray Marsh Brydon, general agent, visited the advance at Scranton en route to New York City. The week of January 8 the show will be located in a large three-story Building at Lackawanna and Penn avenues, Scranton. The first and second floors will be utilized for exhibit halls.

Philadelphia South Street

PHILADELPHIA, Jan. 6.—Business at this museum has held up very well during the past week, notwithstanding very cold weather. This week's attractions are good and please the visitors. Adam and Eve, educated chimps, still hold the feature spot and show how well Captain Smith has trained them. Others are Edema expansionist; Albino twin sisters—these girls are natives of this city and have a very attractive personality; Doral Diana; Mine Verona, midget and sword box; Bobby Hawson and Pat Lorraine are now looking after the front.

Philadelphia Eighth Street

PHILADELPHIA, Jan. 6.—Since the change in the annex attraction business has improved considerably with this museum. The main hall for this week has Prince Buddha, magic and Punch, shackles, handcuff and strait-jacket escape; Prince and Princess Zulon, fire eating and glass dancing; Van, tattooed artist Jimmy Schaeffer with sword box; Clara Haig, Ethel Kelly, Agnes Roberts and Zoma provide the entertainment in the annex. Jack Keeper is still the main manager and lecturer, with Jack Kelly and Bill Sylvan looking after the front.

Wade's Traveling

GRAND RAPIDS, Mich., Jan. 6.—W. G. Wade Museum has opened in a downtown location here, the first organization of its kind to be granted a license to show here in 25 years, according to officials. Show came here from Lansing and Flint, and include a strong cast of freaks and performers, some of whom played A Century of Progress last summer.

A big New Year's Eve performance was reported the museum being filled with crowds until 3 a.m. Farnsworth and Lynch have a Flea Circus, with Farnsworth as show master and the fleas from the Chicago Fair. Rex Omer is assisting at lecturing. In addition to his sword swallowing act, other acts include Pauline-Raul; Wee Jean, called the smallest midget mother; and her baby; Coma Sando, sketch artist; Madame Louise, mentalist; Mignos, magician; Al Frazz and Dan Deering, tickete; Koko Hawaiian guitar players; Rosalie Slater, fat girl; Texas Joe Mix and wife, and Dudley Farnsworth door.

Low Dufour's Naked Truth is being presented by R. W. Curtis and Barry Gray, the latter a veteran of more than 50 years in the show business. Barry Glenn, the perfect secretary—"I don't know anything about it," as the performers call her, is handling business in Mr. Wade's absence. Rosalie Slater left January 1 for their home in Detroit for a visit, but are expected to return soon, which is stated here for five weeks. Texas Joe Mix and the missus left show New Year's Day also.

Wonderland

CHICAGO, Jan. 6.—Wonderland Museum continues doing business. New stage has been built for the annex. Beautiful drapes grace the entrance to the added attractions, and the stage is set with flashy striped swinging curtains and bally cloth to match. Contracts for double-deck banners to cover entire wall space in lobby and main show have been set to Nieman Elman Roeter as follows: W. B. Evans, general manager; Lee Sloan, assistant manager; Benny Daniels, secretary; Bud Dunse, in charge of the front; Louie Sornson, second openings; Edw. Duffy, Bud Miller, James Foote, tickete; Joe Tracy Everling, master of ceremonies; the Great Gravelyo; Larry Bennett, Punch and Judy and ventriloquist; Sam A. Abbott, fagolest and Egyptian dums; Alan Caldwell, pianist; Musical Mike Mullens; Bobby Barrow, Gladys Burke, Vera Villiant, Naomi Ikada and Annabelle Fowle are the feature dancing girls. Mildred Cummings and Dolly Devore are featured in the sword-box illusion.

Earl Burke, inside talker, presides over the dancing girl show. Jean-Jean is held over indefinitely as extra added attraction. Edna personal of Austin & Kunk Show have visited here during week, coming from Elmer's Museum in St. Louis. Other visitors were Hawaiian Joe and his wife, Princess Rita; Arthur Borella circus clown; Paul Durrah, magician; Nobby Clark Charlie Aiken, Nieman Elman, A. P. Beard and Roth Heath.

McCaslin's

BALTIMORE, Md., Jan. 6.—Business at McCaslin's Museum is holding up better than expected. William Williams and his unit still the big attraction. A new front to the museum is being constructed by Al Raymond, and it will be finished in all-color tinsel, which will make a beautiful display, with numerous electric lights arching the lobby. Williams will continue as long as business justifies, but Mr. McCaslin will include several other attractions to entertain the public while the other part of the performance is in action.

FREAKS WANTED

No job too high for people with hot skin appeal. State all in first letter.

RALPH REDBURN writes. Tomorrow.

RADIO CITY MUSEUM, 6th Avenue and 17th Street, New York City.

Lauther's, Traveling

NORFOLK, Va., Jan. 6.—Carl J. Lauther's All-Star Museum closed its doors at 11 p.m. December 30, after two weeks of better than fair business at 220 East Main street, and at 1:30 a.m. the entire company, bag and baggage, was installed in a new and better location at 224 E. City Hall avenue.

And if the folks on City Hall avenue respond as they did on Main street, with little or no ballyhoo, C. J. will be pretty well pleased. Oh, yes we got a taste of the cold wave that has swept the nation, and business was not so hot for about two or three days. But at that it was a trifle better than fair.

A very fine tribute was paid Carl J. Lauther by the merchants of Main street in that they expressed their regrets that he was taking his museum to another location. Many of the merchants and their families paid the man sum many visits.

The new location seems to be a better spot in that it is in the heart of things, so to speak. The cars and buses load and unload right in front of the doors.

Kortes, Traveling

OKLAHOMA CITY, Okla., Jan. 6.—Christmas in Oklahoma City for the Kortes Museum organization was a delightful affair. A large gayly decorated tree, the exchanging of innumerable gifts and the bounteous Christmas dinner presided over by Mr. and Mrs. Peter Kortes will long be remembered by the 30 troupe who took the good health of the host and hostess and fellow performers.

Kent Horner acted as Santa Claus, and while there was no chimney to come down he was able to park his reindeer and sleigh in the alley at the rear of the museum, and made a spectacular entrance with a heavy pack and the jingle of many bells. If you don't believe in Santa Claus just ask Eko and Iko they will tell you different. New Year's Day will close the Oklahoma City engagement, the show moving to Shreveport for a seven-day stand at 212 E. Main street.

Lorow Bros.: Traveling

CEDARTOWN, Ga., Jan. 6—Lorow Bros. Museum came here from Columbus, Ga., where it played for two weeks to good business.

Mary Edythe Lorow came up from Miami, Fla., to join, and is now leading the band—enlarged to eight pieces. She also offers a song and dance specialty. Stage show plus plenty of life in the show, and the customers really like it.

A new semi-trailer was added to the show's equipment, and made here was made in good time. Opened at noon Monday. Storeroom too small to handle crowds. Band played for a New Year's dance at the State Armory here, and has two more dances booked for this week.

The four Lorows keep busy making souvenirs and are handling out plenty. Radio programs featuring Marion Zerolac are clicking and bring good results.

Snokey Lorow and petite Marie (Mary Edythe) also featured in broadcasts with Stelle Dallas, torch singer, getting her share of fan mail. Leo Smith is handling the advertising.

OLD-TIME SHOWMEN

(Continued from page 31)
Paine, as a sharpshooter. Howe's Great London Circus visited Fredericton on August 10, 1888. The next was Frank A. Robinson's third visit, on July 15, 1890, with a 20-car show, and Andy Gaffey was still juggling cannon balls. Leon W. Washburn's Circus gave Fredericton two performances on July 23, 1892. The next was Pawnee Bill's Wild West, on August 23, 1893. The Cook & Whiting Circus, on August 15, 1894, was the B. E. Wallace Show, of Peru, Ind., using the Cook & Whiting title. On August 1, 1895, Sells Bros. Circus gave Fredericton an exhibition which was acclaimed "the greatest since Forepaugh." The management featured a pair of hippopotamuses. June 10, 1896, was the date of Walter L. Main Circus' first visit to Fredericton. The tour that season included a lengthy itinerary in the Eastern Provinces of Canada, which reached to Halifax N. S. The performance that season included the Fisher Family, aerial act; Tony Lowrance and his sister, Mrs. Corinne, the wonderful carrying act in which they used two horses. An extra meeting-attraction with sensational pictorial poster advertising was the "Mighty Bowdipus." That Canadian tour of the Walter L. Main Circus gave the title

lasting popularity from Western Ontario to Halifax and was a great aid to its drawing power two years later, when it again visited all the leading towns and cities in Ontario, Quebec, New Brunswick and Nova Scotia. In 1897 the only circus to visit Fredericton, N. B., was Leon W. Washburn, the date was July 10.

FED JURY

(Continued from page 28)
secretary-treasurer, were mentioned in all three indictments. Mr. Ringling, testifying in Federal Court, Brooklyn, last November, at a hearing into the bankrupt Allied Owners' Corporation, said that in July, 1932, he turned over all his assets to Mr. Greve in default of interest payment on a loan of \$1,744,000 extended by the investors so that Mr. Ringling could buy the titles and holdings of the American Circus Corporation in 1929. He stated that half the stock of the combine was put up by him to serve as collateral and that he signed the document under pressure and at a time when he was ill. Mr. Greve threatening to attach the receipts of the show unless the assets were turned over. Mr. Pender, head of AOC, was among those present when the agreement was signed.

Testifying in the same hearing several days later, Mr. Ringling said that Mr. Greve promised him \$25,000 in cash for turning over the assets but came thru with but three grand.

LADIES' AUXILIARY

(Continued from page 39)
Hattie Hawk, Miriam Updyke, Bertha Braeburn, Blanche Francis, Lucile Riley, Juanita Strassburg, Helen Smith, Margaret Haney Irene Leachman, Viola Fairly, Tillie Johnson, Etta Smith, Elizabeth Yeoward, Hazel Martin, May Francis, Catherine Oliver, Cora Davis, Viola Binkie and Minnie Focock.

Evening of December 30 was the annual Tucky Dance. This event is popular with out-of-town visitors, particularly the delegates from St. Louis. A large box of Florida fruits sent by Mrs. Ethel Valete and Mrs. Marie Book was raffled during the dance and the proceeds donated to the club.

December 30 the fifth annual luncheon of the ladies was held in the Crystal Room of the Phillips Hotel, where Mrs. Viola Fairly, past president, acted as toastmaster. Tables were decorated with roses and baby breath. The guests present drank a toast to the future success of their club and were given the cocktail glasses as souvenirs of this year's event. The outgoing officers, Ivan Velere, Juanita Strassburg and Helen Smith, were presented with fountain pens, on which were engraved their respective signatures. Mrs. Hattie Hawk, first vice-president, who presided over the club during the absence of the president, was presented a large bouquet of roses. Mrs. Margaret Haney who so ably served as chairman of the entertainment committee, was presented a corsage.

The newly elected president, Mrs. Mary Francis, was given a large bouquet of flowers. Mrs. Francis also was awarded \$10, the prize offer by the retiring president, Mrs. Ivan Velere, for the member securing the most new members during 1932. The \$10 reward was donated to the Ladies Club by Mrs. Francis. On this occasion from St. Louis were Mrs. Grace Goss, president of the Missouri Show Women's Club; Catherine Oliver and Mrs. Cicilia Jacobson. Each was given a corsage. Telegrams of congratulations from Clara Ziegler, president of the Ladies' Auxiliary of the PCSA, and May Margolis, of Houston, Tex., were read by the chairman.

CODE NOW IN

(Continued from page 28)
Amberader Hotel, Washington, to start at 10 a.m. on that day and continue until completed.

WINNIPEG, Jan. 6.—Assistant Deputy Administrator William P. Farmworth advised The Billboard today, that the classification of performers in the circus industry with respect to minimum wages in the tentative code that minimum wages are not specified in the proposed code, as printed but proposals for a minimum wage for performers will be submitted at the hearings here, to be started on January 18.

WANTED

RECOGNIZED FIRST-CLASS

FLEA CIRCUS

Bill of exchange. Long season. Wonderful opportunity to make big money. BOX D-328, care Billboard, Cincinnati, O.



**On Larry Boyd's Passing
Artists Under the NRA?
Max Gruber Is Horrored
The Chatter of the Week**

B. LEONARD TRAUBE
(New York Office)

WHEN Larry Boyd died the sphere he lived in lost one of its standout humorists and colorful personalities. It is an accepted tradition to laud those who are taken away from us. Boyd deserved laudation by attainment. Boyd loved to battle. We happen to be among those who were the recipients of his best darts. After each skirmish he grew greater in stature, for blunt candor, as he practiced it, was one of his principal assets. He knew the outdoor game and its people with intimacy that few people reach. Always a Hull Fellow Well Met, he passed from the contemporary scene with a distinguished record marked up in an exciting, interesting life.

Joe McKee, ex-manager of Rockaway's Playland, enters the lists of those who are wondering who will be the showmen of tomorrow by wondering who, in the park field, are coming up to take the places of the present impresarios.

ON JANUARY 19 the eyes of the circus world will turn to Washington and the hearing on a code for the industry. It is interesting to note in this connection that quite a few prospective entrepreneurs are halting their activities until the code is disposed of—to their satisfaction, it is inferred. We know for a definite fact, for instance, that a show is in formation from a metropolitan base, but is practically marking time pending the outcome of the hearing.

Some people might think that the mere suspense is by way of destroying initiative. That's one way of looking at it. Of greater importance is what will happen after the code is signed. Will it encourage or stifle enterprise? If it encourages, everyone will be happy. If it doesn't, it will violate not only the spirit of the National Recovery Act, but will defeat the very purposes for which the emergency was established. Looking over the proposed code in printed form, it doesn't look like show owners will be brunted with heavy wage scales, both in the railroad and motorized classifications, for common labor, that is. What remains in store for the artist is one of those speculative things. We are amazed to find that the proposed code makes no provision for performers. Perhaps this has been left out on purpose to leave the way clear for working out maximum hours and minimum wages during the hearing, since performers have at no time been represented with a voice while the details were being prepared by the Circus Committee, the Outdoor Showmen's Association of America and the Motorized Circus Owners and Agents' Association.

Max Gruber, animal trainer, enjoys the distinction of being the only circus man to be elected to the executive council of the Actors' Betterment Association, which last week was reorganized and made more effective via a mass meeting attended by a horde of the performing fraternity.

AUGUST HUSTREL, of the high-wire troupe, is still manager of the troupe. After March 1 his brother, Franz, takes over the helm.—BILLY BUCK has arrived in town to conduct a series of revival meetings.—And Frank Buck is back, too, after nearly a year in Asia and the East Indies. His animal collection to follow an another boat.—The Copley Plaza Hotel, Boston, has a flashy Merry-Go-Round in its main dining room. It made W. St. G. Jones' head spin, he being the head of the William E. Berry Company in the Hub.—That was Fog Horn Clancy, of rodeos, and a couple of minutes later the imposing Homer Sibley, of lecture fame, put in an appearance.—Fistful Smith

is back from the Wirth-Taylor Circus and Wild West in Philly and ready to depart for Wirth's Shrine Circus in Hartford next month.—Harper Joy, national press OPA, is coming from Spokane, Wash., to attend a luncheon of the local Seth B. Howes Tent which will be held in his honor January 19 at the New Yorker Hotel.

Don't be surprised if a current book on tattooing and tattooery, suitably called "Tattoo," by Albert Perry, does more for the picturesque tribe than anything yet devised.

WILL JAMES' first film effort, "Smoky," from his book of the same name, is a treat for animal lovers.—Jack (Shorty) Miller, of the local Garden Rodeo, functioned as bally in the Mayfair Theater, where the offering bronzed along for a week.—A. J. Liebling, of The World-Telegram, clowned out another riddle of mimesism, this time on Mickey Braatz, who does 75 spot pinwheels.

The current rage among times contains a couple of lines that run something like this:

Like a Barnum and Bailey Show,
Just as Phony as it can be.

Master Barnum thanks one and all for the ad and the arcade industry thanks the publisher for the Penny Arcade inclusion in the lyrics, which are very phony.

Mrs. H. Delgarion, known professionally as Amorita, is visiting New York for the first time in 12 years. The past season on the Castle & Hirsch Shows, she's here to get together with her folks, plus the Max Goodman's, friends over the years. Came in from Chicago.

Capt. Sidney Hinman reported in trouble. Or at least there comes word thru Homer Sibley that the boat on which he lives sank in Hook Creek, between Jamaica and Far Rockaway, the other day. Somehow or other the captain failed to tell it, but he's done miraculous things before. In 1931 he captured a giant octopus off Barren Island, Brooklyn, exhibiting same at seashore resorts and presently handled by Sibley. Inventor of a non-sinkable life-saving suit, he played vaute for many years with his life-saving canines and once projected Noah's Ark out Coney Island way.

Burton Holmes, traveler and lecturer, is down for a series of illustrated talks at Carnegie Hall, with first subject being the World's Fair.

Big 4 Shows

Waycross, Ga. Week ended December 23. Weather, fine. Location, ball park. Aspices, Rotary and Lions' clubs combined. Business, poor.

Waycross was signed, and the show made the move from Brunswick in good time. Upon arrival our old friend Joe Treke was waiting to join with his Working World Show. Business started light and got no better.

Dime, Ga. Week ended December 30. Weather, cold. Location, downtown. Aspices, none. Business, fair.

Christmas was celebrated in old picnic style. Long tables were made up of belly fronts, and all sat down to turkey, chicken and quail. Toastmaster, Clyde Kevin. Music by Kelly's Band. Cliff Karn's fat folks, Jack and Jill, came in for much favorable comment. Minstrel Show goes over the top most every week. Slim McLaughlin's Cannibal Village is doing nicely. Tiger Mack is building a new corn game. Whittle Hinckley has added a grocery wheel. Show now has 4 rides, 7 shows and 31 concessions. Earl Becker is expected back this week to again take up his duties as banner man and popcorn stand. It is the intention of McCarty and Fleming to keep the show out all winter. Roy Van Sickel has joined with his beautiful knife rack.

GRACE MACK.

LOS ANGELES

(Continued from page 39)

very satisfactory. Ben Dobbert leaving for tour of carnival winter quarters in Southwest and California.

Frank Dowdane had equipment at the Rose Tournament in Pasadena, and shared the break all other showfolk had. Frank says all he got out of the tournament was a drenching and a bad cold.

Walter Humzak and Archie Clark were hosts to the B. I. M. Club New Year's at the new clubhouse.

Will Smith, noted around town, retired from the show game, and is with a Neon sign concern. was a glass blower on shows for many years. . . . Mysterious Blondell will make a trip back to the Orient. . . . Natt Brady going thru town, en route to Manila.



Not on your life. She saves her breath for eggs."

The tourist crowd in Florida, especially at Miami and Tampa, is heavy this winter. Close observers say the number in Miami is larger than at any time since the Florida boom.

A BEAUTIFUL tribute to the amusement profession comes from J. A. Darneby, builder of expositions, trade shows and big spectacles, covering a period of 20 years. Here it is:

"Showmen in general I regard as exceptional people. Certainly they are the most charitable and the most hospitable of all hosts. But for them the efforts of Franklin Dusane Roosevelt would go by default. They have kept alive, during these trying years, the smoldering coals of ambition, desire and good cheer. If there is one comforting thought greater than another, it is my lacking knowledge of one man or woman in the show business—and I have covered every branch of the most enticing of all speculations—who can truthfully say I do not cherish them the most esteem and love them most directly deserve. And not one, for any reason, feels bitter towards me. Nothing would so hurt me as an erroneous impression of my feelings for the showmen in general."

And then these nice words about The Billboard "family":

"And this brings me to acknowledge my obligation to The Billboard, to you and to every member of your staff. In acknowledging this debt of gratitude, I want to inform you that of my time allotted to many publications, The Billboard absorbs more than half. This interest in all your many departments has covered 30 years. I cannot recall ever having submitted to your editorial department facts or news that were not accepted as authentic and final. I have deeply appreciated that confidence. I do not believe the show world could have gone on but for your publication, especially during these trying and uncertain years past. To me and to many thousands of others it has proved a source of great comfort, inspiring and encouraging."

Castle-Hirsch Shows

SHRIVEPORT, La., Jan. 6.—With ideal weather those in winter quarters on the Castle-Hirsch Shows enjoyed Christmas as never before. Many dinner parties were enjoyed, holly, mistletoe and other decorations were in abundance. Several spent Christmas out of the city and are now returning ready for work to start.

Practically all of the ride boys, as well as others on the show, have been working at the Sparco Refinery since the show closed. The refinery is spending \$1,500,000 doubling its output. The plant is located close to the fairgrounds, which makes it convenient for the boys.

Everyone on the show jubilant over the route secured at the Chicago meeting, and with the added dates look forward to a big season.

Drawings for new fronts and illumination have been completed and are things of beauty as well as something new in the carnival line. The show when completed will be different with that "something new" that the public has been looking for. The owners have received several hundred congratulatory letters regarding the article in The Billboard in which was stated the show would be rebuilt and painted differently than in former years.

The show's representative will visit both the Western Canadian and Dakota meetings.

FOR SALE, CHEAP

Peony Alley and 1st Ave. for gallery doing good business. All Other 1st Avenue, Port Huron, Mich.

RALPH JOHNSON
(FISH MAN)
Contact M. C. Huston
211 West Pike, Long Beach, Calif.

WANTED FOR SEASON OF 1934

Tires-Whirl and Mixup, prefer those with own transportation. Can place Grind Shows or any Attractions of merit that will not conflict. Snake-oil and Ned Reyo, write. All Concessions open except Keno and Cookhouse. Good spring dates and a long list of Fairs to follow.

JACK T. WORTHAM SHOWS, Childress, Texas

January 13, 1934

YOU NEED THESE BIG MONEY MAKERS

NORWALK Double-Edge, Bladed 68c
Blades, Per 100. 68c

(The Price for Short Time Only)
BLUE-STEEL Double-Edge, Newest Std.
Cuts, Wrapped. 60c

Bladed (Small Quantities) 60c per 100.

BLADE DEAL Consisting of 10 Double-Edge
Shavers and Tube of Shaving 135c

Double Edge, Standard, Straight Pencil, Blade
Shaver and Tube of Shaving 135c

AUTO-STEEL TYPE, Per 100. 31.10. 31.20. 31.40

DURHAM TYPE, Five to Ten 100. 32.20

All Other Leading Makers for All Styles of
Razors Ask for List.

NOTE—all Prices F. O. B. New York. Ham-
per at Wholesale Plus Postage. Deposit to Be
Sent on All G. O. D. Orders.

CHARLES UFFERT Square Deal
Service Since 1915

LORD'S PRAYER CHARMS

PERFECT STOCK

No. 1000—Lord's
Prayer Charms, Doz.
Std. Size 47.50.
No. 1001—Ten
Cents in a Box
of Prayer Charms, Doz. 37.50.

IMMEDIATE DELIVERY GUARANTEED

TOOTHPICK KNIVES
(Chicago Mar.)
No. 2126—1-Blade
Toothpick Knife, Per
Box, 50c.
No. 2127—2-Blade
Toothpick Knives, Per
Box, 50c.

GELLMAN BROS. Minneapolis, Minn.



HEADQUARTERS FOR SPECTACLES AND GOGGLES

We carry a complete line of Optical Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO.
Write for Catalog 2121.
Optical Spectacles

17 N. Wabash Ave., Chicago, Ill.

DISCOVERED

Strange New Fancy Savings That
New Shoppers Often Omit, Guesses,
Skins From Any Fabric.

Cheerly New—A National Discovery.
Science's newest discovery—
KODAKICOLOR—revolutionizes now
the field of motion pictures.
It's a new art of color photography
that's so simple anyone can do it
at home.

Easy to Use—
Startling 16-millimeter demonstration
creates instant demand from
enthusiastic home departments
and motion picture galleries,
schools, institutions. Actual perforation is eliminated. No
competition! Up to 160%
extra income repeats back
for details, territory option.

BECKER PRODUCTS CORP.
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As for myself, I didn't get rich here, but have been having plenty of fun—two turkey dinners on Christmas, first at home of G. Schmitt and second at home of Joe Cox and wife; New Year's at home of Slim Chamberlain. Will stay in those parts for a while. That was a dandy, Fred (Sizz) Cummings and Ned Blake—everybody wanted it, but I still have some. Let's hear from the regulars in New York and Baltimore. Signing off!"



AMONG FOLKS
In New York is J. H. Harris. He wonders what has become of N. A. Faxon, of run-mander note.



FROM CLEVELAND, MISS.
Bob Posey penned: "Up and at 'em early this Saturday (December 30). Big tips. Short money. A gangup of paperites here, also at Clarkdale. Jack Current and Bertha, pipe in. A. McCord, how's things on the West Coast? Texas Villey, is there room for one more? I'm going nature—swapped for a cow boy this g.m."



VICTOR EDISON PERRY
has been a busy person in New England this fall and winter with his various "We Moderns" and other articles. Word also comes from Perry, Boston, that a red-hot number that has been going over mightily will soon be announced in this publication.



HOW ARE YOU
W. S. (Std) and Mildred Hirsch, down Texas way? When did you leave the home-town port, Denver? Shoot in a pipe.



FRANK C. REIKART
Swartzville, N. Y., is back at some of his old-time medicine show specialties, again doing his one-man band (six instruments) and magic and paper tearing that he presented 40 years ago. Says the old ones are going over good, as many of the "teens" generation of today never saw them before. Many years ago Frank was a most versatile and willing attaché of med shows. Besides the acts mentioned he also did a musical act, songs with banjo, played in hand and orchestra, did black face, Dutch and rubie comedy, worked in opening and closing pieces and sold medicine and also filled towns and helped put up canvas. "Where are the performers of today who would do the work we did in those good old days?" asked Reikart. "Not many of the old school left. Nowdays most of them want to do one act and that lets 'em out. Some 40 years ago if you went with a med show you had to be a versatile showman and it was not 'fun' it was all hard work—and you had to change your acts every night for two weeks."



SHORTLY AFTER

Arriving at Dallas, Tex., Clyde (Southern Jack) Wilson inked a pipe that read thus: "Found it cold and raining on my arrival here, but it seems good to be back in ol' Dallas, my first time here in four years. Haven't had time yet to see who of the boys are here, didn't I saw one working tinfoil in a drug store. On coming from a theater this afternoon I saw a fellow setting up his stand in a doorway across the street. I went to him and asked him if there were many pitchers here. He said, 'No,' and then asked me if I didn't know the ball season was over. I explained that I didn't mean baseball pitchers, and he came back at me with 'Well, why don't you say what you mean?' I told him I meant street workers, and did he get sore! Asked why I was asking him about street workers and wanted me to understand that he was 'no street worker' that he had lived right here in Dallas for 17 years. All that time he was placing stock (vapor blades) on his table. By the time we finished our conversation he was all ready to get busy, and he yelled, 'Ten razor blades 15 cents, 20 for a quarter!' At that I turned to him, tipped my hat and said: 'Pardon me, my mistake. I thought you were a pitchman,' and went my way. At this time it looks as tho I'll get to work here Saturday (December 30). I intended working a few towns en route from Birmingham, but it kept raining, so I kept driving. Birmingham seemed in good shape and plenty of money if you can get it. Red workers wouldn't do well there, as there are about six workers of it who live there and they make surrounding towns. Several red workers also at Anniston, but I worked X-rays and got a nice day. The reader

at Anniston is \$2.50; Gladston, \$2.50 a day or \$7.50 a week; Birmingham, \$1.25 a day or \$5 a week. Would like pipe from Shorty Grace, Red O'Brien, Frank Fashy, Harry Day, Ted Barnes and George Hays. And what has become of that good oldtimer, Doc A. Anderson? Pipe in, Doc. Start the new year right by sending pipes to 'Bill' for everybody interested in reading the Pipes. Let us know where you are, what your life is and how you are doing—which will help us keep from running into each other with the same lines. I will soon be leaving here en route to Los Angeles. Someone please pass me another helping of the pretzel."



H. G. MACCOOLLM
wrote from Wheeling, W. Va.: "I was 'assured' by at least six persons that Mr. and Mrs. Arthur Cox were killed in an auto accident in Indiana, and while trying to get into touch with someone really in the know we received a card from Arthur and the missus down Kentucky way. Was indeed glad to learn the report was erroneous. I have been working in a department store at Columbus, O., with rug needles for eight weeks. Am now at home (December 31), but will hit the road again next week and expect to soon have a new hair curler. Bought a new house trailer while at Columbus."



FROM THE
Silver Dawn Entertainers. — The show closed a stand at Putnam, Tex., to nice business. Mr. and Mrs. Cummings have been spending the Christmas holidays with Mrs. Cummings' relatives at Waco, Tex. Bennett and wife and baby spending New Year's with relatives at Port Lavaca, Tex. Will play in and around Port Lavaca for a while and between pitches will indulge in fishing.



"OUR FIRST PIPE
After five successful seasons with Doc T. A. Smith we opened outdoor season for ourselves last January 26 and from our start had good luck," write Tom McNealy and wife from Dallas, Tex. "Have carried four or five people all season and have not had a losing town. People who worked with us are Happy O'Connor and wife, Buster and Judy Williamson, Walter and Thelma McIntosh, Harvey Snow and wife, and now have a man whom I started in the medicine business, Tony Johnson. We are enjoying a visit at home and had a Christmas turkey dinner 'n' everything that goes with it. We just bought a new piano for our outfit, are making plans for new canvas and have our four-wheel trailer stage. We open in Oklahoma January 7 for Saturay Company. Our policy suggestion is to work honest, be sure all bills are paid before leaving a town, don't give away your stock and leave the town clean so the next show in will be welcome. We are optimistic regarding the new year."



HARRY ROSE
formerly novelty acts with Murdock Bros. for years and other med oprys and last season with Bartons' Ideal Comedy Company, injured bones in one of his feet a couple of weeks ago while presenting one of his turns, chair balancing, on the stage of a local theater, Cincinnati. Last week, however, with careful nursing of Mrs. Rose and his own grit, he was preparing to "grin and bear it" and get back into working harnesses. The Rose family is still residing in Cincinnati, Master Loy attending school.



A FEW ISSUES
ago Bill asked what has become of the many fancy-writin' card writers of some years ago. Don't know whether Prof. Lewis C. Rogers (who surely spreads ink in classy Spencerian scripts, et cetera) tond that paragraph, but, anyway, he enclosed a nifty sample of his penmanship, with the following pipe, while en route to Santa Fe, N. M.: "It might interest some of my acquaintances to know that after working most of the larger towns in Idaho, Utah and Wyoming with Cyrus L. Brown (the Radio Mechanical Man) and wife we split up, with no hard feelings, in Denver last fall. After playing around the Gateway City till after it went 'wet' my old partner of 10 years ago (and longer), H. (Hurry Up) Tenny subscriptionist, promoter, etc., came to join me and we headed south—a little worse for wear, maybe, but still on the turn. Since most of the country went 'wet' we have gone 'dry' and are now on our way to 'dry' territory. Tenny is on paper and has writing sticks and

glims, and I am showing the natives how to sign their names 'pretty,' also telling them some things deciphered in their handwriting, and they like it, too. We have a bright young stooges with us who speaks a number of languages—which makes it nice. We don't know our destination yet. We are just trying to get thru the winter and make a living."



HAROLD AND DOLLY HOVEL
while playing theater dates in Southern Ohio for the winter season, recently motored to Albany, Ind., to visit Mr. and Mrs. (Bart and Pearl) Bartons, whose road show they were with the latter half of last season.



S. C. (SHORTY) TREADWAY
(note that his initials are S. C.) wrote from Waco, Tex. "I have been informed by several of my friends of pitchdom that there is a certain crippled man (Kegler) saying he is Shorty Treadway. He has a wife and two children, wears a cowboy hat and is pitching medicine and soap. I have no wife or children, do not wear a cowboy hat and do not pitch medicine. Last summer a friend-pitchman of mine heard that Shorty Treadway was in La Porte, Ind., and he drove from Chicago to La Porte to see me, only to find another legless man as Shorty Treadway. Another friend-pitchman of mine was in Philadelphia last spring and read that Shorty Treadway was in Chicago, and, as he was heading for Texas, he drove many miles out of his way to go thru Chicago to see me, only to find that it was not me. I have had numerous reports about this, but never have mentioned it before and would not have mentioned now, except that friends have insisted on me writing this letter. If I were traveling under a fictitious moniker it would not amount to so much, but Treadway is my real name, and I know his real name. Under this condition it is very easy for some of my mail to go wrong. I am using this method to inform my friends."



H. E. JUDGE
has been working a fruit juice extractor item, a 35-cent seller, with success in department stores in the Central States and Middle West. Last week was at home, Indianapolis.



SEVERAL FRIENDS
of Mr. and Mrs. Arthur (Art) Cox have made inquiries regarding them since the recent report that they had met with a fatal automobile accident. Among the inquirers was Tom Kennedy, who wrote from Cedar Rapids, Ia., January 4: "I would like very much to know whether or not the report is true. About a month ago I received a letter from Art and his wife, mailed at Petersburg, W. Va. They stated that they were headed south I answered this letter, addressing it care of The Billboard, but I note that it is still advertised in the Letter List columns (at the time this is written—January 6)—The Billboard's mail-forwarding department at the Cincinnati office has several I stores for Art, one of them with Tom Kennedy's "return" address on the envelope and no forwarding address has been received by that department—BILL). It is possible that they are both in a hospital somewhere and unable to get word to those who are really interested in their welfare." (If the report was merely a false rumor, Art or the missus should notify the Pipes editor immediately, also send address for their mail to be forwarded. They have a world of friends in Pitchdom, and if they met with an accident, fatal or otherwise, effort should be made to learn particulars and mail the data to this "column").



WALTER C. DODGE
Albany, N. Y., sent Pipes & clipping from a newspaper, bearing a Mahawa, Wis., dateline, which read thus: "An old-fashioned medicine show, the first to make its appearance in this vicinity for a number of years, was so enthusiastically received by the public that the

operators reported a complete sellout. Among the contests staged by the show was one for the best accordion player in the county and one for the most popular housewife."



DURING THE LAST FEW MONTHS of 1933 a department of Gimbel Brothers, New York, conducted a survey at a number of key city areas, asking consumers certain questions on various subjects. The results of the survey, or opinions of more than 40,000 women of the country on topics of national interest, was presented orally by Bernard G. Gimbel to a group of industrial and newspaper representatives on December 29 at a luncheon at the Waldorf-Astoria, New York. Mr. Gimbel's speech requires a great deal of space for reproduction, but doubtless will be interesting to many Pipes readers. It follows.

"I wish at the very outset to disclaim any altruistic motives on the part of our company in having this survey made by Mr. Hopper and his associates. For good business reasons we interviewed this large number of women to find out their attitude toward a good many of our merchandise problems. It occurred to us, however, that it would be most helpful if we could throw in these additional questions to find out the reaction of the housewives of America toward the NRA, and the various policies of the administration having to do with recovery.

"In a sense, we might even call part of the survey 'The Discovery of the Post-

NEW FOOD HIT CLICKS WITH HUNGRY CROWDS FROM MAINE TO CALIFORNIA

5¢ CLEARED IN ONE DAY



by Mr. Emory, Wisconsin, who is in a few weeks, builds up a business with ten employees working for him. People stand two and three deep to buy his product. They are sold out in three and four hours. Manager of metropolitan city store in one of the largest 5-and-10-cent stores in the world sees 20 sales. Business done than he takes demonstration—sets up booth off the saloon door and says, 'Come in and try it.' Sales are really substantial before an unqualified success, definite faster than hot-dog, potato chips, donuts, and baby solider. Believe you never set up an experience, don't care no better how much you eat. One of us, a parent, sights of the time to see crowds from Atlantic to Pacific, devouring thousands of pounds of it. Opportunity to make as high as \$100 a week clear."

EXPERIENCE UNNECESSARY

Come to see all ready to purchase except for a few seconds' work! Any child can do everything needed. No complicated work. No fail safe or super strength. Simply put a plaster on any stage counter. Let people taste and they buy immediately from the well-known "Safeguard" display. 5 and 10-cent bags. Popular price—see the hot dogs, 10¢ each everywhere KEEF is sold.

DOESN'T COST YOU A PENNY
Until you have sold yourself on the possibilities. Only those who are 100% sold on the product can handle the exclusive rights to their territories. Our "See-for-yourself plan" makes it possible for you to decide before you put up a cent!

Then you invest \$2.50, put back the telephone, build up without another dime invested, if you wish. Send for sales copy of orders from men and women who are satisfied—over 50 to 200 pounds weekly! No need to be a sales expert. We show you everything you must know.

EXCLUSIVE RIGHTS
protected by a bona-fide contract, available in hundreds of cities—checkbooks of small amounts, no down payment and we will succeed alike. Immediate success is possible anywhere. Write Today.

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SOAP-CREW MANAGERS
Attention, crew managers. Here's a sensational new number, oddities, all competition developed by an old-time soap man especially for experienced crew managers. New low prices on complete line of exclusive numbers—just offered to agents. Drop everything and get with the winner. Buy direct from the factory—postage paid. The public—come good exclusive territories still open—get in on the ground floor where the big money is. Write for complete details and territory still open.

Dept. 216

Dayton, Ohio

gotten Code," for the one code that the NRA is unable to do anything about is that of the housewives. And yet it must be recalled that their reactions and their activities are absolutely vital to any programs for the betterment of conditions. For it is the women of America who spend 80 per cent of all the money that goes into retail channels. And we have therefore tried to make this tremendously important group articulate. We may well be proud of American women, for this survey shows that they have courage, intelligence and a tremendous fund of optimism. It shows also that they have a secure grasp not only of the material but of the spiritual values of our national life. These are not platitudes. They are statements based upon the specific findings of this broad cross-sectional investigation.

"Out interviewers asked the women of four metropolitan cities—New York, Philadelphia, Pittsburgh and Milwaukee: 'Are we on the way out of the depression?' The vote was overwhelmingly 'yes'—ranging from 78 per cent in New York City to 90 per cent in Milwaukee."

COCKTAIL RECIPES

Brand-new West Pocket Cocktail Dial makes it easy everywhere. Shows how to mix 10 popular drinks. Recipe appears thru window cut in heavy celluloid case.



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Sells to individuals, taverns, hotels, clubs, novelty, cigar, news stores, etc. Royals Book Mounted 12 cm. \$1.50. Pay Card, \$1.50. Price \$1.50 per Card. Cash with order. Act quickly on this big down. NORFOLK CO. LTD. COMPANY, 71 E. Wabash Drive, Calumet, Ill.

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Take a compact, bee-housed case from your pocket. Press a magic button. Automatic! It's easy! It's safe! It's simple!

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THE KEY TO BIG MONEY!

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Best Selling Season
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Supersized Box
Over 1000 Crystals
CRYSTALS are playing their biggest sales game. Send the NOW
(3-package), and a plain, copy newspaper ad, and information on over 3000 leading items
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We then questioned whether we would be better off after the depression than we were in our most prosperous years. And again a vast group, over 80 per cent, said 'yes.' While we might have expected that a majority would believe that better times are coming, we could hardly have expected so extraordinarily large a vote for the belief that but most prosperous years would soon be exceeded. I think that some of the reasons given for this attitude are most significant. For, almost one-third of the reasons given indicated very clearly the belief of the women of America that in these critical years just passed we have learned a bitter lesson of the fruits of selfishness, greed and avarice. And they tell us that we shall succeed in a large measure in the future because as individuals and as a government we will not repeat those vicious mistakes of the past.

"There have been carping critics of the NRA who felt that in its pressure to force a more equitable distribution of wealth it was contrary to some of the underlying tenets of our form of government. But these critics do not speak for American women. We asked specifically, 'Is the NRA contrary to our form of government?' and we found that four-fifths of those questioned emphatically answered 'no.' Perhaps the attitude of the woman toward the NRA might be better illustrated if I point out some of the specific beliefs entertained by women about its benefits and the necessity for supporting it. On the average, 92 per cent of all women in these four great cities either believe that everyone has been benefited by the NRA, or that at least some one group in our society has been measurably helped. Most thought the worker had received the greatest benefit, the large numbers felt that the manufacturer, the retailer, the farmer and the consumer had been similarly favored.

"Those business organizations in America who have been proudly displaying the Blue Eagle will, I am sure, be glad to note that 930 women out of every 1,000 believe that they should support only those firms who are loyally backing the NRA. They told us why they believed this. They felt it was a measure of loyalty to the government and to the whole cause of recovery to do so. A woman in New York stated: 'We fought the war together, why not the depression?' And a woman in Philadelphia said: 'We should support firms under the NRA, because thus we aid the man who is doing his part.'

"One might well have expected more selfishness. One might have expected that the majority would be self-seeking, looking for jobs specifically for themselves and for members of their families. These things no doubt they wish, but more specifically they are concerned with the greatest good for the greatest number.

"We introduced one serious question which, in studying the survey, I find has its amusing aspects. We were curious to know what people are doing with the time created under the NRA, and we found that in New York City 29 per cent of those who now have more leisure are not loafing around the house, and only 12 per cent spend this extra time in more housework. Whereas their sisters in Milwaukee appear to be far more industrious; for while 16 per cent of them are doing more loafing at home, 21 per cent are busily baking more pies and in general concerning themselves with their housework. We found others using this time in all manner of ways—taking more care of their children, going to night schools, taking piano lessons, fishing, enjoying week-end trips, even working jigsaw puzzles. Fortunately,

only one woman admitted she spent her time complaining, and one harassed soul in Pittsburgh suggested that her spare time was used up by worrying if her firm was going broke. But no matter what profitable or trivial thing has been done with this leisure time, we find that almost one-third of all the families in these cities have at least some one member who has more time to devote to himself and to his own pleasures under the NRA than before.

"Perhaps I can best summarize the whole survey by stating that it constitutes an overwhelming vote of confidence for the administration and all of its policies. At the risk of being tedious, let me briefly recapitulate the most pertinent questions and their answers.

"Well over three-quarters of the women of this country believe we are on our way out of the depression: 850 out of every 1,000 believe we are coming into a

period of unprecedented prosperity, almost all of the women in America believe implicitly in the NRA and in the firms who are loyally supporting it. A quarter of all the workers of America have added leisure because the NRA.

"And now let me introduce one last question and its answer, which I think is as significant as all the others put together. We asked [in New York] if this country has a halcyon dollar. Surprisingly enough, 28 per cent had not heard the phrase, and 63 per cent out of every remaining 100 emphatically said 'no.' They told us they believed the currency of the country was in good hands and there was nothing in the world to fear. It is obviously not my place, speaking as president of Gimbel Brothers, Incorporated, to venture opinions that are colored by any sort of partisan politics. It does, however, give me a great deal of pleasure to be able to record for you the expressions of opinion of American women.

"Our company was one of the first to sign the President's Re-Employment Agreement and to display the Blue Eagle. That our faith in this great movement was justified was more than amply attested to by the result of this survey.

"I am confident that we can enter into the new year with very sane expectations for better business everywhere, judging by the expressed attitude of the real purchasing agent of America—the housewife."

Latlip Shows

CHARLESTON, W. Va., Jan. 6.—Now that the holidays are over and all the boys have returned to winter quarters work will start immediately.

The twin Ferry Wheels will be the first painted and all the Eli power units will be gone over.

Captain Latlip has made all arrangements here in Charleston for 10 days, opening in the middle of April under the auspices of the Charleston Fire Department. All equipment for six walk-thru shows such as all new canva, new banners and fronts, will be owned by the management.

Mrs. Marion Latlip, secretary and treasurer, is now playing vaudeville with the famous Latlip Sisters. The other half, the Latlip Twins and Ida May, are here attending school. Captain Latlip has a brand-new idea for a Hawaiian Show. The show in general will be much larger, and the six ride, six show and the Latlip Family of free acts will make up a fine midway.

RITA LATLIP.

BONSTELLE NONUNION

(Continued from page 23)
house. One major objective was to put men back to work.

The management asked the unions for concessions and was unable to secure adequate consideration. The union did offer some cut, but not sufficient. If we had accepted its terms we could not have opened the house. Non-union men were taken in only after the negotiations failed.

The controversy was confined to rates. No questions of the number of men nor conditions of employment arose."

According to John Doyle, business agent for the Detroit Local IATSE, all affiliated unions are involved in the picketing, altho the dispute with the stagehands, which was stressed by the management, was the immediate cause of the picketing. Both the Bonstelle Civic Theater and the Detroit Institute of Arts, which houses the theater this season, have been declared "unfair." Action was taken Wednesday night by the Detroit Federation of Labor, supporting the action of the affected crafts.

The Art Institute has no union electricians nor engineers, altho other municipal buildings have union crafts, and Doyle stated that he has correspondence showing that Clyde Burrough, curator, is opposed to the use of union help in the Institute.

Doyle says that the Civic Theater went into the Institute this season partially with the objective of avoiding union labor rates. He charges unfair competition with established theaters, which are paying taxes to the city and employing union men. The Cass Theater, which opens next week after being dark a month, has been the only other house to have legitimate attractions within the year and the competition of a theater in a municipal building, supported by taxes, is unfair, according to the stagehands.

The other crafts have general griev-

ances against the Institute rather than the theater, except the musicians, since it is alleged, the present orchestra does not include AFM members. The technical crafts are objecting to the Institute's use of non-union men, while the projectionists local of the IATSE is in arms over the presentation of lectures with motion pictures, without a union operator.

Doyle promised *The Billboard* "a fight to the finish," but conducted along peaceful lines.

WITH THE ZOOS

(Continued from page 33)

female harassement white-striped antelope. A collection of African locusts secured by Lord Moyne, and 25 zebra sparrows also are among latest acquisitions.

GRAND RAPIDS, Mich.—Because of hills in John Ball Park and natural habitats for animals, Grand Rapids in 1934 may construct a new zoo, installing pens such as are used in Detroit Zoo, Roys' Oak. The city commission favors the plan, providing CWA funds can be secured for the project. Commissioners John McNabb and U. M. Lowing, park superintendent, have been instructed to inspect Detroit Zoo.

NAFA, Calif.—White Sulphur Springs of California, Inc., owner of White Sulphur Springs Ranch, has been incorporated with capitalization of \$50,000.

REP RIPPLES

(Continued from page 23)

Maria Hayes, who had the Hayes rep show on road a few years back, Dolly, the Doll Lady, is at present entertaining at the Eagle Night Club in Columbus, O.

MEMBERS of the Berry Players had a home-cooked dinner at Marysville, Mo., on Christmas Day. Mrs. C. O. Berry, assisted by "Auntie" Emily Moore, prepared it. Those present were Carolyn Morgan, Billy Wight, Betty Preston, Alton Klassen, Doris Day, Allen McKee, John Reynolds, Mr. and Mrs. Roscoe Allen, James Crawford, Mickey McNutt, C. O. Berry, Florence Berry and Emily Moore. Gifts were exchanged.

JOHN AND FERN BAE opened at Daytona Beach, Fla., on January 1 for 10 weeks' engagement with the Florida Forum as members of Bergmann Players. John is playing character comedy and character leads and Fern is doing ingenues and comedy. Company opened in *The Pretender*, followed by *Broken Bibles* for week of January 8. Other plays scheduled are *Hired Husbands*, *Your Uncle Dudley* and *Aren't We All*.

KATHRYN PETTY, who writes for *The New Deal*, Poughkeepsie, N. Y., was recently paid a compliment by G. O. McIntyre, noted newspaper columnist, for her work. Miss Petty will be remembered as a stock and repertoire actress. At present, besides her newspaper work, she is director of the Barn House Players, a semi-professional group of New York actors. Miss Petty is writing a novel, an epic of the Ohio Valley. On a recent visit of the Otto Gray Oklahoma Cowboys to Poughkeepsie, Lee Allen, violinist, visited with her at her home. The *New Deal* carried a two-column writeup of Mr. Allen's visit and his many friends there.

W. O. (PARSON) TAYLOR, formerly in show business, now editor of *The Archbold (O.) Suckey*, recently had the following in his editorial column: "Three Uncle Tom's Cabin companies are preparing to take to the road under canvas next spring. One manager claims he has an actor who can double for St. Claire; Cato, the deacon, and Phineas, and can do slide trombone in the band and sell reedless seats, as well as drive stakes and help in the cookhouse. Such actors make Uncle Tom immortal."

ED AND ANNA HICKER are in Ft. Pierce, Fla., their second winter there. The former, who has been ill for two years, is much improved, and the Hickes will soon be on the road again. They have trouped with Oscar Cook's Majestic Stock Company, Callahan Dramatic Company, Halcyon Company, The Nevel and Norma Glanzman Company. On New Year's Day their old friend Bill Ketrov played Ft. Pierce with his Kay Brown Circus, and the Hickes had a very enjoyable day with their friends on the lot.

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method. outfit furnished. Write GUN-
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MAKE PRODUCTS YOURSELF —
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MAKE YOUR OWN PRODUCTS —
Employ agents yourself. Toilet Articles,
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uable book free. NATIONAL SCIENTIFIC
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posed in the fourth largest industry in the
world. Service, business and professional men
with necessities they need and must have.
Starting low prices save buyers up to 200%
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No home to house canvassing, peddling
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PITCHMEN! SOLICITORS! MAKE
extra money with new Stamping outfit.
Stamp checks, plates, fobs. Catalogue \$2.50
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PROFITS! GENEROUS, EXPAND-
ing, no solicitors. Men, women, starting
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25¢ BRINGS 2 BEAUTIFUL ROOSE-
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ford, St. Louis.

ADVERTISE — INCH DISPLAY IN 27
Magazines, \$1.00. B. L. DAWE, Publisher,
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CASH PAID FOR MAILING LET-
TERS. I want one representative in every
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Manufacturing Instructions, two 13x6
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BALDA ART SERVICE, Oakdale, Wis.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines
accepted for publication in this column.
No machine may be advertised as used or
second-hand in The Billboard until 60 days
after the machine is first advertised in
The Billboard by the manufacturer or dis-
tributor.

A. B. T. ROLLETOS & FRUIT CR-
Numerical Reels, \$1.50. Magic Clocks, Fruit
or Numerical Improved model. Bell Gun
Vendors, Four coils, \$7.50. Write for price
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ACTION SALE — 25 COLUMBUS 5c
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B. Iron Club, \$20.00. 10 cent Gum Vending
Machine, \$10.00. 1 Hand Club, \$6.00. Choco-
late Broadhead, \$10.00 each. Babyphone, Pin
Games, 1.00 each. 2 Reelers, \$2.00 each.
Bond one-third price. Satisfaction guaran-
teed. BOBBINS CO., 11418 DeKalb Ave,
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Duke, \$25.00. 10 cent Crystal Glass,
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\$25.00. Parlor Vending, \$7.00. Dandy Ver-
dors, \$25.00. Whirlwind, Hand Power, \$25.00.
Magic Clock, \$25.00. MARKET CO., 3894
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new bargain lists. We guarantee you will
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Eighty 300 Mile Shake, Baseball, Poker, ten
for \$1.00. Write for complete list. WHITT
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MAGIC CLOCKS, LATEST MODELS
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gle-unit, Kukla, Pia, Star Final, Goofy, \$4.75;
Shamrock, Broadway, 3 and 6. Jim Higgins,
Pilot, \$6.75; Big Boy, Broadway Deluxe, Grand
Central, \$7.75; Flying Cash and Carry, Four-
Way Divider Attached and New Century's,
\$12.50. Venders: Northwestern's, \$6.50;
\$6.00, \$5.00; Columbus (in with Picture
Attachments), \$3.00; (loc.), \$4.00; Log Cabin,
Superior, Empire, Victor, \$3.00; Roy Stringers
Hot Peanut Machines (Electric), \$4.00; Skip-
per, Ranch, \$6.00; Rambler, \$6.00; Saratoga
Express, Club, \$4.00; to Outlets with
Baby Gold Escort (like new), \$3.50; National
Double Jack-Pot, \$12.50; 10 cent, \$1.00;
Bells or Bull's-Eye Machines. Guaranteed
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Mills Nickel Jackpot Front Vender, \$25.00
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ing Pool Tables, \$15.00 each. HUNTER

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Ridge, Ill.

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Wheel ROOM, 210 W. 5th, Kansas City,

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cheap, stored Indians, Woman-Snake Il-

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III.

WANTED — FREAKS AND NOVEL-

TY acts for Museum. State lowest salary.

Wife, don't wife. GEO. KEUZO, 914 N.

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CLASSIFIED-ROUTES

The Billboard

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—WALTER, MOLLY, FAY, KING, Black and White Face Comedians, Singers, Dancers, Magic Crystal Reception, Coloration, Cowboy Singing, String Music, and Organ. Production acts, change songs for two weeks or longer. Best of wardrobe. Two men Clog Dancers. Wire Central Delivery, St. Stephen, New Brunswick, Can.

AT LIBERTY—MACK AND MACK, MARY AND wife, Vaudeville at most. Banjo and Guitar, Comedy all kinds, acts. Mack does back. Have house trained, two sets car. Write or wire 722 Park St., Dallas, Tex.

LADY FOR CLUBS, LODGES, ETC., DANCERS and Accordionist. BOX 44, Paulding, O.

AT LIBERTY—WALTER K. PRICE, Comedy of General Business Specialties. Mayo Car. Go anywhere. General Delivery, Columbus, Ga.

All Around Performer—Singing, Talking, Dancing Specialties. All characters, Good Luck, etc. Change 10c. (Loew's) De Panne Vent, Comedy Shows, After Show, Minstrel, etc., Circus, anything. One-night Clown Shows for schools, churches, etc. 23, Billboard, New York.

COMEDIAN—Mack, Verna, J. Singer, Up in arm, sober, reliable, Bob, short, have car, Lecture, talk act. WORKERS, whom is Tennessee, write, tell all. A. TROUPER, sheriff, Ark.

BONTESS, ERNEST COMEDIENNE—REGULAR standard act 7 years, good personality, excellent wardrobe, Club, Hotel, Tavern. Photo, AUDRELLA BALLEE, Room Atlantic, Room 847, Chicago, Ill.

NOVELTY MAN, dan, balancing Chair, Spinning Chair, Chair Balance, rap Act, Novelty Costuming, English and French, Debutantes, Do parts, Act for Two Weeks, Hand, Voice and Block Chorus, 216 N. White St., Macon, Ill.

SWING TEAM—Men, Comedy: Lady, Southerner, Plenty Horses, double, You're in my wardrobe, Salary Job it sure. Have house car. CLARK AND CLARK, East Berlin, Pa.

McGinnis, Owen (Pal.) Chicago, Melodious Musicians, Three (National) San Antonio, Tex. Midway Nights (Ohio) Columbus, O. Miles, William (Pal.) Chicago, Mills, Gold & Ray (Loew's State) Providence, R. Milt, Tom (Strand) Cincinnati, Mimi & Forrest (Talmadge Inc.) San Antonio, Tex. Mollie & Party (Strand) Cincinnati, Moore & Shy (Strand) Cincinnati, Murray & Gorton (Roxie) New York. Murray, Ken (Fox) Detroit. Murray, Leo, Radio (State) New York. Murray & Maddox (State) Newark, N. J.

Ondek, Sieve (Ra Show Garden Nite Club) Bridgeport, Conn. O'Leary, Bobby, & Co. (Loew) Akron, O. Olson & Johnson (Pal) Cleveland. Olivera Bros. (Boulevard) New York. Osborne, Will, Hall (Academy of Music) New York.

Peng, Sid (Loew's Fox) Washington, D. C. Peng & Clifford (Loew's State) Providence, R. E. Parker, Lew, & Co. (Orpheum) Boston. "Pete," The Our Gang Dog (Loew) Montreal, Que. Prokes, Capt. Tiger (Fox) Philadelphia.

Rabidell (Capitol) New York. Rabid's Casino Revue (Fox Midland) Coffeyville, Kan. 11-15. Ray, Martha (Loew) Jersey City, N. J. Rio Bros. (Loew) Jersey City, N. J. Rippel, Jack (Theatre) Grotonville, Ala. Rita Bros. (State) New York. Rogers, Buddy, Unit (Met) Brooklyn. Rosemary & Prater (Loew) Montreal, Que. Royce Girls (Orpheum) New York. Roye, Ruth (Valencia) Jamestown, N. Y.

Santley, Zelda (St. Louis) St. Louis. Sheldon, Gene (New Lafayette) Buffalo. Sherman, Hal (Pal) New York. Slaters, The (Pal) Washington, D. C. Slaters, The (Met) New York. St. Louis, Bill (Strand) Montreal, Que. St. Louis, Jim (Rainbow Garden Nite Club) Bridgeport, Conn.

Songwriters on Parade (State) New York. Stecher, Jack (New Lafayette) Buffalo.

St. Ono, Joe & Ida (Howard) Boston.

Stone-Vernon Four (Capitol) New York.

Strike Me Pink (Albee) Brooklyn.

Tankat & Okino (Loew) Montreal, Que. Thornbrook, E. M. Revue: Winston-Salem, N. C. 8-10; Greensboro 11-12; Durham 13-17, Raleigh 18-28.

Violet, Ray & Norman (Orpheum) New York. Vogues of 1934 (Boulevard) New York.

Wahl, Walter Dale (Century) Baltimore.

Wainman's Satirex (Loew) Canton, O.

Ward, Solly, & Co. (Loew) Jersey City, N. J.

West, Butler (Paradise) New York.

Whitney & Ed Field (Orpheum) New York.

Williams, Herb (Century) Baltimore.

Willis & Davis (Fox) Detroit.

Wonder Girls, Five (Pal) Philadelphia.

Wyckoff, Andrew (Loew) Canton, O.

Wynn, Parker, & Co. (Loew) Canton, O.

Zorko & King (Pal) Cincinnati.

DRAMATIC AND MUSICAL

All the King's Horses: (Shubert) Boston 8-23.

Among These Millions: (Broadway) Philadelphia.

Autumn Crocus: (Orpheum) Cincinnati 8-13.

Biography: (Ford) Baltimore 8-13; (National) Washington 15-20.

Cornell, Katherine: (Columbus) San Francisco 8-20.

Criminal-At-Large, with Pauline Frederick (Tremont) Boston 8-13.

Curtain Rises: (Curb) Chicago.

Dangerous Corner: (Orpheum) Detroit 8-12.

Get Lucky: (Illinois) Chicago.

Green Pastures: (Auditorium) Springfield, Mo. 8-19; (Central Aud.) Omaha, Neb. 11-17.

Humphrey, Walter, Co.: (Elrianger) Chicago 8-20. Her Master's Voice: (Shubert) St. Louis 8-12. Hold Your Horses, with Joe Cook: (Nixon) Pittsburgh 8-18. Le Gallienne, Eva, Co. (Davidson) Milwaukee 8-12. Let 'Em Eat Cake: (Natal) Washington 8-12; (Purdy) Baltimore 15-20. No. 44: (Ladies') (Physical) Boston 8-20. Sailor, Beware: (Mayan) Los Angeles 8-12. Sailor, Beware: (Shubert) Chicago.

Shallini, Sam, From Alabam, Gee, L. Barton 8-13. Singin': (Variety) Pittsburgh 8-20. Ten-Minute Alibi: (Chase) St. Philadelphia 8-20. Toppy & Eva, with Duncan Sisters: (Apollo) Chicago.

Venitiae of 1934, Miss A. Foster, singer: (Billboard) Los Angeles, Calif. 8-13; (Bakerfield) 14; Santa Barbara 15; Merced 16; Fresno 17; San Jose 18; Sacramento 19-20.

What's Passaged Her: (Wilbur) Boston 22.

Womankind: (Royal Alexandra) Toronto, Can. 8-13.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked, "Address insufficient," if proper designations are not made.

EXPLANATION OF SYMBOLS

b—ballroom, o—cafe, ob—cabaret,

h—hotel, no—night club, ro—road-

house and re—restaurant.

(Week of January 8)

A

Abrams, Dave: (Brown Derby Restaurant) New York, n.

Adams, Johnnie: (Marshall's Blackhawk) Day- ton, O. nc

Aguayo, Charlie: (Stevens) Chicago, h.

Alberto, Don: (El Chino) New York, n.

Alfonso, Don: (Place Piquito) New York, n.

Anderson, Louis: (Klemm's) East End, Phil- adelphia, Pa. c

Anderson, Andy: (L'Escargot D'Or) New York, n.

Antebands Cubans: (Metron Royal) New York, n.

Arnhem, Gus: (Beverly-Wilshire) Beverly Hills, Calif. h.

Arden, Sid: (Cotton Club) Joplin, Mo. na.

Ash, Lyde: (Paris Inn) Pittsburgh, n.

Ash, Paul: (College Inn) Chicago, n.

Austin, Harold: (Dolphin Ballroom) Buffalo, n.

Austin, Sam: (Penthouse, Park Avenue Ho- tel) Detroit, n.

B

Bale, Rudy: (Million Dollar Play-Mor Ball- room) Kansas City, Mo. b.

Bartel, Jeni: (Ambassador) New York, h.

Beck, Marty: (Gloria Palace) New York, n.

Bellacosa, Al: (Proteus) Chicago, n.

Bellacosa, Leon: (St. Moritz) New York, n.

Berger, Jack: (Astor) New York, h.

Bergen, Matt: (Club Piccadilly) Chicago, n.

Biszer, Doc: (Blondie) New York, n.

Biszer, Archie: (Arcadia) New York, b.

Black, Ted: (Royale) New York, n.

Bonelli, Michael: (St. Moritz) Lake Placid, N. Y. n.

Bowley, May: (Silverado Club) Mercy, Utica, N. Y. nc

Britt, Ralph: (Topaz) Tulsa, Okla. nc.

Brooks, Charles: (Mirador) New York, nc.

Brown, Ted: (Rialto) New York, n.

Brown, Ted: (Madison Avenue Hall) New York, n.

Brown, Ted: (Count, California) Dallas, Tex. nc

Burnett, George: (Casa Loma) Chicago, n.

Burke, Eddie: (Texas) Ft. Worth, Tex. n.

Burke, Harry: (Granada) Chicago, n.

California Ramblers: (Florent) New York, n.

Calloway, Cab: (Cotton Club) New York, nc.

Cohen, Louis: (Marie) New York, n.

Compton, Eddie: (McAlpin) New York, n.

Cox, Janet: (State) Newark, N. J.

McCormick, Mary: (Met.) Boston.

McCormick, Mary: (Met.) Boston.

McCormick, Mary: (Auditorium) Springfield, Mo. 8-19; (Central Aud.) Omaha, Neb. 11-17.

Melody, Frank: (Hollywood) Chicago, n.

Miller, John: (Palace) New York, nc.

Miller, Richard: (Primer House) Chicago, n.

Miller, Sam: (Palace Royale) New York, nc.

Corbin, Irving: (Arrowhead) New York, n.

Corinthos, Paul: (Swiss Garden) Cincinnati.

Cox, Pitchell: (Pro-Cat) New York, nc.

Craig, Charlie: (Midland) Chicago, n.

Craig, Craig: (Hermitage) Nashville, Tenn. n.

Craig, Mel: (Paradise) Brooklyn, n.

Craig, Leo: (Midway) New York, n.

Crawford, Al: (Mayfair) New York, nc.

Cunningham, Berdie: (Deauville Club) Miami Beach, Fla. nc.

D

D'Alessio, Phil: (Greenwich Village Inc.) New York, n.

Davis, Eddie: (Leon and Eddie's) New York, nc.

Davis, Leo: (B38 Club) Los Angeles, nc.

Davis, Meyer: (Mayfair Yacht Club) New York, nc.

Denny, Jack: (Statler) Boston, n.

Dickerson, Carroll: (Grand Terrace) Chi- cago, n.

(See ROUTES on page 54)

ROUTE DEPARTMENT

When no date is given the week of January 6-12 should be supplied. In split week houses the acts below play January 10-12.

VAUDEVILLE-PRESENTATIONS

Abbott & Biaggio (Gates Ave.) Brooklyn, N. Y. Girls, Twelve (Fox) Detroit. Am. Art, Will & Gladys (Regent) Paterson, N. J. Al in & Kent (Century) Baltimore. Amos 'n Andy (Boston) Boston. Andreasson (Radio) Akron, O. Angus & Beards (Orpheum) Boston. Ariels, Four & One-Half (Loew's) Gates, Brooklyn, N.Y. Ariels, Five (Gates Ave.) Brooklyn. Ariels, Art & Models (RKO Pal.) Rochester, N. Y. Arvin & Broderick (Boston) Boston.

Barki, Max (Loew's Fox) Washington, D. C. Barris, Herbert (Pal.) Chicago. Belasco, Louis, & Gran (Pal.) New York. Berlin, Max (Pal.) Chicago. Bercuse & Walker (Loew's) Akron, O. Benson, Ben & Cockey (Earle) Philadelphia. Betty's, Betty, Sunspot, Vanities—Mariette, Bernier, C. Cassell-Gilmore, Charles & Robbie, Mary Keith, Thru, Edith, Betty Rogers (Earle) Lancaster, O. 11-18. Blatt & Schuyler (Valencia) Jamaica, N. Y. Bowen, Shirley (Boston) Boston. Brown, Pitt & Murphy Bros. (Orpheum) New York. Brownlee's Pop, Hickville Police (Troy) Oswego, N. Y. 9-18. (Boston) Bayview, Pk. 11-18. (Grand) Gloucester, 12-18. (West Side) Stamford, 11-18. (Shore) Plymouth 17; (American) Pittston 18-19. Buck & Bubbles (Fox) Philadelphia.

California Revels (Fox) Philadelphia. Colvert, Peggy (Loew's Bay Ridge) Brooklyn. Conlon, Eddie (Paradise) Brooklyn. Corliss, Charles (Paradise) New York. Carter Bros., Harry (Strand) Cincinnati. Cass, Mack & Owen (Loew's) Akron, O. Casting Stars (Loew's) Washington, D. C. Chaney & Fox (Earle) Washington, D. C. Ching Ling Foo Jr. (State) New York. Clark, Harry, Unit (Thomaston, Ga.) 10-12. Clark & Marion (Earle) Washington, D. C. Conn Jerry & Barry (Roxie) New York. Corden & Murray Revue (Loew) Jersey City, N. J. Collette, Con (Paradise) New York. Coughlin, Jr. (Met.) Providence. Davis, Eddie (Pal.) Boston. Crane & Costello (Loew's) Edgemont Brook Inn. Grunis & Sanderson (Century) Baltimore.

Dancing Aces (Orpheum) Boston. Davis, Benny, Revue (Fletcher's Pal.) Newark, N. J. Dayton, Joe & Eddie (Strand) Cincinnati 12-18. DePolice, Guido (Rainbow Garden Nite Club) Bridgeport, Conn. Denney, Mabel & Martin (Orpheum) New York. DeQuincy, Gen. & Lewis (Pal.) Chicago. DeQuincy, Gen. & Lewis (Pal.) Chicago. Dickerson, Carroll (Earle) New York. Diamond (Loew's Fox) Washington, D. C. Donald Sisters (Loew's Bay Ridge) Brooklyn. Douglas, Miss (Ritz) Elizabeth, N. J. Duponts (Orpheum) Boston.

Eddy, Wesley (St. Louis) St. Louis. Evans, Carlton, & His Mad Wags (Pal.) New York. Falls, Reading & Hoyes (Pal.) New York. Farrell, Eddie (Rainbow Garden Nite Club) Bridgeport, Conn. Fifty Million Freshmen (Iowa) Cedar Rapids, Ia. Flory, Dorothy (Earle) Lafayette, Ind. Freeman, Jim (Early) Waycross, Ga. 10-14. (Fox) Atlanta, 15-20. Gerin, Igor (International) Music Hall, New York. Giesen, Jackie, & Co. (Loew's Bay Ridge) Brooklyn. Givens, Sam (Earle) Cincinnati. Great, Great (Earle) Washington, D. C. Guitar, Tito (State) New York.

17 WEEKS — ONE DOLLAR

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 Hunt, Sam ^{Age} 60
 Hutchinson, Mrs. J. T.
 Hutchinson, Grace
 Hyatt, Mrs. baseball
 Isabeyne, Mr.
 Jenkins, Della
 Jackson, Edna
 Jacobs, Jackie
 Jackson, Eric
 James, Mrs. ^{Age} 85
 Johnson, Florence
 James, John
 Jean, Bobbie
 Jipson, Eddie

Ladies' List

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the **CINCINNATI OFFICE** and mail at the New York Office will be found under the heading of **NEW YORK OFFICE**, etc.

When Writing for Advertised Mail, Please Use Postcards.

ADAMS—Allen C. (Jack), 32, died in L. A., on December 8 following a brief illness. Survived by widow, Billie and sons, Adams.

ADAMS—James E., 43, motion picture actor and radio performer, passed away in Glendale, Calif., December 19 following a heart attack. He appeared with the Ranch Boys, KFWB entertainers.

ALLENBY—Thomas, 72, screen character actor, died in Los Angeles on December 18.

AUGUSTINE—Charles, 46, pioneer motion picture operator, of Traverse City, Mich., died December 27 in Los Angeles following a 16-year battle with tuberculosis. The widow survives. Burial was in Los Angeles.

IN LOVING MEMORY OF MY DEAR WIFE.

NELLIE

Praised Army January 5, 1934.
May her sweet little soul rest in peace.
WAS I EVER

BARNER—Henry C., 67, Fort Wayne (Ind.) musician, died at his home in the Hotel city December 27 following complications from injuries suffered December 12. Barner was conductor on the Citizen's Band there many years ago and also conducted the Barner Orchestra. He was member of the American Federation of Musicians No. 58 and the Eagles' Lodge. He is survived by his widow and two daughters. Burial in Lindenwood Cemetery.

BESTOR—Vernon, 35, Madison, Wis., orchestra director and brother of Don Bestor, New York, died January 4.

BEVAN—Mary Ann, 59, a well-known show world character who claimed to be "the world's ugliest woman," died on December 28 at London, Eng. After her husband's death in 1914 she developed abnormal growth of the facial features, head, hands and feet. She was "discovered" by A. Chapman of Blackpool and soon became one of the most popular exhibits at all the biggest fairs in Europe. She leaves four normal children.

BLAZER—Morris B., 88, many years treasurer of Carroll County Fair, died December 30 at his home near Carrollton, O., following several years' illness. His brother, Howard Blazer, Canton, is sole survivor. Interment was in Carrollton.

BOTZON—Lewis E., 54, secretary of the Botzon Theaters, Inc., of Akron, O., died January 2 at Tucson, Ariz., where he had gone several weeks ago in an effort to regain his health. Botzon and his three brothers have long been active in theater operation, being owners of the Orpheum, Akron, and the Strand and Valentine in Canton. He also was associated with his brothers in numerous other Akron enterprises. Surviving are his widow, four children, three brothers, Harry, Albert F. and Joseph C., and two sisters. The body was returned to Akron, where funeral services were held from the late home on January 5. Burial was in Akron.

BOULANGER—Wallace, 41, of Detroit, former resident of Traverse City, Mich., died recently. He was a pianist in the orchestras of the Broadway Strand Theater, Detroit, and the Old Temple Theater, Traverse City.

BROWN—Betty, 18, Milwaukee dancer and an assistant instructor at the Julian Hulius studio, died December 29 at a Milwaukee hospital. Survived by parents.

BRUNSON—Atherton, foster father of Hazel Flynn, motion picture reviewer and columnist on *The Chicago American*, died at his home in Chicago January 4.

BURNS—Mrs. Cartie M., 69, wife of Fred Burns Sr., of Burns & Kohl who was in circus business years ago, died December 17 at her home in Terre Haute, Ind., of heart trouble. Besides her husband, she is survived by two sons, T. Thomas Burns of Barnett Bros. Circus, and Fred W. Burns, with Eastern States Circus, and one daughter, Mrs. W. G. Green, all of Terre Haute, at which city burial was in the family plot in Highland Cemetery.

BURNS—Robert George, 20, research assistant in the art department of the Radio City Music Hall, died of a heart ailment in New York January 2. He is survived by his mother, Mrs. Arthur Levy, wife of the theatrical press agent.

BURNET—Dudley, 38, musician, formerly in Loew's and the Grand theater orchestras, Canton, O., more recently a member of Al Bernini's ensemble at Cleveland, died January 1 at his home in Cleveland following an attack of bronchial pneumonia. He was a cellist and violinist and formerly a member of the Cleveland and Chicago symphony orchestras. He also wrote arrangements for David Rubinstein's Orchestra, which were featured in his weekly broadcasts. He had taken part in nearly 2,000 broadcasts by the Bannan ensemble. Sur-



living are his widow, Mrs. Edith Fletcher Bush, active in musical circles; a stepson, Robert Fletcher; two sisters, and a brother, John Melvin Bush, with the Los Angeles Symphony Orchestra. Four leaders in Canton musical and orchestra circles acted as pallbearers. Burial in Knobwood Cemetery, Cleveland.

CARTER—Thomas Morris, 93, oldest active bandleader in the United States, died at his home in Boston January 5. He is survived by his widow and a daughter.

CASTLING—Harry, 68, English song and sketch writer, who wrote many successful songs for the leading English vaudeville stars and also composed the lyrics for several musical shows, died in London on December 26.

CHARLES—Sheille, one of best known roller skaters and rink managers in the country, died on Christmas Day in Crookston, Minn., of cerebral hemorrhage. He was stricken at the Armory, where he was sponsoring a dance, and died a few hours later. He had been active in the skating field 20 years and did much to promote the sport in the Northwest. He had been operating a rink in Valley City, N. D. Remains were taken to his home in Winston-Salem, N. C., by his widow, son, Bobbie, and brother, Fred, who survive.

CHATEAU—Arthur, Jr., 44, president of the projectionists' union in New Orleans, died at his home on January 1.

Survived by his widow, Isabelle Quayle, and a son, Arthur Chateau Jr.

CHRISCOE—Charles E., veteran theatrical costumer of 41 West 47th street, New York, died at his home January 2. He is survived by his widow.

CISLAGH—Joseph, 60, musician, and cafe and garden operator in Detroit, died at his home on December 28 following a heart attack. He was born in Milan Province, Italy, coming to Detroit in 1901. He was known under the stage name of Accordion Joe. For 20 years he had operated a cafe in Detroit. Cislagh was member of the Bombardier Society of Detroit. Survived by his widow and four daughters. Burial was at Mount Olivet Cemetery.

CLARK—Thomas B., 81, father of Miriam Clark, of team of Tarella and Clark, slack wire act, passed away December 28 at his late home in Windham N. H. In the '30s Mr. Clark was with the Commonwealth Quartet of Boston, and was in cast of *Peek's Bad Boy*, one of the stage hits of that time.

COHEN—Maurice, passed away at the NVA Lodge, Saranac Lake, N. Y. December 27 after a year's treatment. His brother is connected with MGM. Interment in Akron, O., at the home of his parents.

COHN—Bella, 70, passed away in New York on December 30. She is survived by her son, Harry Cohn, president of Columbia Pictures Corporation; Jack Cohn, treasurer of Columbia; Nat Cohn, New York manager for the studios, and Maxwell Cohn, president of Weldon Pictures Corporation.

COLEMAN—Marion Billie O'Neill, 30, dancing soubrette, formerly in burlesque and wife of Max Coleman, New York City, died in Los Angeles General Hospital January 3 of tuberculosis after an illness of a year and a half. She was born in New York. Interment was in Forest Lawn Cemetery, Los Angeles, January 6.

CONNELLY—Mrs. James B., 48, wife of James B. Connally, advance agent, died January 3 at her home in Covington, Minn., from valvular heart disease. Mrs. Connally was at one time on the stage. Her husband and four daughters survive.

CRETELLA—Andrew, 69, died in Bridgeport, Conn., January 1. He was the father of Dom Creteffa, minstrel star of Bridgeport and director of many amateur productions.

CROSSON—James, 72, circus executive, died in Los Angeles December 26. Funeral services were held at the Elk's Lodge in Santa Monica, Calif., and cremation followed.

DOTY—Winston and Weston, 19, twin sons of Jack Doty, Chicago CBS dramatic artist, were drowned in the floods which swept the vicinity of Los Angeles, Calif., on December 31.

DUYER—William, actor, at one time with the May Bell Marks Company, died recently in Hollywood, Calif. Chris Allen, his widow and stepdaughter survive.

DYER—William, actor, at one time with the May Bell Marks Company, died recently in Hollywood, Calif. Chris Allen,

who also was with the Marks Company, wants to hear from Mr. Dyer's folks. His address is 1634 El Centro Avenue, Hollywood, Calif.

DVERBERG—Frederick, 71, French horn player, died in Long Beach, Calif., January 5. He had been active as a musician half a century. He went west 10 years ago from New York after playing continuously 33 years in the Metropolitan Opera orchestra. He is survived by his widow and three sons.

ENGLE—John E., 47, balloonist, died December 29 at Grand Rapids, Mich., where he made his home. He sustained a fall last May near Omaha but death was ascribed to pneumonia rather than to the effects of his accident.

GEOFFRION—Arthur, 77, well-known musician and former bandleader, died at the home of his son, Oscar, in New York City January 8 after six weeks' illness. He was known all over the country as a clarinetist and was a member of Pittsburgh (Mass.) Military Band many years. He left Pittsburgh for Hollywood, Calif., where he played in the theater orchestra 20 years. He returned to Massachusetts a few years ago to make his home with his son, a musician of note, who plays with New York Symphony Orchestra. He is survived by his widow and son. Funeral was January 8 in New York City.

GEREGORY—Frank L., 45, assistant production manager at the Columbia picture studios, was killed in the flood at North Hollywood Calif., when his car was buried in the debris of the storm. He had worked on every film lot in Hollywood. A widow and five children survive.

HILL—Rudolph J., 74, father of Harry Hill, known in vaudeville as Hill, Cherry and Hill, died recently in Mercy Hospital, Canton, O., following a brief illness of pneumonia. Besides another son, Art Hill, of Canton, also identified with the circus and theater, his widow and one daughter survive. Burial was in St. Peter's Cemetery, Canton.

HIPPE—Jack, also known as Jack White, acrobat and comedian, who was the original "Fimpie" of the famous pre-war comedy act of Tom White and his Arabs, died at Cardiff, Wales, on December 22.

JILLSON—Mrs. Robert Dolzell, 85, dramatic reader, passed away December 24 in Dunkirk, N. Y., according to information received by relatives in Los Angeles. Funeral services were conducted in Binghamton, N. Y.

KENNEDY—Harry, 58, executive with the Fox Film Company, died at his home in Hollywood, Calif., following a long illness. Funeral services were held in the veteran's home chapel in Sawtelle, Calif. His daughter, Hope Hampton, grand opera prima donna, survives.

LASKAY—George W., 34, Brownsville, Pa., theater manager, died in Mt. Pocono Sanitarium, Stroudsburg, Pa., January 3. He had been identified with the theater business for more than 15 years. Burial was in Brownsville.

LOWE—John W., 77, one of the best known of England's vaudeville musical directors, died at Leicester, Eng., on December 21. He had been a musical director for more than 50 years and occupied the conductor's chair at the Palace, Leicester, a Stoll theater, for more than 26 years.

LUDWIG—Mrs. Elizabeth, 32, one of the midgets who appeared at the Midget Village at A Century of Progress last summer, died in Cook County Hospital, Chicago, January 3 after a short illness. She is survived by her husband, Charles Ludwig, also a midget. Forty midgets, who were at the Midget Village and who have been stranded here since the fair closed, looked after the burial of Mrs. Ludwig.

MARSH—Mrs. Johanna, 86, mother of Charles Marsh, amusement promoter, died at her home in Chicago December 24. She was laid to rest in Waldfheim Cemetery.

MATTHEWS—James B., better known as "Poker Jim," died at Lawton, Okla., September 29. He was for many years with carnival shows, his last engagement being with All-American Shows. His widow and stepdaughter survive.

MISSET—Lulu, father of Mrs. Vince Bartlett, died recently in Detroit, Mich. Mr. Bartlett is a motion picture actor and professional boxer.

STODDARD—John, 16, died suddenly in Cincinnati on New Year's Day. (See *FINAL CURTAIN* on page 55)

MORRIS—Worth, 26, who with his brother, Palmer (Morris Brothers) had roamed around rodeos and other special events and with some circuses in the Southwest, died December 31 at his home in Gainesville, Tex., of pneumonia. Besides Palmer, he is survived by another brother, Maurice, and his mother, Mrs. S. T. Morris, all of Gainesville.

NEUBERGER—Ruth Adams, 62, novelist, passed away at the Wilshire Hospital in Santa Monica, Calif., December 27. For years she was secretary-treasurer of the Theatrical Association of New York. Funeral services were held in Seattle, Calif. A son and husband survive. Mrs. Neuberger was a niece of Henry Ward Beecher and Harriet Beecher Stowe, author.

PARKER—Nelson W., 64, resident of Seattle for the last 25 years and formerly secretary of the King County Fair Association, recently died at his home. He is survived by a brother.

PRATT—Neil, 44, well-known stage and screen character actor, died in Hollywood, Calif., January 4 of heart disease after an illness of two weeks.

RAPP—Roy L., 52, race track official associated with American Booking Agencies, Chicago, formerly connected with Indianapolis Speedway and serving at times trials at Daytona Beach, died in a Shreveport, La., sanitarium January 4 from injuries received at the State Fair track there on October 29. Remains were shipped to Columbus, O., his home, for funeral services, followed by interment in Mansfield, O. The body was accompanied by his widow and son, Robert, who were at his bedside. Rapp, who was supervising automobile racing on the final day of Louisiana State Fair, was run down by a car which he attempted to flag. The car, reports said, was out of control and the accident was termed unavoidable. He suffered a compound fracture of the right leg. The break with bones protruding was slow in mending and early in December blood poisoning developed despite efforts of physicians to check spread of infection, including a blood transfusion. Rapp was a member of the Masonic Lodge of Columbus and affiliated with the American Federation of Musicians. Officials of Louisiana State Fair were among friends attentive to Rapp during his long illness.

SCOTT—Mrs. Lillian, 43, died in Berwyn (Ill.) Hospital January 6 from the effects of injuries suffered in an auto accident earlier in the day. She was the wife of William H. Scott, studio director of Radio Station WHFC, Cicero, Ill.

SHIELDS—Sammy, 62, English vaudeville monologist and comedian, who had been a prominent vaudeville headliner in England, Australia and South Africa for more than 30 years, died in London on December 28 of pneumonia. He was one of the most popular of England's comedians and probably told Scottish stories with better effect than any other comedian.

SIMON—Theodore, 25, one of the Four American Eagles high-wire act and former member of the Wallenda high-wire troupe, was fatally injured January 1 when he and other members of the act fell during a performance of Frank Wirth Circus and Buck Taylor Wild West in Cavalry Armory, Philadelphia. His death occurred in a hospital two days later.

SOMBORN—Herbert Keele, 38, former film producer and one of the first film distributors, died in Beverly Hills, Calif., January 2 following an illness of more than a year from complications of a kidney ailment. In recent years he had owned and operated the Brown Derby restaurants in Los Angeles and Hollywood. In 1919 he was married to Gloria Swanson, motion picture star, and later divorced. His daughter, mother and sister survive. Cremation was held in Los Angeles with funeral services in New York.

SOUGARET—Leon, 64, creator of the famous French seashore resort, Paris Plage, and for 10 years mayor of Le Touquet-Paris Plage, died at Le Touquet, France, on December 22.

STEIN—Charles J., 69, vaudeville and legit actor, who made his first stage appearance 51 years ago in *The Golden Slave*, died January 6 at the Bay Shore Hospital, Bay Shore, L. I. He had toured in vaudeville in the team Stein and Evans and was later in such shows as *Merry, The Devil, The Merry Widow, The Young Turk, Going Up*, as Le Lucille and Ginger. He was a member of the Masons and of Actors' Equity. He is survived by his widow and two sisters. Burial was under auspices of the Actors' Fund.

STODDARD—John, 16, died suddenly in Cincinnati on New Year's Day. (See *FINAL CURTAIN* on page 55)

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ROUTES

(Continued from page 43)

Duchin, Eddie (Central Park Casino) New
York, N. Y.

Duke, Doug (Hilton) Lubbock, Tex., b.

E

Eckel, Charles (Croydon) New York, N. Y.
Eddy-Burton, (Delmonico's) New York, N. Y.
Egan, Babe (New Yorker) Hollywood, Calif.
El Gato, (El Gato) New York, N. Y.
Ekins, Eddie (Savoy-Plaza) New York, N. Y.
Ephron, Ivan (La Belle) Chicago, N. Y.
Erwin, Doug (Kit Kat Club) St. Louis, Mo.
Everett, Jack (Argonne Garden) Des
Moines, Ia., ne.

F

Feldchild, Cookie (Algonquin) New York, N. Y.
Fenton, Bob (Towers) Brooklyn, N. Y., b.
Farmer, Will (Simpson) New York, N. Y.
Felton, Happy (Ambassador) New York, N. Y.
Fields, Al (Holy Challenger) New York, N. Y.
Fields, Bert (Jacobs) New York, N. Y.
Fincher, Charlie (New Burdick Gardens)
Fischer, Mien (The Fisher) New York, N. Y.
Fleischman, Fred (St. Francis) San Francisco, Calif.
Frank, Ernie (China Restaurant) New York, N. Y.
Frolundano, Angelo (Great Northern) New
York, N. Y.
Frederick, Frank (John New Yorker) Boston,
Mass., ne.

Fried, Bert (New Powell Inn) Columbia, N. Y.,
ne.

G

Gardner, Jim (Truman) Chicago, b.
Gasparo, Dick (Cheaper Lounge) New York, N. Y.
Gaylord, Charley (William Penn) Pittsburgh,
Pa.

Gentry, To (Opera Club) Chicago, b.
Gordon, Claude (Parody Club) Chicago, N. Y.
Golden, Eddie (El Garcon) New York, N. Y.
Golden, Neil (Burns & Kissell's Show Place)
New York, N. Y.

Graciano, Jack (101 Club) Chicago, b.
Graziano's (Graziano) (Victor) New York, N. Y.
Gray, Bob (Bobby) New York, N. Y.
Gray, Glen (Shade House) New York, N. Y.
Green, Jimmy (Glen's Paradise) Chi-
cago, b.

Greene, Murray (Palpark Palace) Bronx,
N. Y., b.

H

Hartley, George (Grand Central) New York, N. Y.
Hecht, Walter (Arlington) Hot Springs,
Ark., ne.

Hoff's Amusements (Paramount) Chicago, ne.

Hoff, George (Staff) New York, N. Y.

Horn, Johnny (Saftey) Galveston, Tex., b.

Handler, Al (Via Leggi) Chicago, b.

Harmon, Dave (Plaza Ballroom) San Antonio, Tex., b.

Harris, Phil (Regis) New York, N. Y.

Harrod, Buddy (Young's Restaurant) New
York, N. Y.

Hawkins, Joe (Rainbow) Denver, b.

Hector, Charles R. (Touraine) Boston, b.

Henderson, Lee (Club Richman) New
York, N. Y.

Henry, Ted (Carter) Cleveland, b.

Hora, Roy (Viennese Garden) Flint, Mich.,
b.

Hornbeck, Richard (Silo-Caribou) New York, b.

Horn, Rudy (Big Top) Syracuse, N. Y., b.

Hopkins, Claude (Roseland) New York, b.

J

Johnson, Charles (Email's Paradise) New
York, N. Y.

Jones, Broadway (Harlem Tavern) New
York, N. Y.

Jones, Isham (Commodore) New York, b.

Joseph, Jim (Murray) Tuckahoe, N. Y., b.

Joy, Jimmy (Lowry) St. Paul, Minn., b.

K

Kahn, Art (Dixie) New York, b.

Kahn, Art (Netherlands Plaza) Cincinnati,
Ohio, b.

Kavelin, Al (Other Parrot) New York, b.

Kay, Merlin (Mark Hopkins) San Fran-
cisco, b.

Kay, Mickey (Edgewood) East Greenbush,
N. Y., b.

Kemp, Hal (Blackhawk) Chicago, b.

Kenny's Rhapsodians (Stables) Chicago, b.

Kotchak, Bobby (Tallmadge Inn) San An-
tonio, Tex., b.

Kribbler, Gordon (Edgewood Club) Albany,
N. Y., b.

King, Harry (Parrot) New York, b.

King, Wayne (Argosy) Chicago, b.

Kite, Joe (Gipsy Camp) Chicago, b.

Kohl, Harry (Giant Rail Beer Garden) New
York, b.

Kountz, Bass (Webster Hall) Pittsburgh, b.

Kroll, Nathan (Vanderbilt) New York, b.

Krolikoff, George (Pre-Cat) New York, b.

Lambert, Will (Roosevelt Hotel) Pittsburgh, b.

Landsdale, Eddie (Wise) New York, b.

Landed, Mike (Billy Gallagher's) New
York, b.

Lane, Eddie (Hobart) Brooklyn, b.

Lane, Sid (Club Royal) Chicago, b.

Larkin, Lester (Lincoln) New York, b.

Lehr, Leo (Midnight House) Chicago, b.

Lentz, Al (Old Colonial) New York, b.

Legie, Len (Berkilotti) New York, b.

Little, Little Jack (Washington) New York, b.

Lodge, Buster (Gibson) Cincinnati, b.

Lopez, Don Antonio (Laurel-in-the-Pines)

Lukewood, N. J., b.

Lyon, Vincent (Ober Parrot) Chicago, b.

Lorraine, Carl (Royal Tavern) Chicago, b.

Lubman, Abe (American) Chicago, b.

Lum, Jim (Empire) New York, b.

Lynch, Phil (Club Evergreen) Bloomfield,
N. J., ne.

M

MacLeod, Mac (Beach View Gardens) Chi-
cago, b.

McGroarty, Glyde (Drake) Chicago, b.

Machat's Rhumba (Montmartre) New York, b.

Maged, Sherry (Almanac) New York, b.

Magnotta, Enrique (Waldorf-Astoria) New
York, b.

Mack, Billy (Aloha Bear Garden) New
York, b.

Mann, Joe (Club Lehman) Chicago, b.

Manning, Monroe (Astelle) New York, b.

Marciano, Steve (Longview Farms) Pitts-
burgh, b.

Martin, Jack (Majestic Ballroom) Long
Beach, Calif., b.

Mayne, Artie (Peach Orchard) Bridgeport,
Conn., b.

Mellie, Johnny (Bohemian Garden) Chi-
cago, b.

Melody Masters, Henniger's (Crystal Lake)

Beaver Dam, Wis., b.

Meyer, Hans Bruno (Manhattan Music Hall)

New York, b.

Middleman, Herman (Show Boat) Pittsburgh,

Pittsburgh, b.

Miller, Frits (Club Royal) Chicago, b.

Millhouse Band (Steamship Ollie) Chicago, b.

Moffit, Hob (Walsh) Jackson, Miss., b.

Molina, Carlos (Collegiate) Chicago, b.

Morante, Joe (Russian Art) New York, b.

Modigliani, Jimmie (Paradise Ballroom) Pitts-
burgh, W. Va., b.

Nelson, Castle (Park Central) New York, b.

Nichols, Emil (Vanity Fair) New York, b.

Nichols, Red (Claridge) Memphis, Tenn., b.

Noone, Jimmie (Club Lido) Chicago, b.

O'Neill, Walter (Arlington) Hot Springs,
Ark., b.

Parsons' Amusements (Paramount) Chicago, ne.

Parry, George (Staff) New York, b.

Perle, Eddie (Vista) New York, b.

Perle, Eddie (Claridge) Memphis, Tenn., b.

Perle, Eddie (Claridge) New Orleans, La., b.

BIG HEARTED HERBERT

(Continued from page 16)

The high spot in the embarrassingly up-to-date second act, in which Herbert drives his daughter's suitor out of the house.

J. C. Nugent is grand as J. C. Nugent in the title role. Elisabeth Risdon, who once went thru the somewhat different histrionics of *Strange Interlude*, starts off in too much of the grand manner for this type of farce, but swings into the spirit of things in the second act and is thereafter as grand as Mr. Nugent. Alan Bunce is smooth and confident as the suitor; it seems that he always manages to turn in a good performance. As for the rest—with the exception of Norman Williams, who amusingly plays the youngest member of the family—too many of them are too obviously acting. It's the type of show that's fitted up for the cutrates and throwaways. Even with the latter ruled out under the NRA do it ought to do pretty well—for a while anyhow.

EUGENE BURR.

THE WOODEN SLIPPER

(Continued from page 16)

Julie hires out as serving wench to a crook, also defeated in love, who is an artist in his line. She comes to love him in his kitchen, but when her father and so insens young man who wants to marry her comes to reclaim her, Andre, the cook, sees that she's a lady and lets her go.

So, of course, the ugly duckling feathers out into a lovely goose, and appears in the chief role of a play backed by the mad Mr. Pavlicek. But, praise be, she is completely unsuccessful, and to Andre, now a restaurant owner, comes to ask her to be his cashier and dear wife, she falls into his arms.

The entire piece runs around wildly in important circles, and never manages to get anywhere at all—even across the footlights. In the first place, characters (with the exception of the mad Mr. Pavlicek) and dialog are ordinary and uninteresting carbon copies. In the second place, the thing goes careening from one unconnected incident to another, and finally ends, one supposes, merely because the curtain has to come down some time before 11 o'clock. It is quite conceivable that it could have gone on and on indefinitely, with further extraneous padding.

In other words, it has no form. The faults falling under that category are legion, the most startling, perhaps, being the fact that the play proper doesn't begin until the third scene. All that goes before could far better have been given in expository dialog.

But the cast is a different matter. It is studded with names, and even the Dorothy Hall given an almost slavish imitation of Ruth Gordon as Julie and Ross Alexander is plainly miscast as the cook, it gives a good account of itself.

Cedilia Loftus is, of course, grand as the mother, and Montagu Love gives his best performance since his return from Pictures as the father. Alice Belmore Cline is, as always, a grand old lady of stage in a small part, and a less named Jonatha Jones is cute as a serving wench—besides possessing the most delightful name of the season. Among others turning in good jobs are Ruth Altman and John Halloran. Most of the few good lines fall to Paul Guliford as Pavlicek.

But the play is disconnected and dull, a farce that manages to be silly without being funny. It is merely another Budapest—with the accent heavily on the last syllable.

EUGENE BURR.

ZIEGFELD FOLLIES

(Continued from page 16)

fact, only one scene—a dull and unfunny Rubinoff skit—that failed to have something definite and delightfully enjoyable to recommend it. From the angle of satire and burlesque, there were Miss Bruce's numbers above mentioned, a grand musical satire in which Willie Howard did yeoman service, a Cuban revolution skit and a parody skit in which Mr. Howard did ditto and plenty more. For dancing there were Vilma and Buddy Ebsen, as grand as ever; Ira Ray, repeating the success that she scored in *Melody*; Patricia Bowman to do some ballets; and from a different angle, Jacqueline Carter and the semi-mimed Strauss Dancers. For singing there were, among others, Jane Froman, the delightful lady from radio, and Everett Marshall, who gave a grand rendition of a song called *Wagon Wheels*, which sounded a bit reminiscent of *Meet Me Dear* and, therefore, of the second movement of Dvorak's New World Symphony. For catchy and intriguing tunes, there were such things as *I Like the Likes of You, Moon About Town, To the Best of*

the Heart

and others. For novelty and such, there were scenes like the second half opening, detailing the romance of two shop-window dummies, or interludes like Bertie Beaton's recurrent and hilarious theme song. For sheer beauty, there were such spectacles as *Vocal Under the Bridge*, Watson Barrett's lovely white satin set or the dance accompaniment to *To the Best of the Heart*, which is one of the grandest revue scenes that this reporter can remember. And for that matter, for sheer beauty there was also the chorus which is really lovely, by long odds the prettiest ensemble of the season.

When Willie Howard is good he is very, very good, and he is good in this. He has a field day, doing almost everything and doing it all well. Come to think of it, there wasn't a principal who didn't rate individual praise, they all carried out their assignments excellently, and you can go down the cast list for credits. There's no use repeating it here.

The sets are fine, notably the grand nursery scene and the white satin vision above mentioned—the there were plenty of others too to catch the eye.

This sounds like an unrestrained rave. As a matter of fact, it is. You can talk of revue traditions—the old fashioned tradition, the sophisticated tradition (which gets plenty of raving these days) and all the rest. I don't know what tradition this new *Follies* is in. All I know is that I had a swell time and that it's a grand show.

EUGENE BURR.

FROM OUT FRONT

(Continued from page 16)

Send in a list of the plays they'd like to see again and begging some manager to do the one that has the most votes? Yes, but what manager?"

However, we had a permanent acting company—or, better still, several—Miss Wood's question would be answered. Not one but many revivals might be presented. The bill changing daily or weekly, the manager would be free of the necessity of choosing only those plays he thought would be able to run. There could be experimentation, there could be plays aimed at particular, even the small, classes of theatergoers, above all there would be a permanent company building up a standard of American acting.

Dryden's magnificent *All for Love*, for instance, or Oway's lovely *Venice Preserved* could never be conceded the slightest chance of a Broadway run, but they could be given for several performances by a permanent company. And, if the company happened to be a good one, I'm willing to bet that these performances would be highly successful.

At worst they would be infinitely more enjoyable than the world premieres of *Under Glass* or even so comparatively amateurish a lightweight farce as *Big-Hearted Herbert*.

FINAL CURTAIN

(Continued from page 58)

lived by his daughter, Kitty, known in burlesque and cab circles in that city.

STORM—Alpha E., 88 mother, of Jerome Storm, motion picture actor and director, passed away at her home in Hollywood December 30. Funeral services were conducted at the Hollywood Cemetery. She is survived by three children.

TAUCHERT—Arthur, 86, died after an extended illness at St. Vincent's Hospital, Sydney, Australia, on November 27. He was for 30 years in vaudeville and pictures, being the original "Santimetal Bloke" in the locally made film of that title. He was a prototype of New York's Chuck Connors of Bowery fame.

TOWE—Mother of Alice Towe, theater employee in San Francisco, died in Oklahoma City, Okla., recently.

UPDEKE—Hester B., mother of Colton T. Updeke, known to the profession as "The Boy with the Horse's Mane," died of cancer at her home, Stone Mountain, Ga., on January 1. Survived by husband, three sons and six daughters.

WOOD—James, 72, died December 25 at Leonard Morse Hospital, Natick, Mass., from bronchial pneumonia. Although not an active member of the profession, he had a legion of friends among its various branches because of his association with the friends of his son, James Lenox Wood, assistant equestrian director, Al G. Barnes Circus the last two seasons and previously associated with the Ringback-Wallace and Cole Bros. circuses and vaudeville and burlesque. Besides his son, Mr. Wood is survived by two grandsons. Interment was in Oak Grove Cemetery, Fall River, Mass.

An eight-pound daughter was born to Mr. and Mrs. H. Stuart Codde, director of publicity, Fox Films, Sydney, Australia, on November 17.

MARRIAGES

BAIKOFF-WEST—Beverly West, actress and sister of Mac West, was married in Chicago January 3 to Vladimir E. Bakoff, her manager.

BAKER-WANDERWELL—Walter Baker married Aloha Wanderwell, actress, December 27 in Oceanside, La. Mr. Baker is a member of Mrs. Wanderwell's company.

CORLE-FREEMAN—Edwin Corle, short-story writer, and Helen Freeman, actress and a founder of the New York Theater Guild, are announcing their marriage, which took place in Encino, Mex., on December 2, 1932.

HARLAN-HAMPTON—Bruce Neal Harlan, son of Mr. and Mrs. "Doc" Harlan and black-face comedian with his father's medicine show, and Beulah Hampton, of Hot Springs, Ark., were married December 28 at Hot Springs.

KRETSINGER-DAMERAL—Gene Kretzinger, of the radio team of Gene and Charlie, and Donna Dornell, the Marge of the *Myri* and *Marge* sketch on the Columbia network, were married December 30 at the People's Church, Chicago.

KRETSINGER-KARNER—Charles Kretzinger, of the radio team of Gene and Charlie, and Evelyn Karnar, radio artist, were married January 30 at the People's Church, Chicago.

MERRITT-WEBER—A. L. Merritt, owner and operator of the Princess Theatre, Oconto, Wis., was married December 18 to Roxanne Weber, Oconto, in Waupaca, Wis.

ROMAN-CADY—Hugh Roman was married to Evelyn Caday in Los Angeles December 26. Couple are connected with pictures.

ROSWELL-TAIT—Nora Tait, secretary at the Columbia exchange, in San Francisco, was recently married to D. C. Roswell in the bay city.

VAN BUSKIRK-VAN BUSKIRK—Jessie Van Buskirk and Maryle Van Buskirk were married recently at Detroit. Mrs. Van Buskirk, professionally known as Madame Janai, is now with Harris & Winters Museum.

WADE-TOOMEY—Jack Wade and Mary Toomey, circus performers, were married in Melbourne, Australia, November 17.

WARNER-LEROY—Doris Warner, daughter of Harry M. Warner, president of Warner Brothers-First National Pictures, was married in New York January 2 to Merryn LeRoy, motion picture director. The ceremony was broadcast to Miss Warner's paternal grandparents in Hollywood. The couple left for a honeymoon cruise around the world.

COMING MARRIAGES

JUNE MCCLAY, motion picture actress, appearing with Johnny Hamp's Orchestra, and Ward L. Gamet, musician with the same band, recently filed a notice of intention to wed at Galveston, Tex. According to information received by friends in Hollywood. They will be married this month.

A marriage license was issued January 3 in Allen County Circuit Court at Fort Wayne, Ind., to Dave Malcolm, theater man, and Marian Szulerecki, theatrical employee.

BIRTHS

A 9½-pound boy was born to Mr. and Mrs. Gust Karre at Chillicothe, Mo., December 12. Was named William G. The parents were with the Robbins Bros. Circus for 10 seasons and last year were with Siebrand Bros. Shows.

A daughter was born recently to Mr. and Mrs. Robert Warwick in Los Angeles. Mr. Warwick is a stage star.

Mr. and Mrs. John Parsons are announcing the birth of an eight-pound son born on January 1 at Los Angeles. Mr. Parsons, who is a former track star at the University of Southern California, recently went on a personal-appearance tour.

Born to Mr. and Mrs. James B. Connolly at Owatonna, Minn., on November 27 last, a daughter, who has been named Margaret Antoinette. Mr. Connolly has for many years been engaged in Advances and Promotion work and Mrs. Connolly was formerly on the stage. Mrs. Connolly has been suffering from valvular heart trouble since the birth of the daughter and is in the city hospital at Owatonna in serious condition.

An eight-pound daughter was born to Mr. and Mrs. H. Stuart Codde, director of publicity, Fox Films, Sydney, Australia, on November 17.

DIVORCES

Gladys Unger, Los Angeles dramatist and playwright, received a divorce decree from Emil Kusshren Ardaschir, author and

lecturer, in London, Eng., January 3, according to information received by friends last week.

FIONA ROSE, motion picture actress, known as Baroness Fern Andrea, filed a suit for divorce against Ian Keith, stage and screen actor, known in private as McCouley Rose, in Los Angeles December 22. Keith in the month Mrs. Rose filed a suit for separate maintenance.

LAYTON, Watterman California landscaper engineer, learned that Mildred G. Watterman, radio singer known as Dixie Mason, received a divorce in Chicago, Ill., December 27.

CHARLES SPENCER BOLDEN, screen writer, recently filed a cross-complaint for divorce from Mrs. Bolden, who is asking for a divorce.

MARIAN LEOUR Cartens, dancing teacher, of Cincinnati, who formerly played the Keith-Albee vaudeville circuit, was granted a divorce in Cincinnati on January 2 from Christopher G. Cartens.

BLUE ROOM

(Continued from page 13) room keeps them changing for a most unusual effect.

In the center of the room is a circular bar with liquors, wines and other ingredients piled in a high pyramid in the center and around which the bartenders apply their talents. It is the only circular bar in the city. The orchestra is composed of 16 men under the direction of Jay Castle, who was brought to New Orleans from Los Angeles. In the orchestra are Albert and Gordon Kirat, New Orleans boys, Fleish with the orchestra is Jean Roculus, and Baron and Brady. Two days before the opening, New Year's Eve, reservations were sold out. On opening night Bob Gregory, announcer at WDSU, acted as emcee.

NEW ORLEANS, Jan. 6.—Sailouts greeted the first New Year's Eve under appeal here, even the more places offered dancing and entertainment than ever before and a larger number of house parties were given than last year. Some idea of the activity was indicated when the musicians' union as early as Friday informed it could not furnish any more orchestras. Night clubs held up, with Club Forest and Suburban Gardens, in the lead.

'ROUND THE TABLES

(Continued from page 17)

tap dancer; Marie Wade, blues singer; Gladys Rose, soubrette, and a chorus of four girls.

EDWARD ROOT and Hope Minor returned to the Hotel St. Regis (New York) show Monday.

LEE MORSE, the little girl with the big voice, is winning rounds of applause for her singing at the new Moulin Rouge, Chicago. Charlie Crafts, band leader, emcee and vocalist, also goes over big with his singing specialties, and a pleasing variety of dance entertainment is furnished by Moes and Manning, who have a novel doll dance; Sylvia and Bettina, and Holly Harris, acrobatic dancer.

TED WEARS and his orchestra will continue to be heard in the Walnut Room of the Hotel Bismarck, Chicago, until February 1, their contract having been renewed. This is good news to Weems' many admirers. Jean Cutler, dancer, also has been re-engaged.

BETTY BURNETT, character dancer, who has been at the Melody Club, Chicago, since its opening last fall, has been engaged for Cooper's Casa Loma in the Windy City. Others in the Casa Loma's new show are Buddy Condon, of the Cocoanut Grove, Los Angeles; Lita Cordova from the Paradise, New York, and Evelyn Burr and Pauline Lee, singers.

TOM MYERS has taken over the Stockade, Albany, N. Y., and promises to make it one of the attractive spots of the Capitol District. The music is being served by George White's Orchestra in conjunction with Art Mellon, Irish tenor; Sid Olson, Tooty Orlando and Nick Lucas.

DANNY O'SHEA featured a stage show on New Year's Eve at the President Inn, Salt Lake City. The Dragon Club, Dorado Club, Brass Rail, Nick Rugs cafe (newly opened Italian restaurant with bar attached), Pine Lake Club and even Old Mill Club, opened for New Year's Eve only. All featured legitimate attractions.

Showmen's League of America

CHICAGO, Jan. 8.—President Ernest A. Young was out of town on business and Second Vice-President Jack Nelson presided at the meeting January 4. Those with him were Treasurer O. R. Fisher, Past President Edw. A. Hock, Past Vice-President Max Goodman and Secretary Joe Streibich.

Reinstatement application was received from Harry Lewiston and he was re-elected to membership.

Past President W. O. Brown, who was at the hospital for a short time, has been removed to his home. Recent report of his condition has not been received. Brothers Colonel F. J. Owens and F. G. Kenworthy are still on the sick list and reports say they are improving.

Among those who were absent from the meeting of January 4 were Frank E. Taylor, Earl Taylor, Sam Bloom, Harry Russell, Dave Russell, Jack Folk. Business called most of them from town for the day, but all will be in their accustomed places at the next meeting.

President Young wants it understood that there will be regular Saturday night parties at the League room until further notice. These are invitation affairs for members and their friends. Always plenty of invitations on hand, so just ask for them.

A welcome caller was Brother Max Goodman, who dropped in on us unexpectedly. Max always has something of interest for the boys when he is called upon for remarks at the meeting.

Brother Cliff Wilson, just in from Florida, was another welcome caller.

A committee has been appointed to gather data and lay plans with a view of holding a benefit performance at some Loop theater some time in the early

spring. Those appointed to serve on this committee are Frank E. Taylor, Ernest A. Young, Nat S. Green and Maxie Herman.

The New Year's party was a grand affair with a nice attendance, a wonderful time for all and showed a neat profit for the League.

Maxie Herman was appointed a committee of one to extend invitation to the Ladies' Auxiliary to participate with us in our regular Saturday parties. He no doubt handled the commission very graciously.

News of the death of Brother Fred R. Glass reached us on Thursday. This is the fourth sad message of this nature in a month. As is our custom, all remained standing in silent prayer at the last meeting.

Let me keep telling you that we are now on our 1934 membership drive. Brother Walter F. Driver is chairman of the committee, and valuable prizes have been offered by Brother Morris L. Kaplan and Brother Harry Coddington.

A welcome message was received from Past Vice-President J. W. Coulthorn. He advises that he will be with us the latter part of the month. A welcome awaits him.

What about your dues? Why not send them at once? Perhaps you are in arrears. If so, why not drop a line to the secretary, he may have a message for you. Let's get together, boys, and write him at once.

New York C. of P. In License Fight

NEW YORK, Jan. 6.—Jay Goldie's five-floor showshop on Broadway and 70th street, operating under a blanket license obtained via suspicion angle, had its license summarily revoked last night. This forced admission charges to half, with outside gate, previously 25 cents, thrown open free and the attractions working without ticket selling—pay-as-you-leave basis.

Appears that the rap went in from one of the suspects, Goldie accusing Andrew R. Student, the publicity director, of running out on him and putting in a squawk with The New York American Christmas and Relief Fund, one of the sponsors, which he originally contacted for the tisup. Meantime several shows called it a day while Goldie was endeavoring late today to have the license reinstated. There's talk that the opera-billed New York's Century of Progress World's Fair, will go dark and come back later as a revamped job under the Goldie helm. Captain Schack's whale exhibit is due in from Chi over the week-end, which might help to build up the show. It all depends on whether Goldie succeeds in winning over license authorities, however.

So far the expo has been a failure from every angle, except that a greater part of the indie showmen kicked in with meritorious arrays, a fact that becomes more regrettable as attendance diminishes. Their hopes for a second work are shattered.

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Hipp Circus Ends With Acts on Two-Day Co-Op

NEW YORK, Jan. 6.—The Hippodrome Theater Circus put on by George Hamid

closed with a midnight show on Sunday, with the acts on a pro-rated cooperative basis for the week-end performances. The take for the two days was slightly better than a grand, the acts receiving 30 per cent but part of the amount has been withheld by the Hipp, according to testimony by several. Cecil Maberry, managing director of the theater, and W. A. Carroll, the owner, could not be reached today for confirmation and were not expected back until early next week.

Acte released the Hamid office from all claims last Friday. Those signing the release were Bee Starr, A. Leeland, Al LaRue, Albert Sherwin, Smiley Daly, Phillips and LaPlante, Oscar Lowrance, Paul Dwyer, Jerry Bangs, W. E. Ritchie, Tiny Elko, Alex Denney, Franz Hustrel, Ernest Brueck, Alf Loyd, H. Sonnenburg (Pallenbergs Bears), George Hannaford, Edythe Siegrist, Bee Jung, Hadji Pasco, Will H. Hill, Joe Baile, Dorothy Vance, Vera Fett, Helen Cook, Louis Griswold, Bee Castello and Bubbles Ricardo, William K. Schulz, with several wild and domestic animal turns, signed later.

Mrs. Barnes in Tampa

TAMPA, Fla., Jan. 6.—Mrs. Michael Barnes, wife of Mike Barnes, of the Barnes-Carruthers Booking Office, Chicago, is visiting Mrs. Milton Morris here for several weeks, after which they will go to Miami for awhile.

ILL. FAIRS

(Continued from page 3) having all fair reports made out correctly, as quite a few reports had to be returned for correction and elimination of some accounts not eligible for State aid. The State has drawn up a model set of records and receipts and Mr. Lloyd suggested that all fairs use these forms for 1934.

Arthur Roe, speaker of Illinois House of Representatives, Vandalia, talked on fair legislation, showing what was done last spring to get the deficiency appropriation bill thru, and also the new bill for the coming biennium appropriation of \$400,000, \$300,000 to be used this year and \$300,000 in 1936 if necessary for county fairs, 4-H Club and vocational agricultural shows. This appropriation will be considerably more than that for the last biennium, covering 1932 and 1933.

John Stells, assistant auditor of public accounts, Springfield, told of his past connection with fairs in his community and of his conviction that fairs should be a source of education and entertainment to communities. Final business session was held Friday morning with an address by L. C. Pratt, president Warren County Fair, Roseville, showing value of 4-H Club and vocational exhibits.

The convention voted to hold the 1933 meeting in Springfield again. Annual election resulted: President, re-elected, C. E. Walker, Shelbyville; vice-president, C. O. Mast, Quincy, secretary-treasurer, S. S. Vick, Marion; directors, Will R. Hayes, Duquoin; Harry J. Conrad, Monroe; R. B. Rosbraugh, Charleston; Edward S. Collins, Springfield; Fred Temple, Galesburg; A. W. Grunz, Breese.

At the annual banquet Thursday evening about 300 were present, guests including State officials and legislators. The event was colorful, with paper hats, horns, novelties and decorations, furnished by fireworks, novelty and ribbon companies. Fourteen acts of vaudeville were presented thru courtesy of booking agencies in attendance at the convention. Jack Price of the Joll House night club, Springfield, was master.

Among carnival folk present were L. S. Hogan, Beckmann & Gerty's Shows; Mr. and Mrs. Dee Lang, Dee Lang's Exposition Shows; Sam Solomon, Sol's Liberty Shows; Joe Tilley, Tilley Amusement Company; B. Gibson, Gibson's Blue Ribbon Shows, and Mrs. C. E. Pearson, C. E. Pearson Shows.

Fair attraction representatives much in the limelight were Priscilla Young, Priscilla Young's Attractions; Mike H. Barnes, Camille Laville, Barnes-Carruthers; Mr. and Mrs. Sidney Belmont, Belmont Fair Booking Association; Earl and Frank Taylor, Taylor Enterprises; Ray Anderson, Theatre-Dusfield Fireworks Company; E. H. Gray, Gray's Circus Attractions; Edna Deal, Ray Smithe, Edna Deal-Grover LaBonne Theatrical Exchange; Joe Porcheddu, Illinois Fireworks Company; J. Alex Sloan, Sloan's Auto Racing Attractions; Charles Easter, Easter's Educated Horses; Jay E. Gould, Gould's Million-Dollar Gems of 1934; Jack Champion, Champion's Ensemble; Paul Lorenzo, Lorenzo's Unit

Attractions; Al Miller, Al Miller's Attractions.

No Contracts Signed

Illinois State Fair was represented by Director of Agriculture McLaughlin, Tony Bartolini, Fred Temple, John Craig, Charles (Mac) McKee, H. L. Foland, George Collins, John H. Lloyd, Merle Enrich and R. E. Yates.

One of those missed this year was C. E. (Cap) Pearson. Mrs. Pearson, however, was on hand. "Cap" is confined to his home in Ramsey following a serious sick spell.

Lee Sullivan and Ben O. Rooshouse, Mill Bridge Company, attended the banquet, driving from Jacksonville. They hobnobbed with carnival owners and sold Sam Solomon, Sol's Liberty Shows, four trailers, which will be added to Sol's line of trucks and trailers.

Fair attraction representatives reported that they had from one to a half dozen promises from different fair secretaries, but as far as could be learned no contracts were signed at the meeting. Carnival owners and agents reported likewise.

Among acts at the festivities were Eddie Lewis, dancer; Arden Trio, dancers; Patsy Ruth Snyder, blues singer; Beverly Sisters, dance team; Carmine S. Di Giovanni, tenor; Simms and Simms, comedy acrobats; LeRoy and Paul, comedy bicyclists and dog; Miss Bee Price, "Song Bird of the South" and Seven World Wonders Roller Skaters.

Officers Veteran Workers

Most of the fair-attraction people journeyed to Breese, Ill., to be on hand there on Sunday for the annual meeting of Clinton County Fair directors, who let contracts for attractions and midway. Four Clinton County directors were at the convention, headed by August W. Grunz and A. C. Koch.

J. M. and Mrs. Dee Lang, Dee Lang's Exposition Shows, were hosts to many secretaries and showfolk during the meeting.

Jail House Night Club, Springfield, was host to many. Among those who visited that rendezvous in the early hours of Friday were Priscilla Young, Mr. and Mrs. Sidney Belmont, Beverly Sisters, Arden Trio, Edna Deal, Ray Shute and Ray Anderson.

C. C. Mass, Quincy, secretary-treasurer of the association during 1933, was hoisted to the vice-presidency in appreciation of his hard work.

Two regulars at conventions are J. G. Swan and Earl Gillett, Fulton County Fair, who annually renew many acquaintances.

Nominating committee, Ray Simkins, McQuen; John Hutchinson, Chaffenton, and William Dunson, Marion were recommended on the selection of officers and directors. All new officers and directors are outstanding fair men in Illinois.

Auditing committee, I. O. Pratt, Roseville; A. C. Roberts, Quincy, and L. R. Teller, Augusta, reported the association in top shape and a nice balance on hand.

Credentials committee comprised A. W. Grunz, Breese; C. C. Hunter, Taylorville, and J. W. Richardson, Warren, and the resolutions committee consisted of Fred Temple, Galesburg, and C. W. Waggoner, Shelbyville.

Among other firms represented were American Radio and Amplifier Company, Regalica Manufacturing Company and American Decorating Company.

STORM EXPECTED

(Continued from page 4) Samuel Goldwyn, Cantor wrote back saying he is quitting the open broadcast. Goldwyn has promised his full co-operation. The JTOA is especially against movie stars going on important broadcasts."

Cantor told The Billboard today that he agreed with the majority of those whose money is tied up in theatrical investments and that he would discontinue if three others would do likewise, but that he didn't want to be the only performer to quit the practice. Naturally, the reaction of the public might not be a happy one toward any performer who locked the doors on a program which has been admitting onlookers for several years, but Cantor expressed a willingness to do whatever was decided upon as ethical in the trade.

Ed Wynn, on the other hand announced last week that the powers that be should not force an audience on Cantor, but that if he (Wynn) were to be deprived of his audience, he never would broadcast another program. He explained that he was an "old-time actor" and that he could not give his best without an audience in the room.

WE DO SHARE OUR PROFITS!

100	WEATHER BOMB-EZEE	Elected	72¢
Blue Bird Electro. Plugs	of 3		
100	WEATHER-BEST Electro. Plugs	Money-Back	90¢
100	WEATHER-BEST Electro. Plugs	Money-Back	\$1.10

Notify Patriotic Non-Competitive International CHEST PAD. A Gold Card and Protection Can Be Sold to Boys and Girls. Other Medium. Write for Purchasing Sample.

FREE Price List of 150 Items That Win Gold for Patriotic Purchasing
Send for Required With Order.

LIBBY SALES CO., Inc.,
Dept. B • Sixth Ave., New York City.

EARN \$600 A MONTH

See G. H. Deale's Bugs for \$2 to \$5 Cost \$1.12 Each. Send Postage, \$1.00 with Order.

ALASKA FUR COMPANY,
114 North 3d Street, Philadelphia, Pa.

WOULD APPRECIATE INFORMATION

As to Winter Quarters of Walter L. Main Circuit, Please address BOX D-829, care Billboard, Cincinnati, O.

WANTED-A FEW MORE SHOWS

With own outfit and transportation, also one more ride that does not conflict, also legitimate Concessions. Positively no see wheels, no skillets, no race tracks, no flat wheels, no roll down, no adoblock or anything else that is grit. Nothing but absolutely legitimate Concessions will operate at fairs under our control for the best circuit of the Florida Fairs, opening at Hardee County Strawberry Festival at Bowling Green, next week, January 15 to 20, also Lee County Fair at Ft. Myers; Plant City Strawberry Festival, Plant City; Duval County Fair at Jacksonville. This will be the best fair in Florida at 10-cent gate; Redland District Fair at Homestead and several good fairs to follow. Wire, don't write, explaining what you have. Address, this week,

BERNEY SMUCKLER,

2337 Broward Avenue, West Palm Beach, Fla.; Next Week, Bowling Green, Fla.

SAVE MONEY

MOTORIZE

CARNIVALS—CIRCUSES—TENT SHOW MANAGERS.

Our Finance Plan will take care of you. We started the 1934 season by completely motorizing HENKIES BROS. SHOWS. CHARLES GOBB, exec.

STANDARD CHEVROLET COMPANY, East St. Louis, Ill.



The Pool Whirl

By NAT A. TOR

Full Communications to Nat A. Tor, care of New York Office, The Billboard.

Possible sites for swimming pools are varied. Outdoor tanks can be constructed in any number of locations, both in business and residential sections, while in the indoor field prospective operators of enclosed natatoriums must be more "choosy."

Of course, first of all, let it be understood that there is a much bigger demand for outdoor swim pools than covered tanks, and that, therefore, persons contemplating entering the swimming pool business should take this into consideration. In certain sections, however, because of weather conditions, indoor pools are much bigger attractions than the outdoor variety.

It's wise then to study carefully each particular location and to determine whether an outdoor or indoor tank would go there. The general opinion is that the most logical site for a pool, whether it be indoor or open air, is an empty lot. All of which may be true in only a small number of cases, for it depends a great deal where that empty lot is located and there's always the chance that the hotel roof around the corner from that lot might be a more suitable site for your prospective pool.

It is for this reason that it was decided to have a discussion of this nature consume the lead of this department this week instead of the customary editorial. Too often a well-managed swim pool doesn't do any business because of poor location. You can always get some patronage at your aquatic establishment if you are ideally situated, but no amount of good exploitation will draw persons to your tank if you are in a midst of a wilderness or some such poor spot.

The first rule is to build your pool where there are people. It makes no difference whether these people work near your pool or live near there as long as they're near there. Just because property is cheaper in some unpopulated areas on the outskirts of your town, don't think you can put up a swim tank there with the hope that you can run a bus to and from your pool and thereby get business or that they will come rushing to your enterprise in cars. It's been proved a number of times that this doesn't work.

Empty lots, only when surrounded by hundreds of buildings or when located right at a subway station, are ideal for swim pool sites. Property underneath elevated structures is usually inexpensive, and it is that kind of land in cities that often proves most suitable on which to construct a pool, for with the trains running overhead your tank is continually being advertised to the public. The majority of outdoor tanks in the Bronx and Washington Heights in New York City are in just such spots.

Insofar as country tanks are concerned there's a great field for swim pools on State highways, operated in conjunction with roadside restaurants, etc. This particular line has been neglected of late by pool men and wrongly so, for thousands of persons ride along highways daily, all of whom are prospective pool swimmers. Then there are aviation fields, where tanks can be operated to success, especially outdoor ones, and there are railroad stations and bus terminals and the like, where indoor tanks might be just the thing.

Writing about indoor locations, from present indications it appears as if hotels remain the best site for enclosed tanks. These pools are enabled to draw from their own hotel, as well as the entire city, for in the main hotels housing aeronauts are situated in the center of towns. But what has always puzzled me is why indoor pool men have never considered large skyscraper office buildings. I should think the basic situation exists, and I know there was talk of a tank being built both in the Empire State Building and in one of the new Radio City structures in New York City. But it never developed, and I wonder why.

Getting back to outdoor pools, parks and water fronts seem to be favorite sites of municipal tanks and in some places might lend the necessary land

for a commercial pool proposition. A new type of site for a pool that has been uncovered in just the last few years is land adjacent to a night club or beer garden.

So you see, in every case—and there are many more than those mentioned above—a pool to be a success must be located where there are persons either living, working or passing thru.

With Congress in session, the indoor pool men in Washington are starting to get the play. One in particular, Venetian pool, where Capt. Edward McGrath is manager, reports a rather big business, not only from various governmental officials but from tourists attracted to the capital city by the Congressional session and to the Venetian pool by the Congressional congregation.

Eastern indoor pool operators should jointly stop the Atlantic Coast Railway Lines from advertising its Florida Special in the unethical way it is doing. I refer to the rather large ads taken last week in all of the big Eastern dailies by this company, showing a man and woman in an indoor pool, with the former saying: "There's no kick in this ladylike water—not like the surf at Palm Beach." It's a direct reflection against all indoor swimming and should be stopped at once. You recall two summers ago when a half-tonic firm ballyhoed the line "Coney Island Half" and how fast they were reprimanded. Well, the same thing should be done to the railroad. It's okeh for them to exploit the wonderful advantages of Palm Beach swimming, etc., but they certainly shouldn't do so by knocking Northern indoor swimming. What do you say, Mr. Potter, of the New York Pool Owners' Association, are you going to do anything for the many metropolitan indoor tanks which are affected by this ad?

DOTS AND DABHES—Ann Kennedy, cashier at Park Central indoor pool, New York City, is one swell swimmer.

LETTER LIMONICK, formerly with Cheneau's outdoor swim tanks, New York City, is now framing all of his old pool pals, he having joined the sales force of a picture frame company—Mrs. Ann Flora, swim pool operator at Republic, Pa., reported having neighbor trouble because of the alleged noise made at her tank, has the column's sympathy.

HILBERT—William Roy, three-year-old son of Mr. and Mrs. Roy Hilbert, of Sam B. Hill's Circus, died recently from injuries received in an auto accident. Burial was in Oak Cliff Cemetery, Dallas, Tex.

HINES—A. L., father of Mrs. Peter Hoffman, passed away at the family residence in Dubuque, Iowa, on January 4. His widow and six children survive.

MILANO—Mrs. Marie Louise, 62, former concert soprano, died suddenly in St. Louis, Mo., on January 6.

WEBSTER—Mary LaNoir, daughter of Mr. and Mrs. J. H. (Curly and Billie) Webster, died on December 23. She was born on September 27, 1923. Interment in Forest Park Cemetery, Houston, Tex.

WESTENBERGER—Jesse L. of Lancaster, O., was killed by a train at Charleston, W. Va., December 30. He was well known by many troupers.

Shelby, of the Catholic Church at Rock Hill, S. C.

GRAZI—Peter, died December 25. He was secretary of Chicago Assembly of Society of American Magicians.

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COIN OPERATED

• • VENDING • • SERVICE • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

Announce Main Exhibit Hall Space Sold for Annual Show

Hailed as sure indication of record exposition for the coin-machine industry in 1934—National Manufacturers announce annual meeting to be held during exposition

CHICAGO, Jan. 6.—Promise of another record coin-machine exposition was lifted skyward here this week when J. G. Huber, secretary of the Coin Machine Manufacturers' Association or America, Inc., announced that all exhibit booths in the Exhibit Hall of the Sherman Hotel had been sold. The disposal of the main exhibit hall booths was hastened this year by the action of the largest manufacturers in the trade who hastened to get space, in most cases using a multiple number of booths. Mr. Huber immediately made arrangements with the Sherman Hotel for the use of the mezzanine floor of the hotel for exhibit space as was the case last year. Reservations are already in which will call for shifting space on the mezzanine floor. Mr. Huber stated, and he expects a complete sellout at an earlier period than for the last exposition. Judging from the rate booth reservations have been made for the 1934 show.

Mr. Huber stated that he had, as secretary of the CMMIA, enjoyed the privilege of seeing a preview of some of the new products that will be shown for the first time at the 1934 exposition. "I can assure all members of the trade that there are some interesting new developments on the way," he said, "and that it will be of special benefit to operators to be present and see these new machines at their first showing." There will be no lack of interest in the newest mechanical developments of the coin-machine industry this year, Mr. Huber stated.

The rivalry among exhibitors in planning and decorating booths is already in evidence and elaborate plans are also being made for publicity and advertising.

Many important meetings of coin-machine organizations are scheduled during the exposition. Announcement was made this week that the annual meeting of the National Association of Coin Operated Machine Manufacturers would be held at the Sherman Hotel on Tuesday, February 20.

Four Counters About Ready

CHICAGO, Jan. 6.—The Gretchen Tool and Manufacturing Company plant was alive this week with activity as production was being started on at least three of four new games which will be announced to the trade next week.

A new model of the Pok-O-Rest with interchangeable reels is also included in the list of latest offerings to the trade. The complete line will be a series of counter machines to meet various tastes of the playing public. One of the new machines is called the Gold Rush, which is being made in two models finished attractively in black, gold and red. One model has a calendar fortune dial and the second has the well-known fruit reel dial. Both models have a gum-vending mechanism built into the machine.

A new counter device called Black Jack 21 is also being offered. This machine provides a well-known mechanical card game. Prospects for foreign business have recently been very encouraging for the Gretchen firm. Contacts for distributing arrangements in Australia were made this week and orders are being shipped regularly to England.

Amusement Center Opens

MODESTO, Calif., Jan. 6.—Harold's Amusement Center recently opened at Ninth and "I" streets here and all the popular types of coin-operated amusement devices are being installed.

More Space for Rock-Ola Firm

CHICAGO, Jan. 6.—The Rock-Ola Manufacturing Company celebrated the beginning of the new year by adding 37 new punch presses to its equipment for turning out amusement devices and also added another floor to its space. Five floors in the building at 825 West Jackson boulevard are now being occupied by the Rock-Ola firm. Three of these floors have been added within the last year, indicating the rapid progress being made by this pioneer firm since entering the pin game field only a short while ago.

An entire floor is being used exclusively for the production of the Jig-Saw table games. The peak production on this machine reached the 1,000 mark per day recently.

The new machinery purchased will be put into operation at once, and Mr. Rockola states that all of them are necessary to increase production on their present offering of machines. Plans are now being made for the production of new devices to be offered on the spring market. One of the punch presses recently purchased is the largest obtainable, he said.

Trimount Issues Boost

BOSTON, Jan. 6.—The Trimount Disk, issued monthly by the Trimount Coin Machine Company, is called a "special Rock-Ola edition" for the January (1934) number. It illustrates four Rock-Ola products, including the Jig-Saw, Wings and Official Sweepstakes, also a LeBoy scale. A facsimile letter of greeting from Dave Rockola to Dave Bond, sales manager of the Rock-Ola firm, is introduced to the Trimount customers.

Pictures of Dave Bond, Dave Rockola and Paul E. Bennett adorn the issue.

Machines Ordered Returned by Court

CAMBRIDGE, Mass., Jan. 6.—The East Cambridge District Court ordered the return of about 75 amusement devices of all kinds, including pin games, to the American Candy Company, thus finishing a case that had been of general interest to the trade for some time.

The American Candy Company has been engaged in the coin-machine business for 14 years and is well known in trade circles. The machines were taken in by the police in the fall of 1933, when the showrooms and offices of the firm were almost completely stripped of everything, including advertising matter and personal items.

Get In Step!

Optimism has its cash value. It may be foolish to ignore facts, just for the sake of being an optimist, when the facts really indicate danger. But the facts at the beginning of 1934 seem so overwhelmingly to indicate better days ahead that it may be considered foolish not to cash in on the tide of affairs moving toward recovery. The remarkable way in which people have been able to forget partisan politics indicates that the biggest crowd this year will be marching toward recovery, and the coin machine trade has ever made its gains by going where the crowds go.

Business reports from practically every source indicate progress; the press of the country is engaged in an almost united front to boost the spirit of the people for all that boosting is worth. This renewal of spirit and hope will have greater benefits in the long run than any single legislative or economic move that may be made, and every ounce of renewed hope in the people means that much more money in circulation. People who have hopes renewed will want more fun, and more of their coins will find a way into the various coin-operated devices.

The forces of recovery have created such a nation-wide opportunity for the coin machine industry that it will be foolish for coinmen to hesitate at this time. It is a time for trying to get in the front ranks of every forward move. It will have its rewards in cash for those who try, not to say anything of the other rewards in personal satisfaction that comes from being on the winning side.

The coin machine trade sets its best foot forward in putting on the 1934 Coin Machine Exposition. This will be one of the first moves in which every member ought to get in step. The trade advantages in a successful exposition are so general and far reaching that every coinman ought to feel the effects of it. It is the greatest single stimulant that can be applied to coin machine sales at the beginning of the best season of the year. The immediate benefits to operators are not only in the inspiration and enjoyment of a week of celebration, but also in the broad view of trade ideas and knowledge of machines. The 1934 exposition is a big part of the general march toward recovery and a move in which every member of the trade can join in some measure.

While the going is forward, it is a good idea to support the general cause in every way possible. The recent code meetings in Washington indicated that the coin machine trade has and will continue to receive credit for its contribution to national employment. This business recognition as a part of the industrial life of the nation brings a prestige to the trade for which it has long been wishing. That prestige can be kept and increased by adopting an aggressive trade policy this year.

To succeed in business requires that there be some adventuring and some experimenting. When the crowd is headed toward recovery should be the best time to get in step and help keep the line moving.

SILVER SAM.

Johnson Gets Code Power

Approval of manufacturers' code now rests in General Johnson's hands

WASHINGTON, Jan. 6.—According to an Associated Press report, President Roosevelt on January 3 placed in the hands of General Johnson the right to pass on and put into effect all codes for industries which do not normally employ more than 50,000 men. This will include the coin machine manufacturers' code, it is understood, which has been in General Johnson's office since Christmas.

This cleared away from the Presidential desk a load of work which he did not want to handle during the Congressional session. He retained exclusively to himself the power to sign codes for the bigger trades and to impose codes on those which do not come in voluntarily.

The effect of the order is expected to be a speeding up of approval for the 300 or more codes now thru the hearing stage, most of which do not cover big industrial groups.

The order was issued simultaneously with approval of 12 new codes by Mr. Roosevelt, bringing NRA's effective total

Ideas for the Big Show

For the past two years at the Annual Show when a great many new, as well as old manufacturers exhibited, there was great confusion when a prospective buyer stepped up to a booth to inquire about prices of machines. The first question asked the prospective customer was "Are you an operator or jobber?" Naturally, everybody answered, "Jobber." Or maybe the customer would walk up to the booth and say "What are your jobber's prices?" This was due to the conditions at the time because everybody and anybody was a "jobber."

Now that 80 per cent or more of the fly-by-night, self-appointed jobbers are out of business, and the manufacturers know who is who in the jobbing business, this comedy of errors should not happen at the coming Show.

The manufacturers should have someone in their sales organization who is familiar with the jobbers and who can intelligently give information to jobbers visiting at the booth. It should not be necessary to ask whether anyone is a jobber or operator. A lot of time and embarrassment can be saved, both for manufacturers and jobbers, by a little diligence in this respect and it will be for the good of all concerned.

(Editor's Note—This first suggestion for the "good of the 1934 Show" is made by William Cohen, Silent Sales Company, Minneapolis. What is your suggestion? We will be glad to receive suggestions and ideas from operators, jobbers and manufacturers between now and the Show date.)



THE NEW WESTERN EXHIBIT COMPANY, Southern California distributors for the Exhibit Supply Company. Eric Wedemeyer, owner, is third from left. J. Frank Meyer, president of Exhibit Company, is second from left.

to 195. The 12 were for American match industry; folding paper box makers; cinders, ashes and scavenger trade; coated abrasives; paper, stationery and tablet manufacturing; end-grain strip wood-block industry; velvet makers; shoe and leather finish, polish and cement makers; household ice refrigerator manufacturer; concrete pipe making; blouse and skirt manufacturing and cotton cloth glove industry. Virtually all were made effective next Monday.

Most of them established a 40 hour work week with minimum wages between 35 and 45 cents an hour and many of them on a statistical basis promised increased employment.

New Firm Congratulated

CHICAGO, Jan. 6.—The Huber Coin Machine Sales Company, with J. O. Huber at the head, marked up its first year of business today and smiling Joe said that "1934 looks good to me." Among all the telegrams, letters and other congratulations which he received from friends far and near, he said was a congratulations message sent collect. "The boys get used to sending 'em collect," he said, "they forget and congratulate me that way," was his reply for the sender. He described his office as "looking like a funeral parlor" when floral

Western Coast Agency Buys Gustafson Biz

LOS ANGELES, Jan. 6.—Anouncement has been made here that Eric Wedemeyer, of New York, has bought out Al Gustafson Exhibit Supply Company distributor, and has organized the Western Exhibit Company to become Southern California distributor for the Exhibit line of diggers. A very complete line of novelty merchandise will be carried in stock, as well as the latest digger machines made by the Exhibit firm of Chicago.

Harry Nasland has been put in charge of the merchandise end of the business and Fred Roth will manage the string of 200 new Novelty Merchantmen machines. Celebrating this new arrangement, the staff of the Western Exhibit Company and J. Frank Meyer, president of the Exhibit Supply Company, posed for a photograph (shown elsewhere in this issue).

pieces began coming in, "but be sure and tell 'em I'm still alive—very much alive," he added.

He announced that his new organization was all ready for business and that the first orders had already been booked up.

SEE THE NEW IMPROVED ROCKET

NEW TYPE COIN MECHANISM absolutely guaranteed against jamming or breakage, even though subjected to severe abuse or location. NEW NON-CLOGGING COIN TUBE. New Coin Overflow Apron, does not need close adjustment, saves protective guard over entire mechanism. NEW POSITIVE-ACTION PAY-OUT SLIDE and other improvements throughout entire machine insure trouble-free operation and accurate pay-out.

READ THESE REPORTS FROM THE FIELD

"ROCKET Machine No. 1, \$75.00 in 2 days; Machine No. 2, \$85.00 in 2 days."—A. F. SAUVE CO., Detroit, Mich.

"ROCKET Machine doing 100% business over any other pin game ever made. ROCKETS doing no less than \$25.00 to \$50.00 a day for operator's earnings. Can show records of this."—PENNY SPECIALIZ CO., Allentown, Pa.

"ROCKET tools in 1210 in 10 days."—A. WISCONSIN OPERATOR.

"Have 2 ROCKETS in one location, last an ordinary drug store, and they're taking in \$250.00 a week."—J. SILVERMAN, Chicago Operator.

"Bought a ROCKET, put same on location, took in \$150.00 first week without a Service Call and placed an order for 20 more."—A. ABEL, One of the Largest Operators in New England.

"ROCKET nets me \$20.00 a week."—A. REESE, Chicago Operator.

Play safe—order the pay-cut pin game that is on the market NOW and has already passed through the acid test of location service. Don't cheat yourself out of the big ROCKET profits you longer. OBDEE THE NEW ROCKET FROM YOUR FAVORITE JOBBER OR WHOLESALER . . . TODAY!

Sample, \$72.50; lots of 5 or more, each, \$69.50, F.O.B. Chicago.

DICETTE

Sensational 3-Dice "Shake-my-Action" Counter Machine. Needs Only 1 Sq. Ft. of Space. TAKING IN AS HIGH AS \$50.00 A WEEK!

\$12.50
Price 12 each
F. O. B. Chicago.

PENNANT

Standard Size Pin Table. SWIZZLING ACTION. GORGEOUS COLORS. SKILL SHOTS. LOW PRICE.

\$22.50
Price 22 each
F. O. B. Chicago.

BLUE RIBBON

Hurry! Only a FEW More Days To Get A FREE Trade-In Allowance. Order THIS PERMANENT PRO-BUD PRODUCE TO DAY. Trade-In Proposition Expires January 15.

\$39.50
Price 12 each
Less 25% Allowance for Junked Machines. Net Price, \$28.50. F. O. B. Chicago.

BALLY MFG. CO.,

4619 Ravenswood Ave., CHICAGO, ILL.

SOUTHERN OFFICE AND WAREHOUSE—105 Linden Avenue, Memphis, Tenn.

WEST COAST OFFICE AND WAREHOUSE—105 Golden Gate Ave., San Francisco, Calif.

EASTERN OFFICE AND WAREHOUSE—417 W. 41st Street, New York City.

FOR SPEEDY SERVICE ADDRESS INQUIRIES TO OFFICE NEAREST YOU

Big Expansion In Novelty Biz

NEW YORK, Jan. 6.—Eric Wedemeyer, importer and manufacturer of premium and novelty merchandise, has embarked on an expansion program that will extend to opening offices in many of the principal cities of the country to provide the Viking Club service to operators everywhere. An office was opened on the Pacific Coast during the latter part of 1933, and one has recently been opened in New Orleans.

The Viking Club idea was launched at the 1933 Coin Machine Exposition and has proved a popular idea with digger and crane devices for the service rendered in getting information about premium goods. Mr. Wedemeyer has proved his ability as an organizer, and he expects to make 1934 a record year in the history of his business. A clearing house for digger and crane machine operators, known as the CGC, was one of his recent innovations which is said to be proving a practical organization for the operator. This office alone now occupies an entire floor at 170 Fifth Avenue.

The new offices as they are opened over the country will display the latest types of digger and crane machines, it is reported, and plans are being made in each territory for training each new operator in the business as he starts off. This experienced help is calculated to be a much-needed service for men just entering the digger and crane field. Experienced advice in the matter of premium merchandise also will be given, and each office will contain complete displays of the best ways in which to operate the machines. Mr. Wedemeyer is very optimistic about 1934 and says that his firm will continue to feature the latest importations and novelties for the digger and crane field.

Mr. Wedemeyer is also owner of the Western Exhibit Company, Los Angeles, which distributes the Exhibit Supply Company digger line in that territory. He recently bought out the interests of Al Gustafson to form the Western Exhibit organization.

GET 'EM WHILE THEY'RE RED HOT M-E-C-H-A-N-I-C-A-L HOTCHA GIRL

HOTCHA Girl is becoming up again—everywhere—sparking the imagination, furnishing action novelty of recent years. Just wind her up, touch a lever and Hotcha Girl's spit death-like body goes into a wild, crazy, acrobatic dance that fills the rooms of girls and women to say her. If you haven't yet seen Hotcha Girl, don't wait. ORDER NOW!

Wonderful Salesboard Item and High Score Prize

SPRING MOTOR HAND OPERATED Sample, \$1. Sample, \$6. Dozen \$10.80 Dozen \$6.00

VALENTINE FAN DANCER

The hottest Novelty Card out! The crisp, thin—With beautiful & free! Colorful Valentine designs. ed in 16 pieces.

\$4.00 a Hundred Sample 10c
TRAIL ORDER—25 f. r. m., Postpaid.

1/2 With Order, Balance C. O. D.
H. FISHLOVE & CO., Mrs.

747-55 No. Madison Ave., Chicago, Ill.

Operators Need Not Have Any Fear, Says Nat Cohn

NEW YORK, Jan. 6.—For a short while after the new administration here took office the operators of amusement machines in and around the metropolitan territory were wondering what steps would be taken to hinder their business. However, during the past week these men have gained confidence and business in the city has shown a decided increase.

Nat Cohn, of the Modern Vending Company, one of the leading distributors in New York City, informed a representative of The Billboard that operators need have no fear, as no action will be taken to hinder the operation of their games.

FRONT PAGE NEWS
HERE'S A BET
 Well, wagers that any item we handle
 that is advertised by competitors
WE WILL SELL AS CHEAP OR UNDERSELL
 We have been a constant advertiser in
 THE BILLBOARD for years and have
 always stressed the fact
THAT WE ARE NEVER UNDERSOLD.
 OUR LARGEST FOLLOWING PROVES THIS.
MILLS ARE LEADERS
 Play ball with us and we guarantee
 to save you money.

Specializing in RAZOR BLADES,
 TOILET GOODS, DRUGS, SUNDRYS,
 NOTIONS, HOUSEHOLD GOODS, ETC.,
 ETC. WRITE FOR FREE CATALOGUE.
 Everything for the Chemist, Pitcher
 and Drug Store.

\$200.00 Weekly Easily Earned
 Write in for SPECIAL Circular.
 Side Line Men Will Work You Will Be
 Interested.

Order From Nearest Branch
MILLS SALES CO.
 321 BROADWAY,
 N.Y. City
 3750 WELLS ST.,
 Chicago, Ill.

(Orchard Street Branch Open Saturday and Sunday from 8 a.m. to 8 p.m.)



DRUG SPECIALTIES Carded and Bottle Goods

Aspirin, \$1.50; Brillantine, \$1.50; Cough Syrup, \$1.50; Laxative Tablets, \$1.50; Laxative Gum, \$1.50; Soda Mint, \$1.50; Liquid Gout Plaster & Breath Salts, \$1.50; Corn Remover, \$1.50; Tin and Bottle Aspirin One Specialty. Buy direct from Manufacturer at Lowest Price for Quality and A. Faras Products Co., Dept. B-12, 51 North Dearborn, CHICAGO, ILL.

**300% PROFIT
SELLING STORES**
 CARDED, BOTTLED, BAGGED, WRAPPED,
 INDIAN REED, IN THIS ASPIRIN COMPANY
 MANUFACTURED. HOME, HOME TO HOME TRADE.
 Standard Distributor. Write for Details.
 JEWELRY SUPPLY CO. INC., CHICAGO.

MACARIE'S MARGINS—Qtr. Sales: Magic \$8,000; Slipper \$4,000; Red-Jet \$3,000; New Century, \$12,500; Blue-Jet \$10,000; Gold-Diamond \$10,000; Silver-Jet \$10,000; Green Diamond \$10,000; Giraffe \$10,000; Peacock \$10,000; Hamster \$10,000; Little Duck \$10,000; Albatross \$10,000; Sleepycheese, \$10,000; Baby Counter Game, \$4,000; All-Los Dinos (Plastic), \$1,000; Five Star Pinball, \$1,000; Big Bonanza, \$1,000; Tip Top, \$1,000; and other items. Total Sales \$100,000. Deposit, Payment, C.O.D. IDEAL NOVELTY CO., 2009 Lemp Ave., St. Louis, Mo.

America's Oldest Jobbers—Est. 1895—38 Years of Service
ALL LATEST GAMES and SLOT MACHINES
 Write for Our Prices on Any New and Old Machines in Which You Are Interested.

SICKING MFG. CO., Inc.

1022 FREEMAN AVENUE.

CINCINNATI, O.



**ONLY RACE HORSE COUNTER GAME THAT
 8 PEOPLE CAN PLAY AT ONE TIME
 ASK YOUR JOBBER**
 AD-LEE CO., INC.—CHICAGO, ILL.

Automatic Pin Games To Win

Detroit coin man asserts better times will affect the type of games

DETROIT, Jan. 6.—Pointing out a trend of machines toward the fully automatic games, Max Schubbs, of Schubbs & Company, manufacturers and vendors, is very optimistic about the outlook for 1934.

"The trend of the times is toward upturn of business," he says. "The CWA and other governmental activities are helping business generally. In the automatic machine field the pin game is the principal one which has held the support of the public steadily throughout the depression—all others have dropped off in patronage because of general business."

"The live operator will profit from this fact and turn his attention more and more to pin machines in the next year or so."

"The trend of machines is all to those with the full automatic control. The register working automatically by passing out a coin check or token or the score is the most suitable type, because this will be demanded by merchants when business picks up. As it is now, the location owner does have the time to go over and look at the machine every time anybody plays the machine, because he has not much else to do. But when business picks up generally he will not have time to waste this way, taking just a few minutes each time, but many hours in a week—and only for the relatively small share of percentage which he gets as the location owner."

"The automatic register is practically ready for quantity production on the market, paying out a token or the score—and it is not a gambling device. It is merely the latest development in automatic games, and several possible varieties will probably be produced by the different leading manufacturers within the next year. The use of this type of machine will prove an enormous boon to the location owner whenever business is heavy in his store—the machine practically tends itself."

"The pin games have already superseded the older types of machines, which were often operated illegally, in popular favor. Developing it to the maximum of convenience to the player and the merchant who places it is the essential development of 1934."

Affiliate Will Move to Home of Parent Company

GRAND RAPIDS, Mich., Jan. 6.—Bell-Tek Distributors, Inc., of La Porte, Ind., an affiliate of the Automatic Musical Instrument Company, of Grand Rapids, is to move to Grand Rapids within a short time, occupying part of the building of the parent company. The local manufacturing concern produces a line of 27 units, many of which are used in coin machines and mechanical devices. The plant will employ around 100 men when production gets under way, E. E. Bulman, president, says. All equipment will be moved from La Porte to the Furniture City. Officers of the company include Mr. Bulman, president; L. A. deBernard, vice-president and general manager, and Steven A. Clark, secretary and treasurer. Bulman and Clark are executives of Automatic Musical Instrument Company, which became financially interested in the local company thru use of the lock in the local company's coin-operated pianos and combination violin piano instruments.

News Correction

Nat Cohn, president of the Modern Vending Company, New York, desires a correction to be made concerning a news item published in the January 6 issue of THE BILLBOARD.

"I note in the article written by Mr. Sommer and which you inserted in the current issue of THE BILLBOARD that same was headed, 'Irving Sommer accepts position to manage sales of the Modern Vending Company.' This heading has a tendency to give the impression that Mr. Sommer is employed by the Modern Vending Company, which is absolutely not the case. Mr. Sommer is financially interested in the Modern Vending Company, and is not working for it."

"To clarify this situation, I desire to explain that while I take care of purchases and the general running of the business, such as making necessary connections with factories, etc., Mr. Sommer concentrates on all angles in connection with the sales end of the business. Under ordinary conditions the heading to the article would not be objectionable. However, it happens that Mr. Sommer is interested in several enterprises and a misunderstanding such as this might affect his standing in other endeavors."

Issues Warning To Save Sportlands From Danger

BROOKLYN, Jan. 6.—Dave Robbins, recognized as an authority on sportlands, issued a warning this week against the placing of slot machines in the licensed sportlands in New York territory.

"One of the leading Eastern jobbers informed us," Mr. Robbins stated, "that some sportlands in New York City are installing slot machines. This jobber claims that the owner who places slots in his sportland is only 'killing the goose that laid the golden egg' because the police will soon investigate these spots and close up the sportland."

"Sportlands are license... as amusement enterprises and slot machines, having no skill, are classed as games of chance. It is the advice of the jobber that those people who run sportlands should adhere strictly to the sportland business and they will make money, otherwise the industry will get itself into trouble."

"Sportlands are license... as amusement

enterprises and slot machines, having no skill, are classed as games of chance. It is the advice of the jobber that those people who run sportlands should adhere strictly to the sportland business and they will make money, otherwise the industry will get itself into trouble."

A complete single unit totalizer that adds the score automatically and shows it at once is used in the game. The registering device also records the payout and automatically stops when the machine is tilted.

The makers claim for the new machine a unique departure in the use of ball traps by designing a series of six scoring pockets equipped with chrome traps which automatically close when a score is made, then automatically reopen as the score is recorded by the totalizer. This new feature has been called the "snapping traps" because of their automatic action. The six pockets each have a value of 1,000; when all six pockets are made the score is automatically doubled by the totalizer. The six pockets may be scored in any order to make the final double score. Cabinet of the new machine is ebony with chrome trimmings.

Accepts Resignation

CHICAGO, Jan. 6—David C. Rockola, president of the Rock-Ola Manufacturing Corporation, announced this week that the resignation of J. O. Huber as vice-president of the firm had been accepted. He also extended his best wishes for the success of the new organization headed by Mr. Huber.

Mr. Huber resigned from his position last week to start his own distributing business, with offices located at 600 West Van Buren street.

Meet To Review Year's Progress

Michigan operators score practice of local jobber as unethical

DETROIT, Jan. 6.—The Wayne County (Detroit) group of Michigan AMA met last Friday at the Rathskeller of the Mundus Brewery Company, thru the courtesy of L. V. Rohr, one of the city's largest operators. The meeting was originally announced for the Detroit-Leland Hotel, but the more popular Rathskeller, which is a private room maintained only for personal friends and guests by the Mundus Company, was readily chosen instead when available. Plenty of good beer was flowing and a buffet lunch was served.

A principal speaker of the evening was L. V. Rohr. He gave an inspiring address on closer co-operation between members of the organization and of the trade generally, stressing the specific means of attaining harmony and unity thru co-operation in definite projects and standardization of non-ethical practices thru codes.

F. E. Turner, the president, gave a formal review of the work accomplished during 1933, somewhat as summarized in THE BILLBOARD two weeks ago. Major accomplishments cited were:

Stopping of assessments by the State on vending machines. (This issue came up twice and was defeated by the association each time.)

Removal of local assessments by the city of Detroit upon vending machines—three times.

Saving of several thousand dollars to operators thru these and other activities.

Clearing up misunderstandings with local authorities, as in restriction of certain machines around schools.

Turner also emphasized the support of the NRA Code, calling special attention to section four, as it now stands, which protects the operator by directing policing methods against unwarranted "chiseling."

Heated discussion followed upon the practice of one local jobber who was attacked for placing machines on his own route promiscuously, regardless of whether his steady customers were covering the same locations or not, and then selling these machines to new operators at established routes. In most cases the sales were made to totally inexperienced men who say in it a fine chance to clean up quickly. The Better Business Bureau was invoked last year in connection with the advertising methods of this same operator. By individual action of many operators the jobber in question has lost much trade since this practice has become known, tho no formal boycott has been taken and no other adequate method to stop his plans of operation has been proposed.

Modern Record Made Public

NEW YORK, Jan. 6.—Nat Cohn, president of the Modern Vending Company, was being congratulated this week for the sales records made by his firm during the past year. A final checkup on 1933 sales indicated a large and surprising volume of amusement devices passing thru the hands of this well-known distributor. It was announced that the firm had made the quota on the sales of the Rock-Ola Jig-Saws and had gone over the quota considerably on the Club House machines.

It was explained that on November 6 Mr. Cohn went to Chicago and presented the big deposit check to the Rock-Ola firm as a payment on 8,000 Jig-Saws. On December 30 the records showed that the full quota had been sold in less than two months. At the same time Mr. Cohn had started for record sales on the Club House machine, with a quota of 2,500. Records indicate that his firm passed the quota mark by a thousand machines before the end of the year.

Mr. Cohn was heartily congratulated by the manufacturers for the sales records of his firm. The sales of Jig-Saws and Club House machines did not include the wide volume of sales on various other machines, including the Chimes. (See MODERN RECORD on page 66)

FOREIGN NEWS DEPT.

British Mint Makes Coins

LONDON, Jan. 6.—A bulletin of the British Department of Overseas Trade tells a story of the making of small coins that should make the fingers of coin machine operators tingle. The bulletin relates something of the history of the work of the British Royal Mint in making metal coins for many nations of the world. Quite recently a high official of the mint declared that the Royal Mint was "making the coins for all Europe except France and Germany."

It is also stated that with recent changes in monetary standards over the world, and the passing of the gold standard in so many countries, the coinage of gold is becoming a thing of the past.

But the Royal Mint in making coins from the less precious metals can still compete with other similar institutions. It has an alloy of silver, zinc, copper and nickel that is much appreciated abroad for it wears well and—an important item—it retains its color. Its clients extend from Guatemala to Lithuania. In the decade ending last December these clients ordered \$48 million coins, more than half of which were silver. A big order was recently received from Yugoslavia, consisting of 15,000,000 10-dinar pieces and over 5,000,000 of higher coins. The mint's output, when working at full capacity, is 1,000,000 coins a day.

French Quota Plan Enlarged

PARIS, Jan. 6.—The New Year's gift of France to the United States and the rest of the world was a big increase in the quota system on imports, to which 250 more products had been added. Cuts of 75 per cent had been made on most products and now observers suggested that this margin of 75 per cent would be used by France to bargain for reciprocal tariffs with other nations. A recent case of bargaining was seen in trading wine to the United States for apples, etc. It is predicted that the policy of bargaining will spread among the majority of nations. This will mean that the United States, which has the greatest production of coin controlled machines in the world, may in some cases be able to bargain on trading coin machines for other products with many nations.

Among the many articles on the new quota list are included automobiles and accessories, phonographs, records, razor blades, photographic supplies, etc. Only 20 automobiles can be shipped into France during the first quarter of 1934 from the U. S. It is not known at the present time whether coin machines were included in the list of 250 quota articles added. If the American Congress gives to the President power to bargain quickly with France and other nations there are possibilities of many minor trade items being used for reciprocal trading.

Foreign Trade Notes

It is encouraging to note that trade reports from Canada indicate the same optimistic attitude as found in many other markets. Caso R. Howard, president of the Canadian-American Trade Corporation, is quoted as saying that "Canada is already preparing by increased foreign and domestic trade and the restored confidence in the matter of making future commitments, which corresponds to the tone of confidence beginning to prevail in the United States. Heretofore, Canada has usually followed the United States by about six months on the upward turn of the business, but this year it promises to be the way."

Indeed of the remarkable recovery in Canada is evidenced by the encouraging foreign trade figures. Both imports and exports have risen and Canada had a favorable trade balance for the past fiscal year."

President Rodriguez of Mexico issued

a message to his country at the close of 1933 which related his program for the country. It calls for a classification and control of industries as well as new colonization plans. The tariff policy will be arranged to help small merchants, but at the same time to protect national industries. His successor will be elected next July but it is expected that his policies will be continued by the new president.

Russia is undoubtedly coming more to the front as a future prospect for trade. Reports from that country are becoming more encouraging in many ways. One of the most recent is that the railroad system will be completely rebuilt along American plans. A good transportation system will do much toward transforming Russia from an agricultural into an industrial nation. There is little use for coin machines of any type except in industrial centers.

Foreign Minister Hirota of Japan expressed hopes for the new year that there would be a better understanding between Japan and America and called attention to the possibilities for trade between the two countries.

A minor business boom started in Japan in 1933, so that the country is said to be one of the busiest in the world at the present time. Unemployment has been eliminated and export trade increased. Japan has devaluated her money, as in the United States, so that goods are being shipped out of the country. There is universal complaint of the cheapness of Japanese goods.

Reports from Germany indicate a definite effort to continue business progress. Germany, itself a center of the production of merchandising machines, is also making new strides in the production of amusement machines. Whatever may be the political judgment passed upon the country, business reports say that a new spirit has been born in Germany and that it is helping business. People are being put to work and the holiday season in Germany was one of good cheer.

The government maintains collection boxes everywhere for the winter help fund whose slots are described as "open mouths for all stray coins." This naturally removes the coins from amusement machine circles.

The coin machine trade in the United States will have the privilege of firsthand reports on the coin machine trade in Germany when Walter A. Pratch, of A. B. T. Manufacturing Company, returns to Chicago.

The World's Fair English trade paper, carried an advertisement in a recent issue of the Jamaica Empire Trade Exhibition and Fair, which opens February 1. Everything from the show world is wanted, the advertisement said, including automatons of all kinds. "Can offer sole rights for Fruit Machines and Challengers, any kind of game. Nothing barred."

Which is enough to make operators of reel machines in America boil with envy.

Formation of the American-Japanese Trade Council, composed of representatives of American and Japanese business interests in this and other large cities in the country, was announced recently by the National Foreign Trade Council, sponsor of the new organization. The new group will devote itself to trade problems arising in commerce between the two countries. The importance of trade with Japan is evidenced, according to the council, by the fact that commerce between this country and Japan averaged \$129,127,000 in 1930 to 1931 and was \$268,586,000 in 1932. In 1928 trade with Japan totaled \$672,608,000. It was added

David C. Rockefela was all smiles this week as he reported an order just received for 1,000 Juggie Balls for shipment overseas.

Fire Destroys Machine

SAN JOSE, Calif., Jan. 6.—A fire visited Frank Mendoza's Venetian Cave resort at Alma and Plum Streets here December 26, destroying not only the resort, but also \$80,000 worth of W. A. Bradford's machines stored in the building.

Response Shows Good Oil Days Are on the Way

CHICAGO, Jan. 6.—Jim Buckley, sales manager of Bally Manufacturing Company, apprises the outlook for 1934 by saying that the "good old days for pin games" are coming back soon. "During 1934 we will again see pin games in every little store we pass," he says.

Mr. Buckley based his prediction on the response to the recent announcement of the Pennant game. This pin game was announced as a definite move to supply operators with a low priced machine which could be placed in all types of locations that were not profitable for the present more expensive machines. Operators promptly responded to the idea, he says, so much so that a new trend can be predicted for 1934.

"This can mean only one thing," he continued, "that operators who have learned the advantages of installing the higher priced machines in their choice locations are not going to desert these due luxe machines. What they are doing is buying lower priced machines for spots that will not pay a return on the higher priced machines."

The Pennant playing field has a number of new action features, described by the makers as "whip springs, which constantly whip new life into the balls, and 'whirling mills,' which throw the balls at unexpected angles. Pivot switches are also used on the new playing field to increase interest. Bally also announced many new improvements in the delux Rocket at the beginning of 1934. These improvements include a new type coin mechanism with coin rotor and many refinements in the payout mechanism.

Sauve Flies to Chicago

DETROIT, Jan. 6.—A. F. Sauve, of A. F. Sauve Company, Detroit automatic machine jobbers, flew to Chicago last week and back on the same day in order to close a deal for exclusive territory on a new line of machines being put out by a Chicago manufacturer. Sauve was back home in time for his holiday dinner, which he did not want to miss, by taking to the air.

Incorporate New Illinois Firms

SPRINGFIELD, Ill., Jan. 6.—The records of the Secretary of State show three recent incorporations of firms dealing in or making coin machines, all of them in Chicago:

Illinoian Vending Company, Room 1612, 33 N. LaSalle street, 1,000 shares p. v. Incorporators: Harry G. Winston, H. F. Nelson, E. O. Davis. Manufacture, buy, lease, sell, maintain and operate all types and kinds of vending machines and appurtenances thereto, including all goods, wares and merchandise sold or used in conjunction therewith. Correspondent: Edwin Clark Davis, Room 1612, 33 N. LaSalle street.

Knickbocker Automatic, Inc., 2200 N. Western avenue, 30 shares p. v. common. Incorporators: Karl Knickbocker, Samuel Wolberg, Samuel H. Gensberg. To manufacture, buy, sell and deal in, both wholesale and retail, amusement, pin tables and cabinets. Correspondent: George L. Lewis, Suite 2400, 1 N. LaSalle street.

Gas Bar Manufacturing Company, 900 W. Van Buren street, 21 shares p. v. common. Incorporators: William J. Shafrazi, Maurice A. Ginsburg, Edward A. Ginsburg. To manufacture, sell and trade in vending machines, pin machines and various types of novelties. Correspondent: Berkley, Douglas, 124 N. LaSalle street.

1934 MODEL

Built for 1c, 5c,
10c, 25c Play



Height 22 inches, Width 14½
Inches, Depth 15 inches.

ONLY TWIN JACK POT

GOLD AWARD

WITH FRONT VENDER EVER BUILT
PENNY, NICKEL, DIME OR QUARTER
PRICE:

\$75.00 F. D. B. CHIPS
NO TAX

Money Back if Not Satisfactory After Two
Days Trial.

WATLING MFG. CO.

4650 W. Fulton St., Chicago, Ill.
Established 1889

Telephone, Columbus 1126. All Dept.
Cable Address, "Watling," Chicago.

NEW FREE 44-PAGE CATALOGUE

1934

IMMEDIATE DELIVERIES

100 Jiggle Etched Blue Steel Blades
Black Nickel Plated. Guaranteed
For Color, Size, Shape. NOW

100 Black Plates. NOW

12 in. Card. Green \$1.25

25 in. Card. Green \$1.25

36 in. Card. Green \$1.25

Pinballs, Full Size, Mangle Shape, \$1.20
With Frame. For Green.

75c

Bobby Pins

12 in. Card. Green \$1.25

25 in. Card. Green \$1.25

36 in. Card. Green \$1.25

ROSS PRODUCTS

14 W. 2d St., NEW YORK CITY.

25% Deposit with Order Required.

75c

BIG CLOSE OUT LOT

PHOTO ART HANDLE

Assorted Pocket Knives

2 Blades, Brass Lined and Bolsters,
Polished Steel Blades, Closed 5½
inches.



Per Dozen, - \$2.25
Five Dozen for 10.00

Rohde-Spencer Company

Wholesale House,

223 W. Madison Street, CHICAGO

75c

5 STAR
3 CHERRY BELL REELS
4 "MYSTERY" REELS

3 FOR THE PRICE OF ONE

THE NEW DEAL

MAXI USE Feature

TODAY'S Newest and Richest MONEY MAKER

THERE ARE ONLY 3 REASONS WHY ANYONE SHOULD BUY ANYTHING.

VALUE! SERVICE! PROFITS!!

which is why Operators Make "The New Deal".

One "New Deal" Outwears a Thousand Words!

One Week's Test on Our "3-Day Money-Making Out-

come" Proves It!

PIERCE TRADE & MFG. COMPANY

227-231 Harrison Ave., BROOKLYN, N. Y.

Eastern Office: 141 DeKalb Ave., BROOKLYN, N. Y.

The most interesting reading for the second day of the new year seems to be the various predictions and prognostications concerning business prospects for 1934. There seems to be a wide conscientious effort to look on the bright side here and abroad. Big newspapers like *The New York Times* adopt a cautious attitude in their editorial appraisal of the outlook but at the same time definitely state that it is better to look on the bright side. The statement is being made from many angles that recovery is definitely and certainly world wide in its scope as 1934 starts turning the leaves of the calendar.

The coin-machine trade is interested in foreign trade and no doubt will see an increasing interest in exports of machines during the greater part of the year. "It's an ill wind that blows nobody good," so they say and the cheapening of the American dollar abroad has proved very stimulating to the sales of American amusement devices overseas; that is, where drift walls have not barred them.

As viewed from this side of the Atlantic, a real pickup in the coin-machine business in England France and Germany has been noted. This is particularly true of England. It would be difficult to say which has had more to do with the increase in England, whether the stimulus of American machines or the marked improvement in business conditions in England. Our English neighbors would no doubt prefer to sacrifice the rise in automatics to the general improvement in all business. Since I hold to theory that the greatest single benefit that can come to the trade is from an improvement in general business, I'm perfectly willing for England to sacrifice honors to general business improvement.

A continued and real general recovery is what we all want here and abroad.

The coming 1934 Coin Machine Exposition in Chicago takes the spotlight in the trade from now on, and all expressions of opinion for the new year turn toward the show. A good show generally means a good year for coin machines of all kinds, unless a calamity like the bank holiday of 1933 follows the show this year.

Because of the generally stimulating effects of the exposition on the outlook of the trade, operators are interested in the success of the show as well as manufacturers who have machines to sell. Operators, whether they realize it or not, are concerned in building a wider and more wholesome business reputation for the coin-machine industry. A successful annual trade exposition has been one of the most potent factors in building up a reputation for the trade as an industry recognized in the channels of trade. Operator support helps to make that accomplishment come true.

Manufacturers who have machines to sell can hardly afford not to exhibit at the annual trade exposition. It costs money to conduct an exhibit, it is true, but there is such a thing as the loss by staying away amounting to more than the total cost of being represented by an exhibit.

Each succeeding annual show has demonstrated a gradual improvement in the publicity used by the coin machine trade. The year 1933 will probably reveal the greatest improvement in the quality of coin-machine advertising of any previous year. These improvements in publicity and advertising, coupled with quality in design of machines, will be a factor at the 1934 exposition. The show will thus be a means of real and lasting publicity for machines of all kinds. The possibilities for publicity concerning machines should be an inducement that will bring every manufacturer with something to sell into the show with a creditable exhibit.

Like Andy, of *Amos 'n' Andy*, that is putting it at a business begin. There are many other reasons. Light and heavy, for coming to the show that will be emphasized as the weaks pass by.

An inquiry comes in about the Black Jack 21 machine, asking who is the maker. Supposedly made on the Pacific Coast. No information in my files. Who can supply the dope?

Joe Huber, whose big shoulders have helped to bear much of the work of two previous annual expositions, will perform in even greater fashion this year. He now heads the Huber Coin Machine Sales Company in Chicago, but that won't get in the way of his work to make the 1934 Show a huge success.

A bulletin sent out by the Department of Commerce a little more than a year

The Coin Chute

By SILVER SAM

ago contained a statement from a Netherlands firm that American coin machines were "too high and too stiff." The 50-cent dollar has brought about a change in the price and quantity orders have made it profitable for American manufacturers to make necessary changes in machines to comply with foreign conditions.

Just One Year Ago

Last January Eric Wedemeyer was publicizing his newly formed Viking Club and getting the word around so that the club idea could be featured at the exposition. The Viking Club has continued to be a good talking point, and the business of Eric Wedemeyer is now making other important advances that indicate big progress in the course of a year.

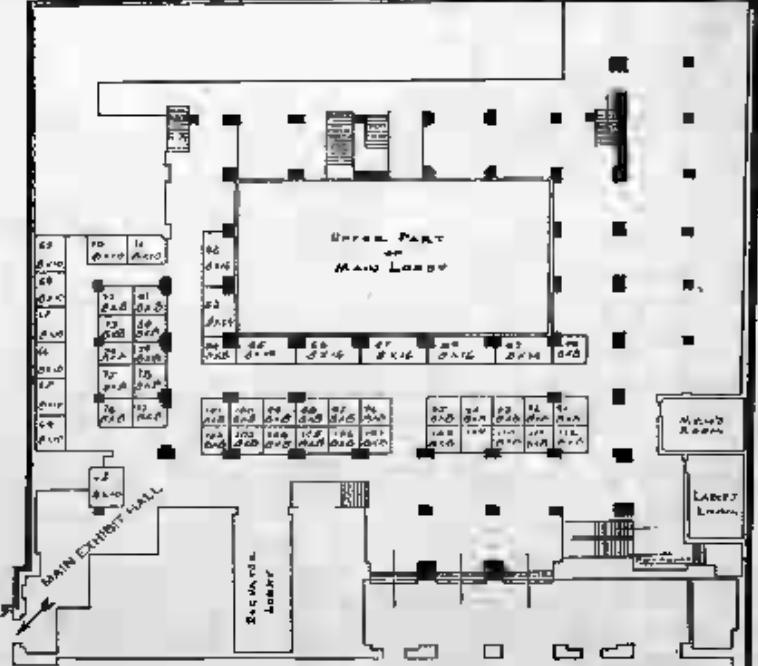
One year ago the threatened pin-game contest between Paul Gerber, Chicago, and Howard Kass, Newark, N. J., was being fought out in the papers. Pin-game tournaments were also being talked about in many circles. Challengers Gerber and Kass did not get together, but the charges end counter-

recently announced. Several chapters to that story were added during the year.

One year ago Jack Fischer was predicting that 1933 would show better coin-machine business in the smaller towns and cities. Means are lacking to check up on Mr. Fischer's prediction. We hope to see Jack back at the 1934 Exposition and to hear his predictions for the new year.

One year ago it seemed to Silver Sam that the penny cigarette vendors were headed for a new wave of publicity. And they did get it for the first half of 1933, with a number of new penny cig vendors appearing on the market. Why did they let up in their publicity? It is interesting to note that one of the firms has an advertisement in the January 6 issue of *The Billboard*.

One year ago there was the beginning of a movement whereby one manufacturer would distribute the products of another manufacturer whose products did not compete with his own. That movement did not get very far, but it had a prominent champion or two.



MEZZANINE FLOOR PLAT for the exposition of the Coin Manufacturers' Association, to be held at Sherman Hotel, Chicago.

charges, boasts and counterboasts made publicity for the pin games.

There was more to the threatened contest than appared on the surface. The fact that a few men do actually get proficient on pin games indicates that there is some skill in the pin games after all.

One year ago there was a movement among hotels in Honolulu to establish amusement rooms wherein automatic games would be featured. Lack of later reports would indicate that the movement did not get very far. Calling Honolulu—what is the latest on your game room?

Operators were reported one year ago trying to figure up just how the Christmas season affected the earnings of amusement machines. Argument was that pennies and nickels around Christmas went for candy and toys and did not find their way into amusement games. Others said that the amusement and fun spirit was more rife than ever, so machine play should pick up. No organization of operators to get at the facts, so we know as little about it this recent Christmas as we did one year ago.

One year ago Nat Cohn was reported to be preparing big storage space for a new Daval baby reel gum machine when

one year ago the news had just been sent to the trade that Texas operators had won a fight of two years against a State tax bill. One year later they are again in a similar fight.

One year ago every bit of news concerning the prospects of the 1933 show was the leading topic. This year the same subject takes the lead: last year prospects were good at this time and the same holds true this year. The prospects are even better this year because there is not likely to be any bank holiday right after the show.

One year ago an ice-cream bar vending machine was being advertised in *The Billboard*.

One year ago the operators' organization of New Jersey was engaged in a State-wide publicity campaign that was designed to acquaint the officials of the State with the actual facts concerning pin games. A good propaganda movement, but evidently it ended short for lack of funds.

It is reported that a group of University of Chicago professors have an important organization built up for making survey studies of government problems. The coin-machine trade will be interested in this statement by one of

the professors: "There are in the United States about 175,000 units with some governmental or taxing power, of which at least 174,000 are superfluous. Eventually we shall have to get rid of a lot of them."

The professors also think that the 3,000 county governments in the United States are practically useless and a heavy expense. Counties were intended for horse and buggy days, they suggest.

Among the visitors reported in Chicago this week were the following who called on D. Gottlieb & Company: Walter Loeb, Southern Confection Company, Memphis; H. G. Payne, H. G. Payne Company, Nashville, and H. C. Lemke, Lemke Specialty Company, Detroit.

Who owns the patent on this idea? A Georgia reader is very much interested in it and particular will be appreciated. I was reading an article by Silver Sam in the November 23 issue of *The Billboard*. It relates how Chris Crusty, United Features Syndicate funny character, had learned a new way to beat the penny scales-by blowing in the slot! Dear sir, is it possible that you can place me in touch with the owner of that method, or is the scheme for slot? Or do you know of any other secret in that line that can be used for playing slot machines? (A Georgia reader).

Criticism

William Cohen, head of the Silent Sales Company, Minneapolis, writes me a letter, from which the following is taken:

"It has been some time since you heard from me. Heretofore my letters have been of a complaining nature due to the fact that I was against manufacturers quoting prices in *The Billboard*. . . . I would like to have you publish the inclosed article. Let me know whether or not you will publish it. If you do not care to publish same there are other magazines that will."

I wrote Mr. Cohen that I didn't like the "dare" in his letter, but the article contained such a good idea that it would be used anyway. Mr. Cohen has been an ardent fighter for keeping prices on machines out of the advertising in *The Billboard*, and he says that "it seems the jobbers have convinced 98 per cent of the legitimate manufacturers not to advertise the price."

The generous criticism which Mr. Cohen has given on this subject and others has been duly appreciated by me. If no one else has. My personal policy has always been to meet criticism openly and frankly and to make the best of it. Most manufacturers in the coin-machine business seem to dread criticism, but I have seen more than one case where the manufacturer could have turned the criticism into a good-will builder. A case happened recently wherein a manufacturer complained bitterly because an operator's criticism of machines had been published. To me the criticism would have been an opportunity to cash in on a real sales appeal revealed in the operator's criticism.

The classic criticism of *The Billboard* has always been that it was sold on the newsstands and hence aided in sale of machines to locations. This criticism of *The Billboard* has been agitated for well-known reasons. But the majority of operators began to discover that after all the operating business must be a partnership between the operator and the location, and that the more the location knows about the coin machine business the better the co-operation with the operator. There are certain types of locations that will buy machines, regardless of what may be the reasons against it, but the majority of locations do not want to own machines when they know the facts concerning the trade. If a location wants to buy a machine there are quicker ways to get it than thru an advertisement in *The Billboard*. If a manufacturer wants to sell to locations there are cheaper ways to reach the location than thru *The Billboard*.

During the last two years operators all over the country have realized these facts and have rallied to the support of this publication until it is now recognized as the national news medium for operators and their organizations everywhere. The weekly news service has become recognized as the most helpful influence nationally that the trade has known.

But that doesn't mean there is no room for criticism. I often remark to critics that not a paragraph has ever been published in the coin-machine section but what is open to criticism by

one division or another of the coin-machine trade. Matters which favor the operators do not always please the manufacturers, and jobbers and distributors are between two fires—the operator and the manufacturer.

Manufacturers seem to complain most that news of legal interference with machines may prevent a few sales of machines or especially that police in some other town may get the information and start "knocking off" the games, too. The facts are, of course, that only such news as has some constructive legal point, or method of organization, is ever published. This information has been of great aid to operators all over the country in helping them to meet similar situations.

As to passing on any information to police, anyone who stops to think twice will recognize that government officials have many sources of information by which they know "which is what" long before anything can get into print thru a weekly publication.

But criticism is the thing that keeps the days from getting monotonous, and there is always much with which to find fault. If criticism could always be directed in the right channels and spring from the right motives, then it would be a fine thing. The beginning of the new year should be a good time to pool all critical opinions of things in the trade, look at them and make whatever good uses of them that can be found. Then the way should be clear for a year of constructive effort.

One thing most needed for the proper use of criticism is a medium in which critical views can be exchanged. But the coin-machine trade is so full of trade divisions, jealousies and "taboos" that no publication dare open up to a full and free expression of opinion. Nor is there any other trade that will dare to air all the cross views within itself.

To me the most interesting thing

about criticism is that it can always be turned to good uses as publicity. Henry Ford is one of the shining lights in this case. Criticized by any and all, he has often seemed to do things simply to bring about criticism, and the result has always been that the name "Ford" got just that much more publicity. If I were a manufacturer and had confidence in my product I would count every bit of criticism, unfavorable or otherwise, as just so much publicity for my firm and my product. When there is real merit in a thing even unfavorable criticism can always be turned to good uses in the long run.

Eastern Chatter

Bill Blatt, of the Supreme Vending Company, is completing a plan for determining jobber recognition requirements. Those who have helped with its formation state that it is the only plan which will absolutely settle the question of who is and who is not a jobber.

George Pommer Company is adopting a new plan to aid the Jersey boys. George will not advertise or even announce any new machine until he has them in his showroom and has the word of the manufacturer as to future deliveries. At the same time a new 7-day trial plan of this company will soon be announced which is expected to gain tremendous following.

Charley Lichtenman, of the New York Vending Company, plans a foreign invasion. After many months of foreign business, Charley has decided that a personal trip over there to arrange for connections will establish his machine in that market.

Benny Schillinger starts off his advertising with "Henny See" and continues along in a comedy vein, believing that the boys want a laugh or two with their purchases, and Benny reports that the way the boys are writing to him proves his theory. Benny is our newest jobber and has the Broadway Vending Company "just two steps from Broadway." Benny says.

Ed V. Ross of the Oriole Coin Machine Corporation, Baltimore, shows an unusual digger sales record for the year. It wasn't so many months ago that Baltimore accepted the digger type equipment and since then Ed has been busy selling these machines as fast as he could get them.

The All Mint Chewing Gum Company, headed by Eugene Book, is said to have taken over the former ball-gum production of the Flatbush Gum Company, Inc.

One of the swankiest affairs of the new year in New York will be that formal gathering at the Level Club January 14, the annual gala affair of the Amalgamated Vending Machine Operators' Association. Joe Fishman, executive director of this great operators' association, states that reservations for complete tables and the sale of tickets has greatly exceeded even the wildest dreams of any of the men on the board. A 64-page souvenir journal containing the advertisements of the largest manufacturers in this industry, as well as most of the distributors, has been prepared by Byrd, Richard & Pound, New York advertising agency.

Irving Bromberg Company, 2508 Amsterdam Avenue, New York City, now becomes known as the Leon Taken Company. Leon Taken, who purchased this uptown office from Irving Bromberg when Irving left for the Pacific Coast, believes that the use of his own name will act as a greater and more specific identification for the coin-machine operators.

Harry Rankow's Electro-Hoist has brought in some fine praise from London, Baltimore and from New York City. This type of digger machine required a few months' time to establish itself with the regular digger operators, but, location reports being the best judges for any product, have now started a regular begin of operators to see and play the Electro-Hoist.

Those jobbers who follow the course of least resistance in salesmanship will find themselves out in the sub-zero cold very shortly. It places an unusual market before the type of distributor who is willing to place intelligent sales efforts to gain distribution for a product. Following the course of least resistance is not salesmanship and reminds us of the type of salesman who is always ready to sing the blues with any customer.

Who so desires, being in a period of reconstruction, so speak, more intense effort is necessary on the part of all men to gain them further distinction.

MERCHANTS SIGN PETITION

ST. JOHN, N. B., Jan. 6.—Jackpot machines will again be permitted to operate here under a \$50 license, due to a new ruling by the city council. Forty-one merchants of the city signed a petition to the council asking for a return of the machines. The new regulations permit only one machine to a store and that under a license. The exchange of tokens for merchandise is forbidden.

Patents January 2

CHICAGO, Jan. 4.—Patents issued by the United States Patent Office under date of January 2 indicate what is perhaps a beginning of inventors in foreign countries to patent their automatic devices and ideas in this country. Since the applications for these patents were made back in 1932, enough time has not elapsed to indicate a definite trend. Patents of January 2 include the following:

No. 1,841,637, a coin chute, issued to Walter A. Tratzsch, A. E. T. Manufacturing Company, Chicago. This patent covers a "combination of a coin chute and a device therein for intercepting a coin to initiate the actuation of a movable member," etc.

No. 1,841,638, also a coin chute, issued to Walter A. Tratzsch, Chicago, covers a "combination of a slide provided with an aperture to receive a coin, a guide for said slide," etc.

No. 1,841,781, a vending machine, issued to Alfred D'Antonio and Albert E. Gitter and assigned to Advance Machine Company, Chicago. Patent covers a machine with "a plurality of article holders mounted for shifting movement." Application was made September 23, 1930.

No. 1,842,166, a dispensing machine, issued to Isidor I. Gaster, New York, a vending machine having a measuring cylinder which rotates for discharge, etc. Electrically operated upon deposit of coin. Illustration suggests pop-corn vending machine.

No. 1,842,330, an automatic coin-operated liquid measuring and dispensing device, issued to Emile Getz, Durban, South Africa, and assigned to Automatic Fluid Distributing Company (Proprietary), Ltd., Durban, Natal, South Africa. This patent apparently covers a portable device which can be attached "by its upper end to a liquid container." Application made December 15, 1931.

No. 1,842,347, a liquid dispensing apparatus, issued to Lucien Tribout and assignor to Societe d'Etude du Distributeur Automatique, S.E.D.A., Paris, France. Application made December 29, 1932. Apparently a complicated dispenser with float valve and method for dispensing liquid under pressure.

No. 1,842,376, an apparatus for simulated card games, issued to Roland Stavely et al., Sydney, Australia. While there is no suggestion of coin control in the description of this device, yet it operates with a spring-controlled plunger and three balls for scoring. The face of the game is vertical. Another game-board patent, not coin operated, is covered by patent No. 1,842,391, issued to Glenn V. Jefferson, Swisvale, Pa.

UNIVERSAL 1934 CATALOG JUST OUT

Write at once for free copy

RAZOR BLADES, Blue Steel, Kicked, In Pkg. of 5, Case Wrapped, 100 Blades.

NORMAWALK Blue Steel Blades, The Original Made by H. S. E. Inc. 100 Blades.

HANSON Blue Steel Blades, In Smooth Orlon, Pkg. 100 Blades.

TRIUMPH Blue Steel Blades, Colloph. Packages of 5 or 10, 100 Blades.

TIP TOP Blue Steel Blades, The Most Popular and Best Blade, Made, 100 Blades.

60c
68c
75c
75c
1.40

GOODRICH HONES

The First Name Blade Dispenser on the Market, Standard Quality of His Best Book in Box, 5c Each.

5c

UNIVERSAL MERCHANDISE COMPANY

123 S. WELLS ST.
CHICAGO, ILL.
512 CANAL ST.
NEW ORLEANS, LA.
14 E. 17TH ST.
NEW YORK, N.Y.

RED HOT SPICY VALENTINE CARDS

ABRT. No. 1 Consists of 10 Different Easy Cards, Embossed in 4 Fancy Colors. \$6.00 Card is taken in Ready Value Stock. \$1.00 Card is taken in Ready Value Stock. Postage Paid. Printed in 1 Color, \$1.50 per 100 envelopes to Match Included with Each Card. Prepaid. **SEND THE NEW YEAR GREETINGS WITH MAGNO'S NEW JEWELS**.

SPRING BREAKER
MINT GUM—Wax-Wrap
Violet Take a Piece
Mr. Gits like a Shock of
The Hair Fly Free, \$1.00;
Mr. Gits like a Shock of
The Hair Fly Free, \$1.00;
ONION DOOGONITE
The Freckled Candy Girl
Two Bars Ever Seen, Bar
On My Just Imagine
Nest is Instant Love,
\$1.75. One Bar White Wine
Shows.

CAROL, Highly Nicetted, A
Brand-New Book, Better, Per Box, \$1.75;
Santa Flash, the West Coast, Two Sizes, \$1.
Each of 4-Color Post Card, \$1.75, \$3.00 Green.

BANGO Match Books, \$1.75

BANGO Jewel Cases, \$1.75

BANGO Tin Pails, Large, \$2.25

BANGO Tin Pails, Small, \$1.75

BANGO Sheet, Device, \$1.75

One—King Size, Made

In U. S. A., Ready...

ON YOUR SPARTAN
ON YOUR GUM, IN
Stock.

Sample of Above and Other
Post Cards, \$2.00.

MAGNATRIX NOV. CORN, 134 Park Row, N.Y.

BARGAINS

MILLS 50-cent Double Jackpot
Slot-Machine Vendor, \$5.00
Over 250,000.

Official Sweepstakes

Official Sweepstakes, with Game Vendor, \$14.00

Official Club House, \$9.00

Swiss, \$12.00

Silver Cup, \$12.00

Mills Official Table, \$8.00

The New Speedway, \$11.00

AMERICAN VENDING CO.

750 Cony Island Ave., BROOKLYN, N.Y.

OPERATORS LOOK TO JOE FOR BARGAINS

WE ARE AUTHORIZED FACTORY DISTRIBUTORS FOR

Mills Novelty Company,
O. D. Jennings Company,
Pace Manufacturing Company,
Watling Manufacturing Company,
Caille Bros. Company,
Bally Manufacturing Company,
Genco, Incorporated,
Chicago Coin Machine.

OPERATORS: JOE gives you
the low-down factory prices on
all machines. Write him!

This Week's Special: Jennings
Jackpot Bells or Venders, \$30.00
each. (Reserve Jackpot Models).

Joe HUBER COIN MACHINE SALES CO.

600-610 W. VAN BUREN ST., CHICAGO, ILL., U.S.A.

Kings Horses
Have You Seen It?
ONLY RACE HORSE COUNTER GAME THAT
8 PEOPLE CAN PLAY AT ONE TIME
ASK YOUR JOBBER
AD-LEE CO., INC. — CHICAGO, ILL.

Ben Sez:
You Must Come Up
Sometime and Meet
the "A. E." or
Wife.

NOBODY
Dedicated Mr.
Useful Gift
Gifts
Jigsaw
Checkers
1000 STREET
OFFICIAL PENNANT
SLOT-O-MATIC
FREIGHT COMPANY
600 W. 15th St. (nr. Broadway)
Tel.: WAdsworth 3-1430.

NEW FIVE-PIECE DEAL
Looks Like a
5¢ Flash

Mr. Otto Isel, as illustrated, consists of 1. Combination Powder and Perfume wrapped together. 2. Reproduction Crystal Necklaces. 3. Perfume No. 100. 4. Perfume No. 100. 5. Perfume No. 100. 6. Perfume No. 100. 7. Perfume No. 100. 8. Perfume No. 100. 9. Perfume No. 100. 10. Perfume No. 100. 11. Perfume No. 100. 12. Perfume No. 100. 13. Perfume No. 100. 14. Perfume No. 100. 15. Perfume No. 100. 16. Perfume No. 100. 17. Perfume No. 100. 18. Perfume No. 100. 19. Perfume No. 100. 20. Perfume No. 100. 21. Perfume No. 100. 22. Perfume No. 100. 23. Perfume No. 100. 24. Perfume No. 100. 25. Perfume No. 100. 26. Perfume No. 100. 27. Perfume No. 100. 28. Perfume No. 100. 29. Perfume No. 100. 30. Perfume No. 100. 31. Perfume No. 100. 32. Perfume No. 100. 33. Perfume No. 100. 34. Perfume No. 100. 35. Perfume No. 100. 36. Perfume No. 100. 37. Perfume No. 100. 38. Perfume No. 100. 39. Perfume No. 100. 40. Perfume No. 100. 41. Perfume No. 100. 42. Perfume No. 100. 43. Perfume No. 100. 44. 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Jobbers Form A New Group

Extensive set of by-laws to be considered at next meeting

NEW YORK, Jan. 6.—The Metropolitan Jobbers' Association of New York came into being here Thursday when a number of trade members met at the Imperial Hotel. The purpose of the organization is "to combat the various evils intruding upon the business of the coin-machine jobbers." A 16-page set of tentative by-laws was passed by every member present and a meeting will be held next week to vote the acceptance or rejection of these by-laws.

Officers were elected to take charge of the organization: Charles Lichtenau, New York Vending Company, president; Dave Robbins, D. Robbins & Company, vice-president; George Ponser, George Ponser Company, treasurer; Mrs. William Babkin, International Mutoscope Reel Company, secretary; Nat Cohn, Modern Vending Company, and John Fitzgibbons, of John Fitzgibbons Company, were named trustees of the organization. Morris Knout was retained as counselor for the group.

Says Liberal Trend To Be Felt Thruout 1934

CHICAGO, Jan. 6.—H. J. Buras, sales manager of O. D. Jennings & Company, voiced an optimistic note for coin-

machine operators and manufacturers recently when he declared:

"Repeal should prove one of the biggest stimulators the coin-machine business has felt for many years. Not only will it open up new locations, but it will also create new types of machines, vendors designed to fulfill the peculiar needs of taverns and bars."

"The steadily increasing number of repeal States indicates that people generally are becoming more liberal-minded. As they are now welcoming the return of the 'good old days,' they will also hold a more tolerant attitude toward coin-machine play. Slowly but surely prejudices are melting, and the coin-machine industry will prosper accordingly."

The Jennings firm has announced a January location stimulator in the form of an offer on DuBess double jackpot machines at reduced prices for 15 days. This is the first time the DuBess machines have been offered at special prices; it is announced.

License To Use Chute Patents Is Granted

CHICAGO, Jan. 6.—A non-exclusive license to manufacture and sell coin chutes under certain patents was granted to the Bally Manufacturing Company here this week. The agreement was made by Walter A. Tratch, A. B. T. Manufacturing Company, Chicago, and the Monarch Tool and Manufacturing Company, Cincinnati. On coin chutes described and claimed in the Tratch patent No. 1,906,830, issued May 9, 1923, and in the Hall patent No. 1,906,782. These patents also form the subject matter of a suit for infringement against the Chicago Lock Company now pending in the United States District Court, N. D. of Illinois.

The patents mentioned are owned jointly by Walter A. Tratch and the Monarch Tool and Manufacturing Company. Terms of the license agreement with the Bally Manufacturing Company were not made public. The licensees were represented by Threedy & Canham, Chicago patent attorneys, and the Bally firm was represented by John A. Russell, of the law firm of Russell, Murphy & Quigley, Chicago.

out to cash in on the reputation of the leader. Musicians now say, however, they are not getting anything out of it except the cash, as the agencies are taking all the cash. A definite move to stop the practice may develop soon, it is said.

RINGLING EXECS

(Continued from page 6)

holdings, and it is said that bankers and Wall Streeters have already pledged in the neighborhood of \$1,000,000 to buy Prudential out. Mr. Gumpert and Mrs. Ringling are believed to have started from Sarasota with the assurance that the money will be available on their arrival here. The conference promises the comeback of Mr. Ringling in a more active capacity the coming season, a recent prediction of The Billboard.

Of further interest in the highly secretive moves is the report that a slight change in the title of the corporation is impending, but the Ringling name remains, of course. Such secrecy is being maintained that even Pat Valdo, director of personnel, was not aware of the expected developments. Back from a European scouting trip, he left for Sarasota last week and probably passed the train of Mr. Gumpert and Mrs. Ringling en route. The indictment bringing about these new wrinkles is reported in the circus section. The meeting was expected to be held today or tomorrow.

DUNLAP TO OPERATE

(Continued from page 5) at the Hagerstown show has been approximately 3,200 nightly.

Dunlap is opening his third winter show at Orlando, Fla., on January 25 at the Coliseum and will also be run under the auspices of the American Legion.

Eddie Leonard, Mickey Thayer and Jimmy Gables, now at the Hagerstown contest, will direct activities at the Orlando show.

Seltzer Adds Another Unit To Walkathon Organization

DALLAS, Jan. 6.—Lee A. Seltzer added another unit to his Walkathon organization at the Hippodrome Skating Rink in Nashville December 21. Seltzer runs three contests in operation in the South, Birmingham and Dallas being the other two spots. Seltzer recently closed a successful show at the State Fairgrounds, Indianapolis.

The contest in Nashville opened to good business, with 60 couples and 10 skated competing for the \$1,000 grand prize. Staff of emcees include Eddie Seldor, as child, assisted by "Little Frankie" Little, "Rajah" Bergman, Jerry Sullivan and Art Walt. Music is provided by Johnny Miller's Band, a local combo. Program goes over the air twice daily thru WLAC.

ROTHAFEL QUIT

(Continued from page 5) syndicate of financiers planning to regain control of the theater, now in receivership, with Howard S. Gullman the receiver.

Neither J. R. McDonough general manager of RKO and president of Radio City Theaters, nor W. G. Van Schmus, representing the Rockefeller interests, would vouchsafe any information this morning as to what changes would be made as a result of Roxy's resignation. It is understood, tho., that Radio City will be operated under the administration of McDonough and Van Schmus. McDonough did state that Leon Leonoff, the Music Hall producer, would continue in his post, but this is reported to be only until Roxy returns from his vacation. At that time Leonoff is expected to associate with Roxy.

McDonough also said generally that the resignation would have no effect on either the policy or the bookings of the Music Hall. Van Schmus, however, has been completely in charge since the new lease was drawn up the first of this year.

Ever since the Music Hall opened late in December of 1933 Roxy was either going on vacation or having difficulties with the executives of Radio City. When the theaters opened he was getting \$3,500 a week, allocated between the two theaters. Prior to Harold B. Franklin stepping into actual operation he was cut to \$2,000 a week. Franklin's first duty was to reduce Roxy's salary to \$1,000 a week during Roxy's absence on one of his sabbaticals trips, as well as to eliminate the \$200 weekly expenditure for his private dining room and valet. Before Franklin left RKO he took the RKO Center Theater out of Roxy's hands, and intended to cut his salary even further. The first of the year Van Schmus offered Roxy a new contract, specifying \$800 a week, plus a small percentage of grosses over \$100,000.

STILL THE BEST SELLING BLADE WATERMAN

WATERMAN	Double-Edge Blue Steel, \$1.50
Richard 2-4 White Metal	\$1.00
Richard Diamond, \$1 to a Box, California	\$1.00
Perfumed 16 Boxes to a Fancy Colored Display	
Die-Cut Cards, 48 ABOVE—On Cards, 24 Pairs, 16 Cases, 16 Boxes, 16 Wrappers, 16 Boxes, Value, 12.50	60c
Card, Fox Card, 48 ABOVE—On Cards, 24 Pairs, 16 Cases, 16 Boxes, 16 Wrappers, 16 Boxes, Value, 12.50	60c
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Look At These Values!

Electric Clocks at

Rock Bottom Prices

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