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# The Billboard

The World's Foremost Amusement Weekly



FRED SANBORN  
International Comedian

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# The Billboard

Vol. XLVII  
No. 2

The World's Foremost Amusement Weekly

January 12,  
1935

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## SHOW BUSINESS' TOP TOUR

### Legit Prices Moving Down

Two shows at \$2 top Monday—cuts are approved—Shumlin started new trend

NEW YORK, Jan. 5.—A new drop in price-scales in legit is under way, with two shows going down to a \$2 top and others expected to follow suit shortly. The trend toward lower prices, seen by many managers as the savior for the legit field, also gave Equity's new cuts board a workout. Both shows which are dropping their scale asked for and received permission to slice salaries.

Altho *The Children's Hour*, Shumlin production, has not yet announced a price drop, it was Herman Shumlin who started the ball rolling. Being one of those convinced that the legit field had to move to meet the purses of its customers, and being in a strategic spot with a hit show, he sent out telegrams early in the week to 10 other managers, asking them to attend an informal conference on the question of dropping price scales. Not one showed up, and Shumlin pulled out of the setup.

Subsequently, however, two of the shows decided to take the step on their own initiative. They are *Page Miss Glory* and *The Farmer Takes a Wife*, both in for runs, and their two-buck top goes into effect Monday. The Equity cuts board, which was recently established under the new ruling that no salaries could be reduced until the producer submitted financial statements for the approval of Equity, gave permission for slices in both cases.

Three other shows asked for permission to cut salaries this week, making a total of five, four of which were given hearings yesterday. Others granted permission to slice were *Calling All Stars*, which Lew Brown is trying to keep running at the Hollywood after a poor start and subsequent revisions, and *Revenge*

(See LEGIT PRICES on page 16)

### Beatty Name in Cole Show Title; Hickey, McFarland Now on Staff

ROCHESTER, Ind., Jan. 7.—The name of Clyde Beatty goes in the title of Cole Bros.' Circus, the change having just been decided by Jess Adkins and Zack Terrell. The full title will be Cole Bros.' Circus and Clyde Beatty's Gigantic Trained Animal Exhibition.

Two additions last week were made to the staff of the show—Robert E. Hickey and H. J. McFarland. Hickey, well-known publicity man, has been engaged as general press representative. For more than a decade he was at the head of the press department of Hagenbeck-Wallace, John Robinson and Sells-Floto circuses. He began his career as newspaper man on the Springfield, Ill., newspapers. At present he is the agent for Max Reinhardt's *Midsummer Night's Dream*. He will shortly assume his new duties with the circus.

McFarland has been contracted as equestrian director of the new circus. He is a veteran who has held a similar position with the John Robinson, also the Hagenbeck-Wallace Circus.

Zack Terrell, who directed the Standard Oil Company's "Live-Power" exhibit at the Chicago World's Fair, in which

### 40 Years Too Late

The Billboard (Cincinnati office) last week received an unusual request.

In the 40th Anniversary and Holiday Greetings Number was reproduced the initial issue of eight pages when the publication was known as *Billboard Advertising*. In one of these pages appeared the following:

"Special Notice—To every person subscribing for *Billboard Advertising* before December 1, 1894, we will send, prepaid, a handsome calendar for 1895."

The request in question was for a copy of that calendar.

### Broadway Crowds Hit Record In Wild Good-by to Old Year

NEW YORK, Jan. 5.—Broadway celebrated the New Year with one of the most tremendous exhibitions in its history. In number of people thronging theaters, night clubs, hotels and sidewalks it outdid anything the street has seen since the Armistice, going far above even the best of the pre-depression celebrations. Literally millions of people gutted Times Square at midnight, with traffic in all directions forced to halt because the throngs filled the roadways, and with the more than 1,200 policemen called out for the occasion falling over themselves in efforts to hold in the mob. So great was the crowd that an effort was made to keep all southbound pedestrians on the west side of the square and northbound on the east, but it was for the most part unsuccessful.

Hotels and cabarets were jammed, with the majority of dining and dance spots reporting not only capacity but crowds that beat all previous records. Hotel prices ran from \$6 to \$26 cover, while the night spots—no less than 725 of them took out special all-night licenses—charged anywhere from \$5 to \$30.

The Astor, with 6,000 people, reported "the greatest night in our history."

Allen King was featured, on being asked, stated he has never heard of a truck show or circus to be sent out by that organization.

### Government Gives 65-Wk. Relief Route to Drama, Vaudeville Units

Twenty weeks in New York City and rest in CCC camps in Connecticut, New Jersey, Pennsylvania and Maryland—Kentucky, Virginia and Tennessee ask for the shows

NEW YORK, Jan. 5.—The longest route in show business today is undoubtedly the 65 weeks of CCC camps and institutions played by the government relief drama and vaudeville units out of this city. These units can be kept busy in the city for 20 weeks and then sent on the road for 45 weeks of CCC camps upstate and in Connecticut, New Jersey, Pennsylvania and Maryland. This makes Col. Earle Boothe, director of the drama-vaude CWA project here, a major showman, while his chief booker, Chandos Sweet, can easily claim the booking championship. Sweet has five field men out lining up more camps and institutions for the units.

There are 23 plays out now, including one in rehearsal, and four vaudeville units. They give work to 450 actors, who play from four to six performances a week. More vaudeville units are expected. Colonel Boothe having conferred with Mayor F. H. LaGuardia last Monday. Boothe says he hopes to have another vaude unit in rehearsal soon.

Altho the route started last spring as a local project, the government has okehed spreading out the locally produced shows into the five near-by States, with three more—Kentucky, Virginia and Tennessee—now also requesting the shows. The local units are being withdrawn from Massachusetts, leaving the New England field clear for the vaude units produced out of Boston for the government by the AFA.

Colonel Boothe and Sweet recently returned from a tour of 30 camps. Boothe (See SHOW BUSINESS on page 16)

### Flemington Takes on Carnival Spirit as Hauptmann Trial Opens

FLEMINGTON, N. J., Jan. 5.—All the carnival spirit of county fair days, even to balloons, returned to this small Jersey village for the second time in recent months when the State this week opened its case against Bruno Richard Hauptmann, charged with the kidnaping of the infant son of Colonel Charles A. Lindbergh two years ago. It was difficult to tell after the first day whether the 1935 cloak of justice of Jersey was a black robe of a jolly suit.

Evening before trial opened some bright reporter sent out a story that there was a scarcity of food. Fleming-

ton was immediately the mecca for every traveling hot dog and hamburger vender in the vicinity. A well-known Atlantic City Boardwalk hot dog merchant left the resort Wednesday afternoon to look over the situation and if it is as anticipated his equipment will follow. Several novelty salemen dropped in and the one-man police force was too busy directing traffic to bother much. Late Wednesday two more cops were sworn in.

Flemington is the home of Flemington Fair, of which Major E. B. Allen is secretary. But the fair buildings were mere backdrops as the old Colonial courthouse took the center of the stage. During fair week town is active and headquarters for traveling shows, other- (See FLEMINGTON TAKES on page 54)

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### CNE Shy in '34; Outlay Is Bigger

TORONTO, Jan. 7.—A deficit of \$18,190.02 is shown by Canadian National Exhibition authorities in their report of activities of the past year.

Adverse weather conditions are believed to have been one of the chief reasons for their failure to meet the increased costs for 1934 of \$43,383, which was devoted largely to structural changes in the manufacturers' section.

"More than usual," the annual report (See CNE SHY on page 54)



## Miami's New Year's Celeb Not So Hot

MIAMI, Jan. 6.—Miami's "Million Dollar New Year's" fell far short of that figure. This in spite of high-pressure producers and night clubbers like Earl Carroll, Barney Gallant et al. The "imitation" of California's Rose Bowl football show was just that. Only 5,000 attended. Tropical Park Race Track made a better showing, but nothing like the attendance expected.

What is needed here more than anything else is showmanship. All the officials here should paste that in their hats. Will someone pass along the word to Grover Whalen? He sought to resign his job with Schenley's and come down here. It would be a soft spot for Jimmy Walker's flair for grandiloquent gea- (See MIAMI'S NEW YEAR'S on page 16)

## Cope Harvey Robbed

CHICAGO, Jan. 5.—An armed intruder invaded the offices of the Cope Harvey Orchestra, Inc. one afternoon this week and forced Cope Harvey, head of the organization, to hand over a pay roll of \$700.

## Theater Employment Gains

NEW YORK, Jan. 7.—In its annual report on unemployment, the American Federation of Labor reports a gain in the theatrical field for 1934. The theater industry is one of the few that made distinct gains last year.

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## WALKATHON

Under Auspices National Guard, Opening Wednesday, January 10, Beautiful Ballroom, Virgin Spots. WANTED—Talented and experienced Teams with Wardrobe. Also good M. C. and Floor Judges. Attention L. H. Weissman, Smitty Smith, Gene Rogers and all others who know Duke Allen, wire NATIONAL AMUSEMENT CO., 508 Barracoo St., Pine Bluff, Ark. No collect.

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Verzatile Team for Unit Stock, Rep or Circus. Strong Specialties, mostly musical. Excellent wardrobe. Man—Anything cast. Wife—Leads or Ingenue. Both double Orchestra, Trumpet and Trombone. Have car. W.M. SELDON, 623 S. Branson Bl., Marion, Ind.

WANTED—To join on wife, young, experienced Chorus Girls with Specialties. Must do modern work. Height, 5 ft. 2 or 3; weight, 110 to 115. Outstanding Noveltty Acts, Musicians, Piano Player, vocal and folk; Agent with car that can and will work. State all in first. COLLEGE RHYTHM REVUE, week January 7, Family Theatre, Hazard, Ky.

WANTED AT ALL TIMES GIRL SINGERS AND DANCERS. Make your salary low with room and board for place. Real accommodations. Send late photos. Can offer from four to eight weeks. WANTED—Real Bands from 5 to 12 pieces. BILLY TERRELL'S NEW NIGHT CLUB, Chicago, Ill.

## Believe It or Not, Clean Musicals in Paris

PARIS, Dec. 31.—With nudity and smut rampant in most of the big Paris revue and musical spec houses, as well as in the small "libertine" type of theater and cabaret, it's a welcome relief to credit the town with a couple of houses offering musical shows which are really fit for respectable family trade.

The Isola brothers rang the bell with a sure-fire hit in *Mandrin*, which is going strong at the Mogador. Just a so-so musical comedy, but minus nudcs and "blue" dialog. Punch of the show is in the singing and the peppy ensemble numbers. Not only do all the principals sing well, but the big male chorus scores repeatedly with lusty numbers put across with vim and melody. "Find" of the show is George Jouatte, a tenor who packs a wallop in his singing and acting. Clever use is made of revolving stage to present peppy march and mob numbers, as well as a realistic wine harvesting festival. Joseph Szulc wrote the music, which is catchy. Floyd Dupont, American producer, staged the dance ensembles.

Leon Volterra also deserves credit for a clean show in his revival of *The Creole* at the Marigny. Josephine Baker stars in this operetta and gets across very well, principally thru her likable personality and her evident effort to please. Show is pleasant fare but not at all exciting. Cute bunch of kiddies score showstop in neat dance routine. Curtain almost scored a real showstop by knocking Josephine flat as she was taking a bow. As she survived the blow and came up grinning she took a few more bows—with one eye on the curtain.

It is almost certain that the Isola brothers, operators of the Mogador, Sarah Bernhardt and the Varietes, will soon take over the de luxe Theatre Pigalle, which they will reopen with a big musical show.

## Russian Dancer Stabbed

CHICAGO, Jan. 5.—When the Ballet Russe de Monte Carlo, which has just concluded an engagement at the Auditorium Theater, departed, it was revealed that they were leaving Paul Petroff, one of their members, behind in a serious condition at the Presbyterian Hospital. It was learned that members of the cast had been participating in a party in the rehearsal room of the Auditorium on New Year's Eve and that Petroff was mysteriously stabbed. He insisted he did not know how he had been injured.

## E. E. Clive Bankrupt

HOLLYWOOD, Jan. 5.—E. E. Clive, who in association with George K. Arthur has presented two seasons of co-operative stock in Hollywood's Music Box Theater, has filed petition for bankruptcy in Federal Court, listing his liabilities as \$6,212 and his assets \$145.

## WHIO Joins NBC Feb. 2

NEW YORK, Jan. 6.—Station WHIO, Dayton, O., will join NBC on February 2. Station is owned by the Evening News Publishing Company, of Dayton, and the Springfield Papers, Inc. It's NBC's 88th station.

## "Rain" Revival Set

NEW YORK, Jan. 5.—Sam H. Harris' revival of *Rain*, with Tallulah Bankhead in the Jeanne Engels part, is set to open February 11, possibly at the Music Box, with *Merrily We Roll Along*, present tenant of the theater, moving to a larger house. Rehearsals begin a week from Monday under Sam Forrest, who staged original production. Supporting cast includes Eda Heinemann, Walter Gilbert and Herbert Ransom. Week of February 4 will be out-of-town tryout, probably in Philly.

## Engagements

Iika Chase to replace Ruth Weston in *On to Fortune*, in rehearsal.  
Phoebe Foster to replace Kay Johnson in *Living Dangerously*, on tryout.  
Jane Grey for *A Lady Detained*.  
Joyce Arling, Edith Van Cleve and Shirley Booth for *Hobby Horses*.  
J. W. Austin, Jane Bramley and Ada Potter for *Death Comes at Sunset*.  
Frieda Altman for *The Closed Garden*.  
Clare Woodbury to replace Ethel Strickland in *Fly Away Home*.

# For folks who don't like their fun confined

Maybe it isn't the most important thing in life... but grant to Spud this little contribution to the art of living: it freed our daily enjoyment of smoking from the nagging restraint of a dry, stale mouth. Spud took the limits off smoking pleasure when it took the tar-laden heat out of smoke. And two million cool, fresh mouths give cheery thanks. If you are one of those who likes his smoking joy unconfined, you and Spud ought to get acquainted.



Photographed in Yabe Valley, Coconino Rockies



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THE AXTON-FISHER TOBACCO COMPANY, INC., LOUISVILLE, KENTUCKY



**T**HIS week we give the floor to Charles C. Moskowitz, of Loew's, Inc., who discusses interestingly and with rare sympathy the status of the theater manager in his organization. We take issue with Charley Moskowitz on only one point. He states that in our article on theater managers several issues ago we implied that we would like to see a lot of the older managers discharged to make way for the younger, high-pressure boys.

Mr. Moskowitz is wrong. We did not mean to imply this, and as we re-read what we wrote we are pretty much convinced that it would be difficult to get that impression from our article. But "CCM" is a bug for performing difficult things. He is one of the most successful theater operators in the country today. He rules over the destinies of Loew's house executives with a firmness that spells success for his circuit and with a human understanding that has made it possible for Loew to defy all other circuits to match the loyalty and length of service of its employees.

Says Loew's General Theater Representative (a title as modest as the important man who holds it):

**Y**OUR article on motion picture theater managers is interesting. In a large measure, your viewpoint is much like that of the Loew Circuit, especially your statement emphasizing the importance of the manager as an individual, rather than as a rubber-stamp figurehead. It has always been the Loew policy to encourage the personal and individual initiative of its managerial staff. We do all we can to stimulate the manager's interest to "sell" his theater and shows. We believe that circuit operation of theaters is a great help to the ambitious manager, rather than a hindrance. Thru the circuit Home Office the manager receives a lot of assistance in the mechanics of running a theater, thus relieving him of innumerable details of operation. This gives him time to devote to other things, and especially to the exploitation of his attractions. With the exception of a few necessary circuit policies, we place scarcely any restrictions in the way of a manager demonstrating his personal talents as a showman. Our entire district

managerial staff is made up of former Loew house managers. Virtually all of our managers are promoted from assistant managers, and so on down the line.

Now, more than ever before in the history of our business, theaters cannot run themselves. It is not a matter of opening the doors and taking film out of a can. We realize that we look to the manager to sell his shows; and that responsibility develops showmen.

You seem to imply in your article that you would like to see a lot of the older managers discharged to make way for the younger, high-pressure boys. Maybe you are right, but Loew's does not feel just that way about it. We are promoting the youngsters as fast as feasible and no man doing a good job need feel a lack of opportunity. At the same time Loew's has not been, and I hope never will be, ruthless in discharging old and loyal managers who have served long and well. We feel rather proud of the fact that so many scores of our employees, including executives, have been with the company for 20 or more years. This is a security and stability that the show business needs. It helps encourage and bring into our industry those dynamic young showmen whom you say we need.

As to salaries, the long, satisfied service of most of our managers would indicate that that item is satisfactorily handled so far as Loew managers are concerned. Of course, during the depression out of which we are just beginning to emerge the burden has had to be shared by the managers as well as all other workers in all lines of business. However, compared with other industries, the theater manager usually receives a more than comparable salary. And he should. He can contribute the lifeblood to his theater and when he does he should be paid for it.

Column Conductor's Note: And paid plenty, too!!!

**T**HE religious issue has at last been injected in an important way into the film boycott drama. Rabbi Stephen E. Wise stated in a recent address to his Free Synagog group that those engineering the boycott had better be careful lest it be said that the boycott is more a Jew-baiting activity than a sincere attempt to clean up the country's picture product for children and clean-minded adults. Rabbi Wise pointed to the preponderance of Jews in important places in the film industry, and warned against the bad effects of boycotts generally.

If we are not mistaken Rabbi Wise is one of the leaders in the boycott on German-made goods. Which, if true, installs him in a glass house, unsheltered from the missiles of birds like us.

We believe, despite his inconsistency, that Rabbi Wise's point is, from several angles, well taken. Before the film boycott became a publicized fact the public prints carried occasionally interviews with clerics and professional reformers in which the so-called "Jewish influence" of Hollywood was held to be responsible for immoral themes and situations of pictures. This, of course, is just as foolish and unfair as saying that all Italians are racketeers because Al Capone has Italian blood in his veins. From the occasional slams at the "Jewish influence" in Hollywood grew the boycott move.

We believe that the Catholic clerics who started the boycott were sincere and concerned only with the moral question. We are convinced that rather than having in mind a drive against "Jewish influence" they looked instead towards the Jewish religious groups for co-operation.

It is unfortunate that certain publicity-seeking bigots and narrow-minded fanatics took what might have turned out to be an excellent weapon and tried to use it to batter down objects of their hatred.

It is unfortunate, too, that Rabbi Wise brought up the matter. We fear that instead of ejecting the religious issue his remarks to his Free Synagog folk will put ideas into the heads of bigots who might not have thought before about making a race or creed the goal.

## The Broadway Beat

By GEORGE SPELVIN

**T**HE new year started out okech so far as Broadway was concerned. . . . It was about the biggest celebration within the memory of the present generation, with various authorities claiming that it tops everything since the Armistice. . . . Dick, the night man at the Palace Building, says he hasn't seen anything like it in 40 years of Broadwayfaring—and Dick should know. . . . Practically everything was sold out and then some, with the Waldorf getting a capacity of 4,000 and the Astor hitting a grand total of 6,000. . . . And they're just samples. . . . Even the places on upper Broadway, in the residential sections, went absolutely clean. . . .

Charles Mosconi celebrated his birthday New Year's Day. . . . The German White Rats threw a sweet Christmas party for the kiddos of members. . . . The Theatrical Wardrobe Attendants' Union did its first picketing in front of the Congress Restaurant on the night it opened. . . . Result: The place signed up within three hours. . . . Paul Duke at Leon and Eddie's is billed as "the man with the million-dollar hands." . . . Paul's willing to settle for cash. . . . Lou Wolfson, head of the foreign department of the William Morris Agency, has been a secret groom for more than a year. . . . He married Gwen Stone, of the Stone and Vernon act, right here in town December 23, 1933. . . . A gag lawsuit was pulled on Meyer Gerson, the 47th street food disher-outer, for a million bucks by Charlie Freeman, Harry Anger, Jack Bonney and a couple of others. . . . Bob Broder drew up the papers, which had to do with alleged stomach complaints. . . .

The recent opera run at the Hipp, which is now straight pix, lost \$35,000 for impresario Rabinoff. . . . Gertner's Restaurant should have a picketing record of one sort or another. . . . It's been picketed by the foodworkers' union for the past year and a half. . . . The Loew production department is sprucing up the Loew State shows. . . . Most of the Broadway cafes are crying that they're losing money, despite the huge grosses, blaming it on the terrific overhead forced by handling liquor. . . . The tabs are going in heavier than ever for "candid" photos snapped in night clubs without the victims realizing it. . . . Photos, that is, of the patrons, not the shows. . . . And the way some of them turn out, making unexpected grimaces and what have you, is a caution. . . . Western screen mellers are creeping back into the Broadway houses, and the sophisticates just can't believe their eyes.

Mr. Spelvin, incidentally, ushered in the new year sympathizing with Giuseppe Bambaschek, formerly conductor at the Met and now in charge of music for *The O'Flynn*, as he walled over troubles with singers, score and the general musical comedy milieu. . . . If he has his way, tho, it should be a lot better show in a week or so. . . . It all took place at La Petite Bretonne, where the food is food and the liquor isn't something that's sloshed at you out of a container. . . . Mr. Spelvin's English cousin, Walter Flings, is appearing with Walter Hampden in his rep season at the 44th Street. . . . Lorella Valmery is up and about again after a long, tough pneumonia siege. . . . Katharine Cornell's *Romeo and Juliet* had plenty of standees even on New Year's night. . . . Incidentally, Miss Cornell is charging \$1.65 for standing room, which irks a large number of enthusiastic but impetuous theatergoers who figured that they'd get a taste of ace Shakespeare at a reasonable figure. . . . Hampden's pecking them in too, which makes it a happy New Year for the Bard.

## Chicago Chat

By NAT GREEN

**A** BITING WIND whips along Randolph street, accentuating the tumbling temperature as it races toward zero. . . . But Marshall Field's corner window filled with summery feminine attire looms in the distance to my left, and within arm's reach at my right a box of juicy oranges from Hollywood, Fla., further serves to dispel the thought of winter, while shadowy silhouettes against the dingy muslin curtains across the way remind one that at Alamo Downs, Santa Anita and Tropical Park they're laying bets on the nags and basking in balmy breezes. . . . Anyway, we can dream of tropical climes—and spring will be here before we realize it! . . . Meanwhile good old Chi is enjoying a feast of shows such as it has hoped for for many moons. . . . The legit situation actually appears rosy, vaude is perking up, pix not bad, and night life entertainment is plentiful. . . . Altogether a cheering outlook for young '35!

And now a little hashing over of the miscellany on our deck—rumors, facts, conjectures, gossip such as collects over the holidays and must be gotten out of the system. . . . Helen Dell, one of the Chez Parce adorables and sister of the late Dorothy Dell, leaving soon for the Coast to try her luck in pictures. . . . A card from Singhalee Chimingo, paradoxical fire-proof man, says he misses the Loop and "a certain place in State-Lake building where I used to be found most any afternoon," which might be a "speak," a boogie joint or what not. . . . Wonder if Frank Buck and T. A. Loveland will put out a circus under the title of "Claws and Fangs" with an Amityville (I. I.) man as angel. . . . Jack Huff off for Florida to open his famous Hollywood Country Club January 11. . . . *Ballet Russe*, which has had grand patronage, will return to Chi in March. . . . Closing of the Star and Garter burly was purely politics, it is said. . . . What's your address, Mary Wiggins? . . . I'd like to drop you a line. . . . And how's the stunt biz on the Coast? . . . The heat's on, which is making it plenty tough for some of the swankier night clubs that depend largely upon their gambling revenue to get by.

Wonder if it's true that Roxanne, dancer and former wife of King Lewinsky, is going to marry a local band leader! . . . The one and only Dorothy Gulman will leave Chez Parce shortly to handle Harry Richman's publicity in Florida. . . . There goes Pat Rooney, last of the old-time soft-shoe dancers and king of 'em all. . . . Young Pat's an up and coming kid, but his dad still has him beat. . . . Margaret (Hotel Sherman) Sullivan leaving shortly for New York, then by boat thru the Panama Canal and to California. . . . Doc Ben Lazarus in from New York looking for some likely m. p. houses. . . . Tom Gerun's handsome gent crooner, Al Morris, is reported movie-bound. . . . Is Gus Sonnenberg going to remarry Judith Allen, of the films? . . . A card from Lou Dufour says he's having a wonderful time in his native France. . . . Dorny, magician-m. o., playing the furniture conventions at Grand Rapids and Indianapolis. . . . "Scat" Powell will be featured in that movie short which Frankie Masters is going to make. . . . Ray Robin sporting a monode. . . . "It's not for effect; I really have one bad eye," Ray declared. . . . Where have I heard that before! . . . George Givot will soon be Const-bound to make a movie. . . . *Mighty Barnum* at U. A., getting heavy exploitation. . . . Speed! . . . We must have it! . . . And so off to Minneapolis on that "400 miles in 400 minutes" train to hobnob with Ray Lee and the rest of the State and county fair boys!

# MBS Reps Meet For Wire Talk

Will also discuss sales policies and promotions at gathering this week

NEW YORK, Jan. 7.—Representatives of the various stations on the Mutual Broadcasting System will get together in Chicago some time this week to settle definitely, it is hoped, the question of permanent phone lines between the four stations, WOR, WGN, WXYZ and WLW. Sales policy as it affects sales promotion will also be discussed.

Chicago meeting will partly be a rehash of a meeting held in New York several weeks ago, when the same topic came up. However, at that time insufficient information concerning line costs was at hand, so definite decisions had to be postponed. Task of getting additional data was since placed in the hands of WOR, WGN having handled that phase previously. Theodore Streibert, WOR's general manager, will represent the Newark station in Chicago, with Alfred McCosker, the station's president, getting away if he can.

So far all MBS sales have come in thru the regular station salesmen and practically no sales promotion has been undertaken. Condition obviously cannot continue along these lines, since if permanent lines go in further sales effort will have to be extended. Question, however, does not concern the immediate future, although a regular sales staff will have to go in sooner or later.

Developments concerning WLW, as it affects NBC and MBS, is still puzzling the broadcast trade. Execs can't figure what steps Powell Croaley Jr., the station owner, will take. Some bearing on this may develop thru possible action on the part of the Federal Communications Commission regarding WLW's 500,000-watt lung power following complaints from Canada of interference.

First tests on WOR 50,000 kilowatt power go on the air within the next week also.

No other stations than the four basic MBS links will be at the meeting. Possibility was regarded that WNAC or WCAE might link up with MBS permanently.

# Montgomery Ward Show January 13

CHICAGO, Jan. 5.—January 13 is the date definitely set for the start of the Montgomery Ward & Co. air show, *Immortal Dramas*, a dramatization of stirring stories of the Old Testament, over Coast-to-Coast NBC networks. The show, spotted at 1 to 1:30 p.m., will be one of the most elaborate on the air, with a cast of more than 80 persons for each presentation.

A press preview of the show will be given Monday, this being the first time NBC has ever staged such a preview.

The Biblical tales will be adapted by Lloyd Lewis, noted historian and writer. Harvey Hays will be the narrator, and the musical background will be furnished by Roy Shields' Orchestra and Noble Cain and his capella choir. First of the series will be the story of David and Goliath. There will be no commercial announcement on the broadcast.

# KROW Opens Its New Studios in Frisco

SAN FRANCISCO, Jan. 5.—San Francisco gets another radio studio tomorrow, when KROW expands to this side of the bay. The Oakland plant will continue to operate in conjunction with the new studio and offices here.

The old KPWI studios in the Bellevue Hotel here have been acquired by KROW and remodeled. New equipment has been installed by C. E. Downey, radio acoustic engineer from the Middle West. Bert Winn is the San Francisco studio manager.

A special dedicatory program will be staged tomorrow for the opening.

When KPWI went off the air several years ago, its hours were appropriated by KROW, giving the latter full time on the air. The ex-KPWI studios in the Bellevue Hotel have been used by various radio dramatic schools during the past year.

# More NBC Salary?

CHICAGO, Jan. 7.—The \$28,000,000 year for NBC has the local staff agog about the possibility of the 10 per cent blanket salary increases becoming a reality.

Talk is to the effect that New York was hoping to work something like this out, to take effect in March.

# P&G Bunch Shows On NBC's Red Web

NEW YORK, Jan. 5.—Bunching their programs on the red network in consecutive order, instead of having them spread about on both NBC networks, Procter & Gamble have rearranged the time schedules for practically all of their numerous afternoon programs and thereby affecting a considerable saving in time billing charges. Soap firm is said to have cut down its annual time bill by about \$100,000 annually.

P. & G. have practically two solid hours now on the red (WEAF) lineage. Trade considers it the furthering of a trend that will become universal for as many large time buyers as can adopt the policy. Present P. & G. schedule, as revised, starts with *Via and Sade* at 3 p.m. for Crisco; *Ma Perkins* at 3:15 for Oxydol; *Barry McKinley in Dreams Come True* for Camay at 3:30, and 3:45, *Songs of the City* for Drefl. Rebroadcasts for the West start at 4:15, with *Via and Sade*, *Ma Perkins* and *McKinley*, as named, the Drefl program being a Western offering only. Blackman Company rearranged the schedule, although it does not handle all of the various P. & G. accounts.

Tim Healy's stamp program and *The Gibson Family* are unaffected in the switching. *Home, Sweet Home*, a New York local for Chipso, fades from the air February 1.

# Anson Weeks Held Over

CLEVELAND, Jan. 5.—Originally booked in the Carter Hotel in Cleveland for three weeks, Anson Weeks and his orchestra have been renewed for another fortnight, the first time the hotel has done anything like this in two years. Last two name bands at the spot were Fred Waring and Rudy Vallee, but previous to Weeks' date the hotel had been without a band for some time. Success of Weeks may mean that the hotel will adopt a steady band policy, instead of sporadic bookings. Weeks returns to the Coast when he completes his stay at the Carter January 20.

# CBS Promotes Kesten

NEW YORK, Jan. 5.—Paul Kesten, sales promotion manager for the Columbia Broadcasting System, was promoted, effective this week, to a vice presidency of the network, joining the CBS executive staff. Kesten will work as assistant to Edward Klauer.

No successor to Kesten has been named, although Victor Ratner has been mentioned as a strong possibility.

# Gary Off FCC; Non-Profit Report Completed, Broadcasters Believe

WASHINGTON, Jan. 5.—The not unexpected resignation of Hampson Gary from the Federal Communications Commission to take another government post gave rise to considerable speculation on the status of the FCC's report on the non-profit program time allocation which is to be submitted to Congress not later than February 2. Gary is considered a friend of the broadcaster and his aid was valued greatly by the broadcasters, particularly in regard to a favorable report on the educational program situation.

It is the consensus of opinion, however, that the fact Gary has been taken off the FCC means that the report in question has been completed and President Roosevelt believes Gary has fulfilled his job with the FCC, and can be used to advantage elsewhere and at the same time switch another deserving man into the job.

As to the status of the non-profit allocation, the proponents of which seek an out and out 25 per cent of all possible broadcast time, the majority of the broadcasters feel that nothing

# Chains Off to Another Good Year After Best in History

NBC's \$2,806,736 for December brings a gross revenue for 1934 to record-breaking \$28,062,885—CBS December sale of facilities is \$1,674,087—total is \$14,822,675

NEW YORK, Jan. 5.—As indicated thruout the year, both National Broadcasting Company and the Columbia Broadcasting System closed the biggest 12 months in network history on December 31, the combined totals reaching the sum of \$42,885,580. Each of the networks, since their inception (NBC in 1926 and CBS in 1927) have progressed steadily with the exception of 1933, the only period during which the depression caught up with the broadcasting industry insofar as the major webs were concerned. NBC in December had gross revenue of \$2,806,736, the biggest month in its history with the exception of March 1932, when it did \$58,000 above December 1934. December 1933 gross billing was \$482,169 below December 1934. The huge December total brought the gross NBC revenue for 1934 to \$28,062,885, which is about \$7,000,000 over that of 1933. The year of 1933 was \$5,000,000 under 1932. Thus NBC leaped about \$7,500,000 the past year above the 1933 total.

# Brophy Succeeds Withycomb at NBC

NEW YORK, Jan. 5.—Donald Withycomb, stations relation manager for NBC, has been appointed general manager of WPIL, Philadelphia, effective immediately. Station is to be the result of a merger of WPT and WLIT. R. M. Brophy, who was made Withycomb's assistant about three months ago, steps up. Brophy was previously with Canadian Marconi.

Withycomb stays in New York for another month to handle final arrangements on NBC's long awaited rearranged station compensation plan. This new rate schedule has been in the works for months and has been long expected.

# France Bars Ads Only on Government's Stations

NEW YORK, Jan. 5.—Advice received here by the Imperial Broadcasting Corporation of London is to the effect that the decision of the French Minister of Posts, Telegrams and Telephones to discontinue advertising on the air affects only the stations owned and operated by the French government.

The new move does not apply to the privately owned and operated stations such as Radio Normandy for instance, one of the outlets sending commercial programs in English for benefit of Britain's listeners.

# CBS Signs 103d Station

DAYTON, Jan. 5.—A five-year contract with the Columbia Broadcasting System has just been signed by WSMK, operated as the *Journal-Herald* station by Stanley M. Krohn. The contract was consummated after six months of a temporary agreement in which the local station used a limited number of Columbia programs. This makes the 103d station for Columbia Broadcasting System. Station has just moved into its new quarters in the Loew Building and is planning a public opening shortly.

CBS gross revenue for December last was \$1,674,087, which compares to \$1,372,716 for December 1933. The CBS grand total for 1934 is \$14,822,675. This compares to a little over \$10,000,000 done in 1933 and over \$12,000,000 done in 1932.

NBC officials feel that in doing one and a half millions of dollars, more network business the past year than they did in the abnormally good year of 1932 the corner for all advertising has been definitely turned, and that 1935 will bring a still further advance in both network, newspaper and magazine advertising as well.

# New Biz, Renewals

NEW YORK, Jan. 5.—Although no new accounts are included, National Broadcasting Company this week has a good crop of renewals. They are:

PEPSODENT CO., thru Lord & Thomas; effective January 1 on WJZ and 16 stations, daily except Saturday and Sunday, 7-7:15 p.m., and on WNER and 20 stations, rebroadcast, 11-11:15 p.m., same days. Program, of course, is *Amos 'n' Andy*.

CITIES SERVICE CO., thru Lord & Thomas; renews effective January 4 on WEAF and 32 stations, Fridays, 8-9 p.m. Program is *Jessica Dragonette*, concert orchestra, quartet.

LADY ESTHER CO., thru Stack-Goble Advertising Agency; renews effective January 1, Tuesdays, 8:30-9 p.m. on WEAF and 35 stations. Program is *Wayne King Orchestra*.

COLGATE-PALMOLIVE PEET CO., thru Benton & Bowles, Inc.; renews effective January 1, 1935, Mondays to Fridays, inclusive, 10:15-10:30 a.m. on WEAF and 36 stations. Program is *Clara, Lu 'n' Em*. Same firm, same agency, renews effective January 1, its Tuesday 10-11 p.m. program on WEAF and 58 stations. Program is *Palmolive Beauty Box Theater*. Same firm, same agency, renews effective January 7, its Monday 9:30-10 p.m. spot on WEAF and 53 stations. Program is *Colgate House Party*.

WANDER CO., thru Brackett-Sample-Hummert, Inc., Chicago; renews effective January 1, Mondays-Fridays, inclusive, 5:45-6 p.m. and 6:45-7 p.m. for the Coast rebroadcast on WJZ and 32 stations. Program is *Little Orphan Annie*.

GENERAL MOTORS CORP., thru Campbell Ewald Co.; renews effective January 6, Sundays, 8-9 p.m. on WJZ and 17 stations. Program is *General Motors Concerts*.

Columbia Broadcasting System has two renewals. S. GUMPERT CO. (bitterscotch cream dessert), thru Rose-Martin, Inc., New York; on WABC only, Wednesday, 10:05-10:15 a.m. Program is *Vocal of Romance*. Renews effective January 30, 1935.

BENJ. MOORE & CO. (paints), booked direct; renews effective January 23, 1935, Wednesday, 11:30-11:45 a.m. on WABC and 23 stations. Program, *Betty Moore, interior decorator*, and originates from the Little House.

# Network

WNEW has several new accounts. They are:

SALLY'S STUDIOS (Furs), beginning December 29, 1934; contract calling for (See NEW BIZ on page 9)

# More Co-Op From Movie Men In Supplying Free Programs

### Disk concern is negotiating with MGM and Universal to follow Paramount lead of last year, taking down previews at studios and syndicated to stations

HOLLYWOOD, Jan. 5.—Increased use of spot radio broadcasting, without cost, by film producers as a means of publicity is indicated in several deals now pending between two major producers and World Broadcasting System. If the deals go thru it will be the furthering of a policy set last year when Paramount arranged with WBS for the latter to have use of Paramount pictures as they were being made on the lot. WBS pending negotiations are with Metro and Universal. Radio people opine that the film producers haven't fully taken advantage of the air as a business booster. They state that none of the majors, except Columbia, go after it extensively, merely covering the key cities with routine stuff. Columbia's coverage is the most thorough.

World's deal with Paramount allows the transcription grinders to make records on the Paramount lot, taking them off while production is on. World then supplies these records to its 100 stations on its library program service. An estimated 30 per cent of the stations have been successful in selling the programs to local theaters playing the Paramount productions, sales being particularly high on the West Coast. Deals pending with Para, Metro and Universal would be along similar lines.

Pat Campbell is handling matters for the wax firm.

### Material Protection Bureau

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

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

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

### CBS Theater Bookings; Gypsy Nina for London

NEW YORK, Jan. 7.—Current bookings in theaters and night spots of CBS talent include *Bill and Ginger*, making their vaude debut at up-State houses. Team otherwise known as Lynn Murray and Virginia Baker, and have been heard for the past three years on CBS for Mueller's spaghetti, out of WCAU, Philadelphia. Barney Rapp and orchestra opened this week at Fay's Providence. Tito Outz is at the Fox, Philadelphia. And goes to the Coast soon for Fox Pictures. Jimmy Lunceford and orchestra are at the Apollo in Harlem. Gypsy Nina is now at the Chez Paree, Chicago, after closing at the Stevens Hotel in the same city. She opens March 4 in London at the Palladium in the Jack Hyton show. Contract is for four weeks and an option for four weeks more. Eton Boys opened this week at the Palais Royal.

Paul Ross of the CBS artists' bureau handled the bookings.

### Another Penner Film

NEW YORK, Jan. 5.—Joe Penner's feature film debut in *College Rhythm*, a recent release by Paramount, has been signed by the same company to make another picture some time this year. The comedian's radio commitment obliges him to remain in the East until the latter part of the spring at least.

### Blue Harmonies on NBC

CHICAGO, Jan. 5.—The Blue Harmonies, a new mixed trio composed of Frances and June Parks and Cliffe Dale, will make its NBC network debut January 6 and will be heard thereafter daily except Wednesday and Saturday. The trio, for which Wallace Bradley is arranger-accompanist, was formed four months ago. Frances and June Parks started on KFI, Los Angeles, in 1925 and have been heard over NBC nets from New York and in 1927 over BBC stations in England. Dale has been heard only a few times over radio. Bradley is a former orchestra leader and piano soloist.

### Erwin, Wasey Adds to Staff

CHICAGO, Jan. 5.—Joseph T. Ainley, recently musical and dramatic production manager with NBC, has been appointed director of radio production by Erwin, Wasey & Co. William Weddall has been promoted to broader duties in connection with the agency's creative service.

Mr. Ainley, previous to his connection with NBC, was musical production manager for WBBM and the Western division of CBS, and prior to that was head of the dramatic production department of WCCO, Minneapolis.

## ABS Sustaining Program Service Same Cost as NBC; New Rate Card

NEW YORK, Jan. 5.—Altho the American Broadcasting System is taking in a possible \$36,000 per month for its unlimited sustaining program service fed to affiliated stations, the ABS officials state the general opinion that they were breaking even because of this income is enormous. ABS is getting \$1,500 per month from affiliates taking the service, a price on a par with that of the National Broadcasting Company. Network now has 24 outlets.

According to one official, the \$1,500 per month just about pays the wire charges and does not include sales and sales promotion expenditures nor cost of talent. On the other hand, the unlimited sustaining service which can be sold locally, is doing much to build up the program strength of the various outlets and one station actually has sold 22 commercial programs locally as a result of the network fare. This station is WIL in St. Louis. ABS receives a small percentage on accounts sold locally thru the use of the sustainers that comprise part of the monthly service.

Plan is being devised whereby the network programs can be keyed in audience response.

The first sponsored program over the entire ABS network last night is expected to result in considerable good will and attention being drawn to the new chain. It is estimated that a possible audience of 30,000,000 heard the Chevrolet Motor Company program from Detroit which included a blow-by-blow description of the Max Baer-Babe Hunt exhibition bout.

ABS is now operating 100 per cent on American Telephone and Telegraph Company wires, having dispensed with Western Union since the first of the year. New rate card as a result of the last three stations joining the web has the sum of \$3,020 for one hour between 6 p.m. and 12 midnight; \$1,900 for half hour and \$1,165 for quarter hour. The 8 a.m. to 6 p.m. rates are \$1,510 for one hour; \$950 for half hour and \$582.50 for a quarter hour. Stations are available individually or as a group with basic network.

★ FOUR STAR ORCHESTRAS under the direction of Continental Orchestra Corp. Hotel Utica, Utica, N. Y.

TEDDY BREWER AND HIS TWELVE N.B.C. RADIO ARTISTS NOW ON TOUR. Direction CONTINENTAL ORCHESTRA CORP., Hotel Utica, Utica, N. Y.

CAMPBELL'S Under Direction of PAT HOKE WASHINGTON and LEE ORCHESTRA Season 1934-1935. Pils. Ballroom, Old Orchard, Ws. WNAO WGY NBO Direction Continental Orch. Corp., Utica, N. Y.

CLIVE SHERMAN AND HIS RIVIERA ORCHESTRA — FIRST AMERICAN TOUR — Exclusive direction— CONTINENTAL ORCHESTRA CORP., Utica, N. Y.

JACK ALBIN AND HIS ORCHESTRA Now Available COLLEGE OR PRIVATE PARTIES, CLUBS OR HOTELS. Exclusive Management CONTINENTAL ORCH. CORP. Hotel Utica, Utica, N. Y.

# EDDIE ELKINS

AND HIS MUSIC  
Personal Direction HARRY BESTRY, Paramount Building, New York, N. Y.

Now on Tour ANSON WEEKS NBO Coast to Coast WJZ-WEAF

EDITH MURRAY The Dramatist of Song Recent London Lead "Good News" Featured Star Blue Monday Minstrel. Exclusive Management CBS Artists' Bureau. Personal Representative, IRVIN Z. GRAYSON, Hotel Roosevelt, New York City.

FREDDY AND HIS ORCHESTRA MACK Master of Ceremonies at the ROXY THEATRE, New York. Indefinite Run.

FRANK FISHMAN PRESENTS ARCHIE BLEYER And His HOTEL COMMODORE ORCHESTRA NBO and ABS Networks. Direction Music Corporation of America.

"BUDDY WELCOME" AND ORCHESTRA" ADE M. PARDELL, Mgr. HIS Coast to Coast, WABD. DIRECTION ORCHESTRA CORP. OF AMERICA. 1619 Broadway, New York, N. Y.

# HILTON SISTERS

World Famous Siamese Twins NOW ON TOUR Directed by FRANK FISHMAN. 1619 Broadway, New York, N. Y.

CONSOLIDATED RADIO ARTISTS, INC. CHARLES E. GREEN, PRES. 1619 Broadway, New York, N. Y.

ANGELO FERDINANDO AND HIS ORCHESTRA. NBC NETWORK. HOTEL GREAT NORTHERN 118 W. 87th St., N. Y. City. Dir: CONSOLIDATED RADIO ARTISTS, 1619 Broadway, New York, N. Y.

LEON "SNOOKS" FRIEDMAN MANHATTAN MUSIC HALL, 41st Week. Broadcasting WNAO and American Broadcasting System. Direction Consolidated Radio Artists, 1619 Broadway, New York City.

HARRY RESER. WEAF Network Coast to Coast Management: National Broadcasters' Group, Inc. WRIOLEY'S SPEARMINT TOOTH PASTE HOUR DECCA RECORDS Your Disc Jockey CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

★ BILL SCOTTI and his N. B. C. ORCHESTRA On Tour—Direction M. O. A. Personal Management: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

EMIL VELA ZCO and his ORCHESTRA Dir. CBS The World's Only Dance Orchestra Using a Full-Toned \$15,000 Portable Pipe Organ. Personal Management CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

HOWARD WOODS and his Royal Crest Orchestra 4 TOWERS, Cedar Grove, N. J. On the Air Nightly, 10:30 P.M. 1 A.M. Via WNEW. Direction CHARLES E. GREEN, 1619 Broadway, New York City.

MRS. LOUIS ARMSTRONG AND HER KINGS OF RHYTHM. Featuring KING LOUIS II. Now Playing Hotel Vendome, Buffalo, N. Y. Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York, N. Y.

McKINNEY'S COTTON PICKERS ON TOUR. Personal Direction WILLIAM McKINNEY. Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York City.

joe REICHMAN and his ORCHESTRA Now Playing HOTEL STATLER BOSTON, MASS. COAST TO COAST, VIA NBC. Direction Music Corp. of America.

JERRY JOHNSON AND HIS ORCHESTRA Floridian Hotel, Miami Beach, Fla. ORCHESTRA CORPORATION OF AMERICA, 1619 Broadway, New York, N. Y.

HENRI GENDRON and his AMBASSADORS Touring the Middle-West. ORCHESTRA CORP. OF AMERICA 1619 Broadway, New York, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

PROGRAM REVIEWS

"Penthouse Party"

Reviewed Wednesday, 8-8:30 p.m. Style—Columnist, comedienne, orchestra and guest stars. Sponsor—Harold F. Ritchie & Co. Station—WJZ (NBC network).

Eno Crime Clues has been induced to break away from its Tuesday and Wednesday night half-hour periods with the mystery dramas now being confined to a complete edition on the former night only. For Wednesday's show we now have Mark Hellinger, columnist, and chronicler of Broadway heart throbs and other human-interest yarns; his better half, Gladys Glad; Peggy Flynn, comedienne; Emile Coleman and his orchestra and some male singers; also a guest star for each occasion, the first being Ruth Etting.

Locale gives the show its name, the spot being the Hellinger penthouse. The missus has some company and Mark being tired (that's his story) after a hard day's work at the office has no intention of joining the party. In pretty much the way it might have happened, the wife has her way, as she knew she would, and Mark meets the folks. Some guests might take offense at Mark's reluctance to meet them, but these are amiable people and they do their stuff. Presumably Miss Glad maintained her status as a good host and poured the drinks. Entertainment moves along fast with each of the "guests" doing what amounts to practically one number only. With the wealth of talent on hand, there was no trouble knocking off the half hour in a breezy style. Peggy Flynn never showed to better advantage on the air and perhaps it was because of better material. She grabbed her way across for a positive hit and her song was equally good. Miss Glad was on for ornamental purposes, more or less, pretty much as she might embellish a theatrical scene, but subsequent scripts may give her a better break. Hellinger stepped into his George M. Cohan-ish style like an old-time actor, but the story he told was his own particular brand. For the listeners it is probably necessary to adopt a style that indicates an older person than he really is.

Ruth Etting sang *Shine on Harvest Moon*, inasmuch as she revived the tune in the last *Ziegfeld Follies* produced by Ziegfeld himself, in which Miss Glad also appeared. This number came near the close of the program. Emile Coleman Orchestra had but little to do, but did it well. A satirical announcer hopped out, one whose longevity might or might not be in doubt. Closing episode is a resume of the family argument and it looks like there'll be a party every Wednesday night at Hellinger's house whether he likes it or not. There should be plenty of dial twisters interested.

Eno's Fruit Salts managed to grab a few credits en route, dramatized and otherwise, but not to excess. With the *Crime Clues* audience disposed of in one session Eno cannot help but add to its listeners. M. H. S.

Feenamint Amateur Program

Reviewed Sunday, 6-6:30 p.m. Style—Amateur program. Sponsor—Health Products Corp. Station—WABC (CBS network).

The time limitations and restrictions of a network commercial aren't conducive to a truly successful amateur show. One of the outstanding qualities of the air's most successful attempt at this type production, the WHN melee, is its complete lack of restraint, rehearsal and prepared script. *Feenamint*, taking the attitude that amateurs should be handled with kid gloves, has taken the wrong slant, and made matters a little worse by injecting an overdose of commercial. That can be annoying, maybe in more ways than one. Sponsor could just as well have selected its various acts in advance, naturally, but then should have left them alone, to come on the air with as little preparation as possible and no musical support other than a piano. It might not make for the best technical type of show, but it would have made a better amateur program. And after all that's what *Feenamint* wanted.

Not that the period hasn't its entertainment. Ray Perkins brightens things considerably with his fairly glib m. c.'ing,

and Arnold Johnson's Orchestra gives an excellent account of itself.

On the first presentation there was the usual array of hopefuls, including two first heard on WHN. These were John Garrett, an Irishman, who can whistle thru his nose like a train—no foolin'—and John Lutz, a Negro, who does barnyard imitations. Garrett, who does his stint without the aid of anything up his sleeve—or schnozzle—is always good for a laugh. Prize winners are selected by a committee of five, whose first choice was the *Four Tempos*, a better than average beginners' outfit, doing harmony and hot licks. But it again seems ill advised to have a winner selected at the time of the program and then ask the public to vote by mail. It certainly takes the edge off for those who may want to vote, altho it may be figured that listeners would want to ballot because of possible contrary opinions. Probably, however, this system will result in loss of mail response to the program, besides which, leaving it entirely up to the public would undoubtedly add the magazine idea of continued serialization interest. J. F.

Beatrice Lillie

Reviewed Friday, 9-9:30 p.m. Style—Comedienne, orchestra and quartet. Sponsor—Borden Sales Co. Station—WJZ (NBC network).

*Forty-Five Minutes in Hollywood*, on CBS, has been swapped for a half hour of Beatrice Lillie on NBC. Insofar as this reviewer is concerned it's a swell idea and the advertiser is saving 15 minutes of network time and talent. But then, who is really sure for the nonce, whether most buyers of evaporated milk prefer unalloyed laughs to previews of movies. No one but time, perhaps, will tell. *March of Time* plays opposite on CBS but we still would be apt to place a little bet on the inimitable Lady From England.

Program was as smart as the travesty inclined Lillie; the material is tops. Opening scene took place in a linen shop where Miss Lillie sought to buy "double damask linen napkins," and the garbled dialog that ensued not only did credit to the comedienne but her support as well. Most of her other stuff was her clever satires on popular songs, in some cases assisted by the Cavaliers quartet. Lee Perrin's Orchestra completed the cast. Quartet on its own offered a version of the old phonograph record running down, etc., and one of the song done by both the Cavaliers and Miss Lillie was written by Noel Coward.

Borden's evaporated milk took its credits gracefully and one particularly effective was against a background of music. And again, Miss Lillie was in rare, scintillating form and good voice. For a first show it was the proverbial darb. M. H. S.

Phil Spitalny

Reviewed Thursday evening, 8-8:30 p.m. Style—Orchestra and glee club. Sponsor—Cora Products Refining Co. Station—WABC (CBS network).

Spitalny's group on this program is his all female aggregation, combo of orchestra and glee club, which has been playing vaude prior to this radio job. As a musical outfit the company is okeh, but the theory of an all-feminine orchestra on the air seems partly wasted as an advertising project. Just what difference it will make to Mrs. Glotz,

listening in in Hobokus, whether the band is composed of women or seals is difficult to see. Possibly, without the strongest of radio competition against this program, it would have a stronger meaning, but up against the Rudy Vallee hour, firmly entrenched as one of the air's leaders over years, doesn't augur well for the makers of Limit. Still, it must be remembered that Vallee doesn't have all the listeners there are and there still remains a nice group that Spitalny may possibly attract.

All-female angle comes in thru the product, Limit, being aimed only at that consumer market. Announcing is done by Rosaline Greenc, with only the CBS regular announcer coming in for a prize announcement buildup and on the first show, E. J. Fox, furrier, in for a short spiel concerning several fur coats being offered in the contest. Latter, incidentally, is the old-time business, requiring a letter and a hunk of a Limit box. Real original stuff.

Spitalny's Orchestra is a competent group, no doubt, aided by some crack-ajack arrangements by Meyer Rappaport. Even this phase of things has its drawback in that the arrangements get the effect of being too studied. Girls double into the glee club and sounded as if they didn't do much real singing, other than humming and stressing of final syllables in the now accredited, more or less, radio choral custom. Effect of mass singing is aided, however, by Maxine, a pleasant-voiced contralto who also solos, and a trio. J. F.

Grace Moore

Reviewed Tuesday, 9-9:30 p.m. Style—Operatic soprano. Sponsor—Vick Chemical Company. Station—WJZ (NBC network).

Vicks is among the sponsors making a change from that of its fall show and brings Grace Moore to the mike plus a good orchestra, both from the Coast; and from the New York end brought on Dale Carnegie, who did a bit of his familiar repertoire of *Little Known Facts About Well Known People*. Miss Moore's program did not take advantage of the billing, *America's Sweetheart*, that was being worked up by the advertising agency which went so far as to get out a manual that included a story about her husband. Instead her recent picture, *One Night of Love*, took the rap for everything and no possible advantage accruing from this film was overlooked. Which leads one to wonder what is in store for the next program.

Miss Moore spoke considerably thru-out the program and it was indicated from the outset that the better known operatic-musical comedy and motion picture tunes would be heard. Carnegie had a natural piece of script in O. Henry (Sidney Porter) for a subject, since the author worked in a drug store in Greensboro, N. C., where Vicks products were born and are still made. Miss Moore was in fairly good voice and the orchestra competent enough. However, nothing unusual is to be reported in the line of program appeal that would detract from the Ben Bernie or Bing Crosby following heard on different networks at the same time. M. H. S.

West Coast Notes; Ciggie Ad Squawk

SAN FRANCISCO, Jan. 5.—Many fans here charge bad psychology in the signing-off commercial for *One Man's Family*, NBC transcontinental. They don't like to be urged to buy the product—Kentucky Winners cigarettes—merely because it's a boost for the Barbour

family. Certain listening audience is also very much burned because the popular network feature plugs a cigaret. . . . They maintain that this is also bad psychology.

Contract for exclusive release in Australia of all recorded programs produced by the MacGregor-Boullie lab here has been signed. David Worrall, general manager Melbourne Herald Broadcasting Company, operating a group of units in Australia, has contracted for 520 features.

KTAB is to move to a new location after February 1. Altho a secret, locale is said to be in the Fairmont Hotel. Same station has canceled all its night spot remotes, and also the line into the Morgan Productions in the Bellevue Hotel. Transcriptions will be used instead. Frank Wright of that station has been offered a spot in the East with a network. Altho non-committal, opinion is that it's with the new American Broadcasting System.

Meredith Willson, general musical director NBC's Western Division, closed 1934 with a record of 163 arrangements and 15 original compositions. Three of them have been published this last year—*The Song of Steel, Show Us the Way* and the O. O. McIntyre Suite, which won an appreciative letter from McIntyre and a Coast-to-Coast presentation by Paul Whiteman and his ork.

NEW BIZ

(Continued from page 7)

one-half hour every day at 10:30-11 p.m. except Sundays, when time is 12-12:30 a.m.

HEALTH AIDS, INC., thru Boss & Schilling, Inc.; starting January 11 for 52 weeks, participating in feature program 9:35-10 a.m.

CLARK BROTHERS CHEWING GUM CO., thru Edward M. Power Co., Inc.; starting February 4 for 13 weeks. Six announcements per week daily except Sunday.

PHILADELPHIA DAIRY PRODUCTS, INC. (Dolly Madison Ice Cream), thru Schack Advertising Agency, Inc., Newark; starts January 13, Sundays, 2:30-3 p.m. on WOR. Program is *Dolly Madison Ice Cream Party*, children's amateur program.

STANCO, INC. (Cream of Nujol), thru McCann-Erickson, Inc.; starts January 22, 1935, on WOR Tuesdays and Thursdays, 8:35-9 p.m. Program is *Clinic of the Air* (transcription).

West Coast

ALBERT SAMUELS, San Francisco (jewelry), thru Will Russell & Company, San Francisco; Sundays, 7-7:15 p.m.—PST, KPO only. Program, *Ghost Town*, talent, Sam Moore presenting hill-billy songs.

CARDINET CANDY CO., Oakland, Calif. (Candy), thru Tomashko-Elliott, Inc., Oakland; 26 weeks, started December 25, 1934, Tuesdays, 8:15-8:30 p.m., PST, KPO, KFI, KGW, KOMO, KHQ, KOA, KDYL. Program, *Night Editor*, dramatic skit with Harold Burdick. Originally on KPO only. Program extended to network for 26 weeks.

SPRATT'S PATENT, LTD., Newark, N. J. (dog food), thru Parlo & Peart, New York; starts January 6, Sundays, 7:15-7:30 p.m., KPO, KFI, KGW, KOMO, KHQ. Program not announced.

PIONEER CANNERIES, Seattle, Wash. (minced chams), thru Roy Campbell Agency, Seattle; starts January 9, Wednesdays, 10:50-11:10 a.m., KPO, KFI, KGW, KOMO, KHQ, KOA, KDYL. Program, *Woman's Magazine of the Air*, talent, Bennie Walker and guest artists.

GENERAL MILLS, INC., San Francisco (cereals), thru Westco Advertising Agency, San Francisco; 13 weeks, renews from January 6, Sundays, 9-9:30 a.m., KPO, KFI, KGW, KOMO, KHQ. Program, *Sunday Morning Special*, talent, Colonel Rod and Carlton E. Morse drama, CROWELL PUBLISHING CO., New York (*Woman's Home Companion*), thru Guy Cornell Co., Inc., New York; 52 weeks, renews from January 30, Wednesdays, 9:45-10 a.m., EGO, Program, Jean Abby, shopping tour, chat to women.

HAROLD F. RITCHIE CO., New York (Eno Salts), thru N. W. Ayer & Son, Inc., New York; 10 weeks, renews from January 25, Fridays, 0-0:30 p.m., KGO. Program, *Eno Crime Clues*, transcription.

DAYTON, O., Jan. 5.—Local Radio Station WSMK, now operated in connection with *The Dayton Journal-Herald* has moved into new quarters in the Loew Theater Building at an expense of \$50,000 for new equipment and fitting up the studios. New studio has four times the space of the old one, with accommodations for the largest musical organizations in the city.

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks via WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from December 28 to January 3, inclusive.

Blue Moon	38	Take a Number From One to Ten	20
Object of My Affections	32	What a Difference a Day Made	18
It's June in January	29	Dancing With My Shadow	17
Winter Wonderland	27	Believe It, Beloved	16
Hands Across the Table	26	All Thru the Night	13
You're the Top	25	Because of Once Upon a Time	12
The Continental	25	I Got a Kick Out of You	12
Stay as Sweet as You Are	23	Waltz of Love	12
Love Is Just Around the Corner	21	Pop Goes Your Heart	11
Flitration Walk	20	Tiny Little Fingertips	11
I'll Follow My Secret Heart	20		

NBC—WOR Network

The International Favorite of Dance.

**FELIX FERDINANDO**

And His MUSIC. HOTEL MONCLAIR New York

**ANNE BOLAND**

"Songs of Love" NOW ON TOUR

**MIMI CHEVALIER**

"The Flavor of France in Songs of Romance." RADIO, STAGE, SCREEN.

**EDDIE PEABODY**

**AL GOODMAN**

Bromo Seltzer Hour

WJZ, Friday, 8:30 P. M.

"HALL OF FAME,"

WEAF, Sundays, 10 P. M.

Musical Director

"Life Begins at 8:40,"

Winter Garden, New York.

★★★★★ **FREDDY BERRENS** AND HIS MUSIC

Now Playing at the FLYING TRAPEZE

New York's Smart Restaurants and Cafes 87th St. at 6'way

BROADCASTING COAST TO COAST VIA WEAF—WJZ

N. S. O. NET. WORK THREE WEEKLY

Personal Management Flying Trapeze Orchestra, Inc., 217 West 57th St., New York, N. Y.

**PAUL TREMAINE**

AND HIS BAND FROM LONELY ACRES

Personal Management

**BERT MEYERSON**

545 Fifth Avenue, New York, N. Y.

**FRANK RICHARDSON**

"THE TALKIES NOW ON TOUR. [SMILING SINGER]"

Personal Management

JACK HART, Palace Theatre Bldg., N. Y. C.

**AIR BRIEFS**

By JERRY FRANKEN

PRODUCTION men in radio opine that 1935 will see a full measure of freak programs on the air, with all kinds of twists being used to make programs different. Stage and screen names are no longer offering any novelty, altho producers are still on the hunt for them. New ones, of varying fame, are being auditioned constantly and the casualties run high. Call is most urgent for comedians. Persistent reports that the Vallee program may change its setup, due to a dearth of funny men, are typical of the last-named condition.

Association of insurance companies throught the country which contemplated going on the air at CBS last year and which auditioned Kate Smith shortly before she began her daytime series is now figuring on a new show, but at NBC. Al Goodman and the Modern Choir will be tested at the end of this week. . . . Altho NBC ballyhooed Eslic Janis as its first woman announcer, CBS and Lint stole the thunder by bringing in Rosaline Greene on the Spitalny show that started this past week. . . . Question: Did any of the publicity blubs appearing in various magazines about the 1935 outlook for various branches of radio say anything? And if they did, bet it wasn't permissio. . . . Question: Why saddle Fred Allen with amateurs on his program? And what happens if the winner on the rebroadcast is different from the winner on the early show? . . . Norman Winters has shifted from Ed East's script firm to Century Play Company which is installing a complete production department. . . . Kathleen Gordon goes from WOR to McCann-Erickson as assistant to Joseph Bonime. Agency is starting a music library. . . . Peggy Hopkins Joyce may be heard on the air soon, as she is slated to open at a new night club situated in the former Nora Bayes Theater, to be called the Havana Casino. Michael Tree's Orchestra goes into the spot with several network wires.

The Scarsdale women's organization which rates radio programs each year and recently panned kid shows is to do a special broadcast on WMCA-ABS January 19. . . . Cold preventatives are big radio users. Various sneeze stoppers on the air include Hill's Drops, Vicks Vaporub and Vatronol, Bromo Quinine, Pinex, Smith Brothers and some others. . . . Fred Waring gave a trunk to each member of his troupe for Christmas, with the delivery clogging up the halls of the WMCA Building. . . . Sally Studio, fur account, shifts to WNEW after having been on WMCA for years. . . . General Motors has signed Sir Hamilton Hackley and Paul Kerby, English conductors, for concert appearances, but denies having bought Jack Harris, American leader who clicked in Europe, for a commercial. Harris is said to be coming back to open at the Waldorf-Astoria soon. . . . Al Kavelin has just started a new sustaining series on CBS. . . . Inability to get air time for the Goodrich show has all concerned gaga. It was supposed to have been set for a dealers' convention over the weekend in Atlantic City. . . . Confirmation comes that Cleveland B. Chase has taken over the Flexible Record Corporation in which Meyer Davis was at one time interested. New outfit will be called Pidelitons Records, Inc., recording on nitrocellulose. Floyd Buckley is sales manager and Maurice Lichten engineer. . . . Bert Swor and Lou Lubin vacation from the air to play some vaude dates. . . . Dark Enchantment, a sort of Green Pastures, but dealing with fairy tales instead of Biblical stories, begins on WOR January 13.

Stan Willis suit against CBS Artists Bureau has brought to light the fact that the bureau never had a license from the Commissioner of Corporation in Massachusetts to do business in the State. Violation carries with it a fine of \$500 for each count. Bureau is said to be in somewhat of a quandary on how to get around the new development.

**CHI AIR NOTES**

By NAT GREEN

Impressed by the almost unprecedented response to Lum and Abner's recent *Pine Ridge News* offer, the sponsor of the program, Horlick's Malted Milk Corporation, decided to add Pacific Coast and New England outlets and these went on the air January 7 and 8. . . . On Monday, January 7, Lum and Abner started a five-a-week schedule over WNAC, Boston; KNX, Los Angeles, and KGO, San Francisco. . . . The following night KOIN, Portland, Ore., is to be added. . . . Addition of the new outlets does not conflict with the Mutual broadcast.

*Sentimental Selma*, Katherine Avery's Swedish dialect skit, returns to the air over WBBM January 14 with Hollywood Mask Corp. as sponsor and will be heard daily except Sunday. . . . *The Life of Mary Sothern*, which has enjoyed spectacular success on WLW, Cincinnati, is now heard on WGN and the Mutual System five afternoons a week. . . . Russell Hodges, formerly with WHBF, Rock Island, and WCKY, Covington, Ky., and Rober Longwell, formerly with WGBF, Evansville, have joined the announcing staff of WIND. . . . Emil De Salvi, tenor and accordion soloist, is now heard on WMAQ Tuesday, Thursday and Saturday in a 15-minute program sponsored by a local furrier. . . . Howard Neumiller, CBS production man and well-known pianist, was on the air for the first time in two years when he accompanied Noel Coward and Beatrice Lillie in their duets on the Nash New Year's show. . . . *Gotta Heap o' Trouble*, composed by Al Rice, tenor of the Sinclair Quartet, was sung by the quartet on the January 7 broadcast. . . . Three of the WIND Stars of Tomorrow have been given regular programs on the station. . . . The vocalists added are Margaret Kall, Charles Ostrow and Russ Perkins. . . . Playing to a new group of southeastern stations on their coast-to-coast NBC network for the first time, the Carnation Quartet, the Lullaby Lady, Jean Paul King and mem-

bers of the Carnation orchestra will celebrate the beginning of the Carnation Contented program's fourth year on the air with their broadcast of January 7.

Irma Glen isn't quite so lonely now in her broadcasting studio on the 42nd floor of the Chicago Civic Opera building. . . . The expensive pipe organ couldn't be moved when the rest of the WMAQ equipment was transferred to the new NBC Merchandise Mart studios a few blocks away, so during the past several years the night watchman who dropped in occasionally was Irma's only company. . . . Now Jesse Crawford is heard from the same studio and tho they never meet, Irma says the organ does seem to be a little more friendly now that someone else is using it.

Irene Rich, whose air serial, *Jewels of Enchantment*, came to an end late in December, inaugurated a new series of original dramas, each complete in itself, January 4 over an NBC-WJZ network, for Welch Grape Juice Co. . . . Gypsy Nina, CBS singing star, sails from New York February 18 and opens at the Palladium, London, March 4. . . . Gene Arnold and the Commodores will continue their Sunday afternoon programs for Crazy Water Hotel Co. . . . The *Sunday Sociable*, a new series originally scheduled to succeed Arnold and the quartet on January 6, has been canceled. . . . Julia Hayes Corporation has been formed by Charles R. Smith, Frederick A. Gust and Richard G. Gust for the "operation and sale of a radio program by the name and style of 'Julia Hayes Helpful Hints to Housewives.'" The new editor of the *Woman's Page of the Air*, who has been broadcasting incognito for several weeks, has been revealed as Judith Waller, educational director of the central division of NBC and a radio exec for nearly 13 years. . . . Harold Stokes, WGN ork leader, has bought a hat—the first he has owned in 12 years. . . . Richard Henry

Baker is the moniker bestowed upon the 7½-pound son born to Mr. and Mrs. Phil Baker December 31. . . . Charles and Eveyn Kretzinger celebrated their first wedding anniversary December 30.

**Big Ford Coverage Watched by Trade**

NEW YORK, Jan. 5.—Broadcast trade, especially agencies and national advertisers, are watching the results of the Ford blanket coverage with considerable interest, while executives in the spot broadcasting field claim it may be the turning point in that line. Ford is using the largest number of stations attempted by an advertiser. Automobile business, as especially competitive, is more interested than other lines without the complete national distribution most car makers have.

New business for spot is showing a slight pick up with several new accounts. Silver Dust (Gold Dust Corp.) is taking The O'Neills off the air for supplementary coverage of its CBS hook-up. General Baking Company is using 65 stations for Bond Bread, with a program titled Terry and Ted. Hudson Essex is using spot also, with Studebaker having been using e. t.'s for some time. Bristol-Myers, drug firm, is also recording with Tito Guizar for coverage in Mexico and South America.

**WBT Children's Hour**

CHARLOTTE, N. C., Jan. 7.—Program department of WBT, local CBS outlet, is building a one-hour kiddie show, picking the outstanding kid talent available. Show will be produced along the line of the Horn & Hardart hour on WABC in New York.

Altho the station is planning it for Sunday, when it may have better commercial possibilities, the Sunday school angle may necessitate a switch to Saturday. Tentatively, the time has been set for 10-11 a.m. Sundays.

Lloyd E. Yoder, NBC Western Division press relations chief, is in Los Angeles conferring with Harold Beck, in charge of Southern California publicity for the network on news releases for new commercials.

**NEW YORK**

**STANLEY H. WILLIS**

America's New Deal

Booking Offices

1619 Broadway, New York, N. Y.

**MIAMI**

**JESS HAWKINS**

and HIS ORCHESTRA

Now Playing Merry Gardens, Chicago

Featuring "RED" EVANS

R. W. STEVENS, Mgr.

Belmont Hotel, Cleveland, O.

ALWAYS A GOOD REPORT ON

**CHIC. FARMER**

Featured Artist MORRIS FUR HOUR.

7:10 P.M. Daily, WNEW.

Orchestra Corporation of America

1619 Broadway, New York, N. Y.

**ANTHONY TRINI**

The Romantic Fiddler.

AND HIS MUSIC.

Now Playing

Hotel Governor Clinton.

Personal Management SOL TEPPER.

Hotel Governor Clinton, New York City.

# BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

**DOC NAPKA'S** Club Royal Orchestra, for the past three weeks at the Talk o' th' Town Club, popular Peoria, Ill., spot, goes into Chicago about February 1.

**BILL HAZARD'S** Colony Club Orchestra is still at Van's Grill, Renaissance, N. Y.

**MEL SNYDER** and his Gold Coast Orchestra have broken an all-time Cincinnati record by playing 70 consecutive weeks at the Greater Hotel Gibson. Roster has Gene Hocter, Ray Moore, Andy Jacobs, Bud Ebel, Bert Jackson, George Thomas, Harry Reibourne, Roy Thompson, Joe Binder and Snyder.

**BEN POLLOCK** recently concluded an engagement at Sebastian's Cotton Club, Culver City, Calif., and is current at the Netherland Plaza, Cincinnati.

**BUBBLES BECKER** and his orchestra, featuring Ariene Hilton, opened in the English Tavern, Richmond, Va., on January 4.

**FRITZ MEYER** and his orchestra are current at the Hotel John Marshall, Richmond, Va.

**JACK ADCOCK** and his music are in their 52d week at the Open Door Cafe, Philadelphia. Last week's entertainment included the Three Queens of Rhythm, Anne Laurel, Ann Blair, Mildred King and a new dance team, Villano and Lorna.

**WALTER OLSON'S** NIGHTHAWKS, after a successful 90-day stay at the Good Eagle Pleasure Club, Lancaster, N. Y., made a tour of college dates and is back again in Lancaster.

**JIM REED** has disbanded his orchestra and is now playing drums with Copic Henderson's Orchestra of La Porte, Ind.

**BOB BASTE** and his orchestra opened December 29 at Frank C. White's restaurant in Dunkirk, N. Y., for the third time within a year.

**HERB AYERS** and his orchestra are enjoying their 18th week at the Hotel Worthy, Springfield, Mass. Hal Robie and Eunice Ford are doing the vocals.

**ORVILLE KNAPP** and his boys inaugurated an indefinite engagement at the new Florentine Room of the Beverly Wilshire Hotel, Beverly Hills, Calif., on New Year's Eve.

**DICK MESSNER**, wielding the baton himself again, is slated for the main dining room of the Hotel Lincoln, New York, indefinitely.

**PAUL CORNELIUS'** Radio Recording Orchestra is back again at Swiss Gardens, Cincinnati. The 12-piece combo opened January 2 after completing a string of colleges and holiday dates. The singing trio and Ruth Barletto are featured. Roster includes Bert Shaman, Albert Cassidy, Russell Thomas, Grant Rodgers, Lantz Ogen, Paul Wright, Kenneth McBeth, Eddie Musselman, Homer Michael, Dick Stucky and Herman Pitzer besides Cornelius.

**JACK SPRATT** and his band, featuring Chicago Mattimore on the keys, is concluding a successful 52-week stay at the La Salle Cafe, Springfield, O. In all probability the band will head eastward.

**JOHNNY YUHASZ**, young songwriter and orchestra leader, is seriously ill at his mother's home, 1103 North Saginaw St., Flint, Mich., and would appreciate a word from friends.

**BOB CLAYTON**, of Cincinnati, has increased his orchestra to 12 men and has added a girl soloist. The unit carries floor show entertainment and is booked thruout Ohio and Kentucky for most of the winter.

**RUSS ANDALORO**, after playing college dates in the East, is in the Casino Ballroom, Scranton, Pa., again. Al Kearney and Sid Shonty are handling the specialties.

**JACK WARDLAW** and band have moved into the Patrick Henry Hotel,

Roanoke, Va., for an indefinite stay. Unit, featuring Bob Bland and Roland McKellar, is broadcasting over local CBS outlet, WDBJ.

**BUNNY NORTON** recently went into the 833 Club in downtown Los Angeles.

**JERRY GILBERT**, fresh from a two-year run on the far end of Long Island, opened December 22 at the Coonaga Restaurant, Far Rockaway. Band is booked thru J. A. Lustman.

**TED TYLER** and his Maniacs o' Rhythm are still at the Jockey Club, Charleston, S. C. Outfit has taken up novelties in a big way and Christmas week featured three songs written by personnel of the band: *Melancholy*, by Ted Tyler; *Swing It Mon*, by Jimmy Bright, and *Grass*, by Suda Daniels. Dixie Dyer is still doing the torches and Gene Allen, Bill Merritt, Eddie Murphy and Chris Lindell complete the roster.

**GENE SAMMARCO** and his Californians, featuring Evelyn Beason, vocalist, have begun a six months' engagement at the Henrik Hudson Hotel, Troy, N. Y.

**ERIC PETERSON'S** engagement at the Club Edgewood, Albany, N. Y., has been extended indefinitely. The band has already been in the spot 25 weeks—a record.

**JAMES I. GLASER** Corporation is now exclusive New England territory operator of the Stanley H. Willis Boston office. Deal was closed this week, and Jimmie Glaser, former Boston band booker, who has been out of business for

a year, steps in in full charge of the office. Willis leaves for the South and will operate the Miami office January to March and moves Jimmie Daley from Albany to his office in the Brill Building, New York, to carry on during his absence.

**NORMAN FLEWWELLIN**, of Bridgeport, Conn., recently placed Carl Lohman and his orchestra on a long-term contract in The Farm, White Plains, N. Y.

**JAN RUBINI** and his band opened at the Westward Ho Hotel, Phoenix, Ariz., recently.

**DRISDALL SISTERS'** Orchestra, conducted by Nell Drisdall, has signed for a six weeks' engagement at Finck's Cafe, St. Louis. Combo is out of the Drisdall Sisters' Entertainment Studio, St. Louis.

**BILLY BIRKEN** and his orchestra landed a contract at the Embassy Cafe in Pittsburgh. He opened New Year's week.

**BILLIE RITCHIE** and his dance ork opened with a New Year's Eve carnival at the Ye-Oldie-English-Pub in Uniontown, Pa., where they will remain for an indefinite stay. His outfit featured Eve, an acrobatic dancer, and several vaude acts.

**AL RUSHTON'S** Royal Cardinals, a Stanford University 14-piece dance band, opened at the Fairmont Hotel, San Francisco, on New Year's Eve and will continue at the Nob Hill spot on Fridays and Saturdays.

**NORVY MULLIGAN** and his NBC orchestra set a new record for that section of the country when they reached their 65th consecutive week at the Flame Room of the Hotel Radisson, Minneapolis, on New Year's Eve.

# MUSIC NEWS

Neville Flesson, inactive for some time due to prolonged illness, has completed three new songs already placed. The numbers, with music by Mabel Wayne are: *Lovers' Waits*, *His Majesty's Baby* and *Here's to You, Looe*. The baby ditty has been dedicated to the Duke of Kent. The compositions are being played in England, one dominating the latest Charles Cochran offering, *Whirligig*, now current in London.

Johnny White, of the Leo Feist firm, announces that Johnny McLoughlin, formerly with Witmarks, will join his organization this week. McLoughlin, who is regarded in the industry as an ace contact man, also bears the reputation of being an excellent pianist. He was at one time George M. Cohan's personal accompanist.

Mickey Adgy has left Donaldson, Douglas & Gumble for a new job. His latest alignment is with Shapiro, Bernstein & Co. According to Mose Gumble he will not be replaced by any one else for the present.

Paul Jonas, professional manager of Edward B. Marks Music Corporation, who has been battling with appendicitis and other ailments following a major operation, has returned to his desk. Paul, very much improved in health, has been incapacitated for over a month.

With several excellent numbers ready for the current year, the Clarence Williams firm has added Louis Schlesinger as sales manager. Schlesinger was in business for himself at one time and is acquainted with all the intricate angles of the industry as it prevails at present.

**The Four Chordsmen**—Bill McGrath, Allen Schmidling, Joe Murphy and Bob Scott—vocal group, are being heard in various KYA programs. They come to the station via the weekly "Amateur Night" hour. Agatha Turley, soprano, former NBC'er and more recently KERQ, has also joined KYA. Another NBC'er to join that station is Marion Dozier, vocalist, who has taken over KYA's Discovery Hour, Sunday afternoon feature.

Among the latest transcontinent travelers is Lester Santley of Santley Bros. Lester left for California in time to spend the new year in that locality. He is taking the trip for business as well as pleasure.

# BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

**MUSKEGON, Mich.**—The Music Box Ballroom has inaugurated a policy of plenty park plan dancing as an experiment.

**WEST BEND, Wis.**—Louis Pierron has taken over the management of the West Park Ballroom here, conducting his first dance of the current season December 25, with Joe Gumin's Orchestra furnishing the music.

**CHICAGO**—Reorganization of Guyon, Inc., operator of Guyon's Paradise, one of the best-known ballrooms in Chicago, and Hotel Guyon is sought in a creditors' petition filed January 2 in the United States District Court under the amended bankruptcy law. According to the petition, the liabilities are approximately \$700,000 and the assets around \$300,000.

R. E. CHINN and Johnny Saul are operating the Avalon and Crystal ballrooms in Fargo, N. D. The Avalon has been remodeled and will open shortly as the first local skating rink in the last four years. The Crystal is still on a straight dance policy.

# HAVLIN HOTEL

Vine and Opera Place, Cincinnati, O. Right in the Heart of the Theatrical District.  
MODERN ROOMS.  
Special Rates for Professionals.

# STATION NOTES

Station personnel and artists are invited to contribute items of interest to this department. Address all communications to the New York office.

**MILDRED KOLLACH**, Maine singer, is now in New York, where she will be auditioned by NBC and CBS. Singer is heard regularly on WCSH.

**CLAIR SHADWELL**, WBT, Charlotte, N. C., conductor, received a hornet's nest, including hornets, as a Christmas gift, probably the most unique present delivered this season. Musicians got rid of them without wasting much time.

**KPKA**, Greeley, Colo., is enjoying a business upswing, so much so that the SRO sign, if there is one in radio, was hung out during December. John O. Sweeney has been commercial manager of the station for less than a year.

**WFAS**, White Plains, N. Y., will shortly issue a special number of the WFAS news, in conjunction with the dedication of new studios atop the Roger Smith Hotel, White Plains.

**CURT MERRILL**, who has a series of programs on WFBL, Syracuse, has been requested by Dr. Paul Paine of the Syracuse public library for a complete series of scripts since his program started last July. Library will use the scripts as a permanent addition to its historical division. Merrill's series is called the *Onlooker Programs*.

**LUM AND ABNER**, well-known comedy team, are now broadcasting on KNX, Los Angeles, starting there January 7.

Team is also on the Mutual Broadcasting System for the same sponsor, Horlick's Malted Milk.

**WFAA**, Dallas, Texas, has just started two new programs, one for the Morton Milling Co., with Margaret Morton, contralto; Miller Morton, baritone, and an 11-piece orchestra directed by Karl Lambert. Other is the Square Brand musical show.

**NEARLY** 14,000 toys were collected by Grady Cole, WBT, Charlotte, N. C., announcer, in connection with that station's Firemen's Day Christmas Toy broadcasts. They were given out Christmas Eve at a party, which was also on the air.

**K. P. WALTON**, astronomer, started a new series on KNX, Los Angeles, January 6, called *Seeing Stars*. Walton keeps his talks free of the technical side and also distributes a sky map for the listeners.

**CHUCK SIMPSON**, announcer and sports commentator for WNOX, Knoxville CBS outlet, has resigned to join WDOO, Chattanooga. John Carter, formerly with stations in Cincinnati and Louisville, has joined the WNOX announcing staff.

**BILL BIVENS**, for the past year announcer at WFBC, Greenville, S. C., has resigned to join WJSV, Alexandria, Va.

# Sheet-Music Leaders

(Week Ending January 5)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Richmond-Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company for their kind co-operation.

1. June in January.
2. Winter Wonderland.
3. Object of My Affections.
4. Invitation to a Oance.
5. Believe It, Beloved.
6. You're the Top.
7. Hands Across the Table.
8. Stay as Sweet as You Are.
9. Flirtation Walk.
10. Observatory Hill.
11. The Continental.
12. Be Still My Heart.

JACK WARDLAW and band have moved into the Patrick Henry Hotel,

# Unions Again Eye Cabarets

Believe that the field is important enough to be fully organized

NEW YORK, Jan. 7.—Feeling the cabaret field is growing more important every day, the theatrical unions have opened a vigorous campaign to unionize the cabaret workers and actors. Except for union musicians, most local cabarets are non-union.

The stagehands' union has started organizing the men running the lights for the floorshows. This move was prompted by an attempt to organize these workers and apply for a federal charter from the AFL. This would have endangered the IATSE's jurisdiction over this field.

The Theatrical Wardrobe Attendants has already placed members in about a dozen of the bigger cabarets and last week added the Congress Restaurant after three hours of picketing. The Checkroom Attendants' Union has been lining up cabarets right along, mainly thru the picketing route.

The waiters, cooks and busboys are being organized by locals of the Hotel and Restaurant Employees' Union. Local 16 has closed shops in practically all of the bigger cafes in the theatrical district.

The American Federation of Actors this week assigned deputies to concentrate in lining up members playing cafes. Chorus Equity has not yet put any special effort in organizing this field, preferring to concentrate on vaude right now.

The local cafe proprietors are not meeting this situation as a group as yet, also in Milwaukee and Detroit there have been formed beer garden and cafe proprietors' associations.

## Increased Draw for San Antonio Clubs

SAN ANTONIO, Jan. 5.—San Antonio's newest club, the Tampico, located on Josephine street at Broadway, is doing well with Don Michel and his 10-piece orchestra; Martha and Rudy, dance team from Mexico, and Joan Thursday and Noel Kasa, sister team in a song

★ ★ ★ ★ ★

**HOTELS CABARETS CLUBS**

A COMPLETE FLOOR SHOW SERVICE

Chorus Revues	M. Co.
Special Dance Teams	Singles
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and dance act, with Charles Carruthers, tenor.

Other Alamo City spots are shifting entertainment to meet the new competition that is springing up over night. Johnny Hamp brought his band to the Gunter for a 10-day stand. Gus Arnheim is slated for Shadowland January 8-9. Leonard Keller, billed as the "lone poet," is at the New Almos dinner club, swanky nitery.

The Gay Nineties gave *The Drunkard* an extra week's run to fair holiday biz. Percy Barbat has already dropped out of the cast, and Max Rogers' ork is also out, and the place has gone honky-tonk, with a piano as the only music. Frank Shaw is continuing to please with his "rubber face" gags and songs. Weedon Nichols has replaced Ken McGuire as house manager of this spot.

For years this city was a two-spot town, the Gunter Hotel and Shadowland Club being the only such places in the city, but dance business here has boomed much of late and new places are now getting by nicely.

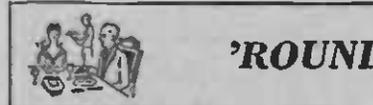
## Chi Mayor Closes Five Night Clubs

CHICAGO, Jan. 5.—Four near North Side night spots were closed early today on orders from Mayor Kelly and their licenses were revoked. It was alleged that all had been found going full blast long after legal closing time.

The spots closed were Liberty Inn and Colonial Inn on North Clark street; Club Ballyhoo, 437 Rush street, and Clark-Illinois Cabaret, 450 N. Clark. The Club Algiers was closed several days ago.

The Bowery, on North Clark, closed early this week because of poor business.

THE FORMER CLUB MAXINE, renamed the Ballyhoo Club, a leading downtown spot, reopened under new management recently. Harvey Stone is the new emcee, with Shan Austin's Orchestra, late from Hollywood. Leading acts are Al Nalli, accordionist, and June Carson, blues singer.



## 'ROUND THE TABLES

MARKELL AND HANE, and Marino and Memill, two dance teams, head the floor show at the Arabian Room of the Hotel Tuller, Detroit. Paun, a new figure to Detroit, is featured singer. The Arabian Room, which established a new class entertainment policy about two months ago, has rapidly built up a leading patronage among Detroit hotel spots.

BILL CHURCH, self-styled "Broadway's Own Emcee," is currently working clubs in Central New York State, under the management of Pat Grande. Bill is planning a series of dates that will take him to the Coast.

THE MERRY-GO-ROUND Bar and Circus Room of the Ritz-Carlton on beach front, Atlantic City, was reopened December 19 with Eugene Jelenik's Gypsy Orchestra. Place has been greatly enlarged.

BORES THOMASHEFSKY, noted Jewish actor, is opening a night club on the lower East Side, New York, to be called Thomshesky's Roumanian Village. Opening date is January 16, with the actor and Regina Zuckerberg, long his stage partner, heading the show. Joe Stein will be general manager.

ADAMS AND OZARK, acro novelty act working clubs in and around Detroit, are currently playing the Mayfair.

BILLY TERRELL, who for several years operated his own show, has purchased two clubs, one between St. Louis and Memphis on Highway 61 at Conran, Mo., and the other, to be under the management of his brother, Brooks, is in Tennessee.

SONNY BLOUNT and his Southern Swing Band last week worked a return date at Moonlight Gardens, Harlan, Ky.

SAMMY LILLIBRIDGE (Little Sammy Little) is emceeing in Jack Berry's Showboat, Jacksonville, Fla. Show is aired daily over WMBR.

DREXEL KATYON, tap dancer in vaude with H. Kinny and Glris, is doing

## New "Line" and New Team at College Inn

CHICAGO, Jan. 5.—The College Inn of the Hotel Sherman started the new year by installing a new and peppy line of girls and a dance team new to Chicago. Opening on New Year's eve, both the line and the team were well received, and on the day after New Year's, playing to the hardboiled audience of professionals that attends Notables Night, they again were given a hearty reception.

The new line is tagged the Stevenson Girls, eight tall, shapely, good-looking misses about equally divided between blondes and brunets. Their several routines are novel, entertaining and done with exquisite grace. The dance team, Eugene and Struthers, is a graceful duo from the East who present the popular dances of the moment in pleasing style.

College Inn is starting 1935 most promisingly and bids fair to hold its place as the Loop's favorite night life rendezvous. Altho the first Notables Night of the year was held the night after New Year, the Inn was crowded and put on one of the best shows in months. Ethel Shutta was, as always, grand, and George Olsen with his band and entertainers provided plenty of gaiety. Ethel sang *Shine Boy*, *Bundling*, *Paramount-Public-Rosey Rose*, and *I Love a Hillbilly Band* and then had to beg off. An imposing list of notables contributed to the evening's entertainment, among them Pat Rooney and Marion Bent, Pat Jr., and his bride, Janet Reader; Yvette Rugei, Sophie Tucker, Duke Ellington, Mario Fiorella, the Saxon Sisters, Ina Ray Hutton, band leader; Lucille Ballantyne and Paul Pierce, dance team; Margaret Irving and Leslie Adams of *As Thousands Cheer*; Stan Myers, orchestra leader; Bob Hall, the extemporaneous chap; Earl Rickard, Joe Lewis, Mildred Gerber, of the Chicago Opera Company; Beverly Kirk, lovely singer from the Blackhawk; Audrey Christie, on her way to Hollywood, and various others.

some neat work at the Four Towers Club in New Jersey.

ROY, RITA and ROULE, international dance trio, recently concluded their engagement in the Empire Room of the Hotel Schroeder, Milwaukee, and are current in the Salle Royal, Jefferson Hotel, St. Louis. Team is building rapidly with night-spot habitus.

THE ENTERTAINMENT PRODUCERS of America, St. Louis, has moved its offices from the Ocean Theater Building to the Field Building, Olive at Taylor. Associated with Duke Smith are Joe J. Smith, H. Henry Dewey and H. F. Houston.

JIMMY PARRISH, at Cleveland's Cafe Monaco, is doing nicely with a show that includes a ballroom trio composed of Don and Dorothy Dade and Jimmy, together with Billie Bugbee, prima donna; Martha Lee, dancer; Betty Thompson, personality songstress; the Three Simms Sisters, character, tap and modernistic dancing, and a gypsy band under the baton of Louis Scina. The entire show, with the exception of Miss Lee, is under the direction of Alice Clark, former vaude single and wife of the late Alec Spencer, producer-director for the Shuberts for many years.

PATRICK AND WILLIAMS (Molly and O. K.) closed in Houston New Year's Eve and are working dates toward the North. Act was a standout at Houston's Tropical Gardens.

GREY WOLF TAVERN, Sharon, Pa., has Lee Leall in the third week of a return date, together with a show that has Mary Newton, dancer; Leonard P. Poll, wop comedian and female hillbilly, and the Four Barons, a la Mills Billy.

JEFF ROLAND worked the Club Bagdad, Lakewood, R. I. Christmas week. Reports the club doing a great business with a show composed of Ozzie Keough, Connie Garland, Peggy Styles, Eva Bourget, Natalie Shaw, Dot Capson, Ruthie Dean and Millie DiBaron in line.

## NIGHT CLUB REVIEWS

### Barrel of Fun, New York

Barrel of Fun is a new intimate spot on West 41st street, New York, operated by Irving Cohen with Leo Bernstein manager. Place is in the moderate price range with a good bar.

Spot has a rather large show for its size, the intimate type cafes usually preferring but one or two acts, plus the band. Cohen has switched from this theory and put in a fair floor show, including a line of eight nice-looking girls. The show angle ought to help put the place over from the bargain viewpoint, altho it's just as true that this type production doesn't jell in an intimate spot.

Lewis and Dody, standard vaude act, lead the show, doing mainly especially written material. A good deal of it is really funny and some is too blue. Act does very well, and then mops up with its well-known *Hello, Hello, Hello* numbers. Arietta Lacey, singing one number and hoofing another, is a cute youngster with considerable personality. Vicki Cummings, singer from the legit, seemed to be suffering from two things when the show was caught, first being a cold and secondly poor song selection. Jack Sheldon sings and is m. c. Kiki Lopez does a few moments of violent cooch and the chorus numbers round out the show. Latter was staged by Truly Magee, with some special material written by Arthur Swannstrom. Latter states it is as a favor to Cohen and not a permanent entry into night club work. Andy's Aces, five-piece colored band, is being replaced.

Altho up against plenty of competition from the bigger and flashier spots, Barrel of Fun offers a lot for a little.

Franken.

### Cherniavsky Stays At Congress, Chi

CHICAGO, Jan. 5.—Josef Cherniavsky and his orchestra are set for an indefinite stay at the Congress Hotel, a new contract having been signed last week. Cherniavsky's band clicked from the beginning, his style of symphonicopation being different than the preceding bands, which stayed only four weeks each. The band is aired over the NBC system, which recently gave orders to put Czerney's band on the ether whenever there was additional available time open, besides his regular broadcasts. He continues to double as featured conductor of the Chicago Theater orchestra.

Principals: Leo Mancini, owner and emcee; Pitts and Marie, ballroom team; Yvonne Lyzette, blues, with Jeff doing the hoofing. Gene Hammett and his Commodores provide the tunes.

BILLY LEHR 1, in his ninth week as emcee at the Sunset Club, Peoria, Ill. Remainder of show has the Four Streamline Girls: Miss LaRue, blues, and Cecil, "that Funny Man."

COCHRAN TWINS played the Club Lido, Montreal, Christmas week.

TED WILSON and the miscous, dance team, are doing ballroom dates thru the South.

THE WASHINGTON-DUKE Hotel has opened a dinner-dance club in the main dining room, featuring the tunes of Jack Wardlaw and his Carolina Pines orchestra.

BABIN AND BABIN, dance team, head the floor show at Waco, Tex., Brass Rail Club. Show also has Dorothy Lane, Nana Menez and Dud Vance, emcee.

RAMON AND ROSITA, ballroom dancers, are featured at the Florentine Room of the Beverly Wilshire Hotel in Beverly Hills, Calif. They opened New Year's Eve.

TOMMY LYMAN, popular warbler, has moved over to Marcell's Inn at Pasadena, Calif.

HOLLYWOOD DINNER CLUB, Galveston, Tex., under Sam Maceo, had a honey of a holiday show, including Gus Arnheim and his band, Maxine Tappan, Johnny Hamilton, the Downey Sisters, Jimmy Newell, Darlene Walders, George McQueen, Enters and Borgia, and Clark, Gratis and Greer.

## Radio Starts Amateur Boom

Amateur shows again in favor—radio sets pace—genuine amateur wanted

NEW YORK, Jan. 7.—The phenomenal popularity of radio amateur programs has revived exhibitor interest in amateur nights. Not many de luxura and circuit theaters are planning amateur nights as regular features. For quite some time RKO has been the only circuit running amateur nights regularly. Now Loew has tied up theater amateur nights with the WHN amateur night program.

Major Edward Bowes' Tuesday night amateur night over WHN, the Loew-owned station, started the boom. Loew is running elimination contests for amateurs in several of its local film houses and even sent out a special WHN Amateur Show under Bob Murphy.

The fact that the Bowes program has put WHN back on the radio map has made theaters sit up and think. Many are considering seriously the new talent shows as a means of winning back some of the lost family trade.

The amateur nights being staged regular in RKO and indie houses have contained so much professional talent that they soon lost the spontaneous humor that genuine amateur nights should have. A return to real amateur shows, with all their impromptu fun, is considered surefire by showmen who are sensitive to amusement trends.

## 169 American Acts In Europe in 1934

LONDON, Dec. 29.—No less than 169 American acts played Europe during 1934. This is 11 acts less than the 1933 total. Decrease probably due to the closing of several local houses and the money trouble in Germany earlier in the year. Of the 169 acts, 45 were held over from 1933, 37 were return engagements and the remaining 87 were entirely new to Europe.

Nearly all the acts registered well and quite a few were sensational hits. Only three direct flops can be recorded and all three broiled at the local Palladium, Europe's "ace" house.

Biggest success of the year made by American acts in Europe were by Ganjou Brothers and Juanita in *Porcelain Romance*, Mae Wynn Foursome; Wilson, Keppel and Betty; Hazel Mangan Girls, De Wolfe, Metcalf and Ford; Geraldine and Joe, Omar, Lassiter Brothers, Three Sillons, Cavalier Brothers, Belle Baker, Will Mahoney, Evie Hayes, Joe Griffin, George Prentice, Hollywood Four, Ken Harvey, Raye, Ellis and Lerie, and Ewing Eaton, all of whom are still in Europe.

Other major successes during the year included Barbra Newberry, Darlene Walters, Dave Apollon; Nicc, Florio and Lubow; Chilton and Thomas, Mitzu Nafar, Freddie Craig Jr., Carleton and Budkew, Anderson and Allen, Cardini, Harold Boyd and Jig Saw; Russ, Elmer and Armstrong; Foreythe, Seaman and Farrell; Vic Oliver, Senator Murphy and Sybil Bowan.

## New Clyde Elliott Unit

CHICAGO, Jan. 5.—Hollywood Studio Revue, the Clyde Elliott Attractions' latest unit, opened at the State, Kalamazoo, New Year's Eve with the rest of the Butterfield Time to follow. The show has the Engagi act, *Murder at Midnight*, originally put out as a separate attraction, together with Kenneth Harlan, Al St. John and line of eight girls. William C. Booth and Wesley Warren, formerly at Hollywood-at-the-Pair, are director and stage manager of the unit, which carries several sets of special scenery.

## Coldwater, Mich., Vaude

DETROIT, Jan. 5.—William Schutte changed the policy at the recently acquired Tibbits Theater, Coldwater, to take in three days of vaude a week. Uses four-act shows booked by Jack Dickstein of the Gus Sun Booking Agency.

## Repeating

NEW YORK, Jan. 5.—On Thursday, Bert Walton, in his dressing room at the Palace here, was visited by his agent, Roger Murch, carrying contracts for Walton's repeat at the Albee and the Palace June 28 and July 5, respectively. That was the second time that happened in a couple of months to Walton, getting repeat contracts while still playing the house. If he does all right he'll probably repeat next Thanksgiving and New Year's.

## AFA Gets Harlem Branch Under Way

NEW YORK, Jan. 5.—Estimating there are 800 colored professional vaude entertainers in Harlem and at least 30,000 thruout the country, the American Federation of Actors gets its drive to organize colored performers under way tomorrow. The AFA is tying in with the American Federation of Labor's own campaign among Negro workers, which opens tomorrow with a mass meeting in Rockland Palace in Harlem. William Green, president of the AFL, is one of the feature speakers. Ralph Whitehead, secretary of the AFA, will speak at the same meeting, asking the support of Harlem unionists at the same time that he urges colored performers to organize.

The AFA's new Harlem branch, under LeRoy Collins, is located at 200 West 138th street. Collins has begun a check-up on working conditions and salaries for actors in Harlem. January 15 is the tentative date set for the first colored actors' mass meeting in Harlem.

Meanwhile, Tom Senna, the AFA's representative in Boston, reports the emergency relief administration has promised definitely to appropriate \$15,000 for the AFA's plan to send out two colored vaude units to play CCC camps and institutions. Twenty-five actors will be used and each will be guaranteed 12 weeks' work.

## New Keough Units

CHICAGO, Jan. 5.—Er Keough is producing two new units which will shortly hit the road. The first of these, *The Back Stage Follies*, opens on the Sun Time January 18. Headed by Ray Shannon, comedian, the cast also includes Mabelle Cedars, Jerry Ballard, George Miller and Traut Sisters, a line of eight girls and Keith Roberts Orchestra of nine men. Three acts are carried and the show will run 55 minutes. Billy Zeek is company manager. The other unit, *The French Revue*, is being cast and is expected to go into rehearsal within a few days.

## Cushman Lining Up Time

LOS ANGELES, Jan. 5.—Bill Arms, field booking head for the Wilbur Cushman western vaude circuit, arrived here this week to line up some additional time for the Cushman units to break their jump from Portland into Arizona and Texas. Arms states he has already lined up 131 towns for the units and now has a total of 38 weeks of playing time.

## Units Seek To Be Box Office By Copping National Titles

NEW YORK, Jan. 5.—The units these days now seek to be box office by means of obtaining a catchy title, with the result that a great many of these shows have lifted titles of subjects which have national prominence. This is the reason for units playing under such billing as *Radio City Follies*, *Cotton Club Revue*, *World's Fair Follies*, the latter title taken because several of the unit performers happened to have been at the fair.

The bookers and managers are not mislead into believing that a *Radio City Follies* unit is direct from the Radio City development of the Rockefeller or that the many *Cotton Club Revues* are direct from the well-known night spot of that name up in Harlem. All they are concerned with is getting a good show, and hoping that the public might be impressed by the title without hav-

## AFA Unit Is Postponed

NEW YORK, Jan. 8.—Due to the illness of its secretary and to other unexpected obstacles the AFA has postponed the opening of its first vaude unit. The unit was to open January 12 upstate.

Wilbur Bates, advance man, returned this week from a tour of New England where he arranged for percentage terms with exhibitors. The AFA has been working on publicity coups for its units which will seek to resell vaude to the public. It is planning its campaign along that of the Variety Artists' Federation of England. The VAF has an extensive campaign under way urging the public to "go to a music hall."

## To Quiz Casey In NVA Suit

NEW YORK, Jan. 7.—With Pat Casey back from the Coast and recovered from a serious illness, the attorneys for the NVA, Inc., are expected to start probing him on his relationship to the NVA mess. Under a court order the attorneys for the NVA, Inc., can "examine before trial" Martin E. King, counsel for the NVA Fund, and Pat Casey. King has been under examination the last several weeks.

The order also empowers the NVA, Inc., to apply for permission to question Nicholas M. Schenck, Charles C. Moskowitz, Harry M. Warner, Moe Silver, Harold Rodner, Sam A. Scribner and Edward E. Alpersen. Until this examination-before-trial is completed the Supreme Court trial of the NVA, Inc. versus NVA Fund suit will not be reached.

The NVA, Inc., attorneys have been investigating the Fund's books as far back as 1916.

## Indie Bookers Active in East

NEW YORK, Jan. 8.—The Willis, Bronx, resumed vaudefilms Friday, booked thru Fally Markus. House will remain closed Monday to Thursday, with vaude and pictures coming in Friday to Sunday.

The Tivoli, Brooklyn, has switched from split week to three splits a week. Still running stage-band presentations. The Grand Opera House here, now running split-week stage-band presentations, will begin alternating its shows with regular vaudeville next week. Both houses booked by Alex Hanlon.

The Dows say the Baron Lee colored unit will probably open up vaude in four Sabine houses in the Ohio area later this month.

Eddie Sherman begins booking the Colonial, Lancaster, Pa., Saturday only, beginning today. It is opposition to the Capitol Theater, booked by Harry Eiben.

Harry Eiben is booking Saturday vaude into four Warner theaters beginning today. The houses are the Circle, Logan, Kent and State in Philadelphia.

MARTY WHITE is broadcasting nightly from the Jurin Restaurant, New York, over WFAB.

## Catch-as-Can Salary Levels

"Names" still get dough—but rest out of luck—booking becomes a battle

NEW YORK, Jan. 7.—Salary figured have reached a catch-as-catch-can level. Except for a small class of box-office "names," the average act has no set salary, despite the list of new salaries compiled by the circuits the summer of 1933. At that time the major booking offices had combined to cut salaries 25 per cent and up. The cut, ordered in March of that year, was originally set for eight weeks. Then it was extended to September 1. The cuts were never restored, of course. Since then acts have been theoretically working under the revised salary list.

New acts and the competition by the bookers for b-o. "names" have finally broken down the pact and, so far as is known, the secret salary-cutting committee has not met officially the past 15 months. As conditions are now, the b-o. "names" usually get big dough and percentage deals, but the old-time standard acts have been forced down to a code minimum wage level, or near it. From a salary angle, pure entertainment value does not affect salaries half as much as it once did.

Bookers complain that with salary standards so chaotic, vaude booking is now a series of battles. Each booking usually means a fight with the agent, and the agent, in turn, usually has to spend plenty of time arguing with his act. One indie booker complains that because of small budgets and the need for so much haggling, it takes him 10 to 30 minutes to book a single act.

## Vaude Does Big Business in A. C.

ATLANTIC CITY, Jan. 5.—Flesh made a grand comeback at its original home, the Earl Theater, this week, when after a year of darkness it opened to SRO. Kirk McGee, formerly of the Radio City Music Hall, is managing the Earl and has things humming. William Oehlinder is leading the orchestra. Molasses and January headlined the first bill and reception was enthusiastic, especially when they announced a continued flesh policy. Vaughn De Leath got out of sick bed to make scheduled appearance opening day.

According to McGee, new policy will be split-week vaude and first-run pix. George Civot acts second bill. Way the town is turning out for vaude is making straight flicker house shiver. Hollywood, with bill headed by Arthur Tracy and a Gus Edwards revue, filled up for three nights of engagement, while Steel Pier, with Words and Music unit, had them standing at late performance Sunday night.

## Mort Harris to St. L. for F&M

NEW YORK, Jan. 5.—Mort Harris has joined F&M Stageshow. F&M took him in to take charge of the production of stage shows in St. Louis and he left for the town today. Shows now run at the Ambassador and Missouri in St. Louis. Harris is a well-known Chicago producer and it is likely that his F&M duties may be extended inasmuch as there has been much talk about the firm getting up a Midwestern circuit.

## Theatrical Council Near

NEW YORK, Jan. 7.—William Mahoney, state organizer for the American Federation of Labor, says he hopes to call the first meeting of the proposed theatrical union council this month. He says he has yet to contact the head of one of the theatrical international unions. The plan is to start the council as a local proposition and then let it expand into a national tieup.

JAMES MELTON goes into the Casino de Paroo, New York, January 10.

**Palace, New York**

(Reviewed Friday Afternoon, Jan. 4)  
(First Show)

Current vaude is an intact show REKO put together for two weeks, this being the second and last week. Certainly a good lineup of acts—Lee Murray and Sinclair Twins, Paul Sydell and Spotty, Sylvia Froos, Billy House and John and Mary Mason—but the show at this viewing looked like it was still rehearsing. Lacks material for the bits between acts, and the way the Mason act, usually a humdinger, is presented is just too bad. One reason why REKO needs a production department. The show runs 64 minutes, with Billy House working the entire time as m. c. and supplying the mid-bits. Pix is *Kentucky Kernels*, with the Wheeler-Woolsey combo. Very little big at this show, and the Beer-Levinsky fight film wouldn't even be able to help this week.

Lee Murray and Sinclair Twins make an entertaining and dresy starter. Pleasant flash, with Murray doing a socko-drunk dance and rubber-leg manipulating. Sinclair lassies pair off effectively at dancing and singing, a blonde does neat tapping, and the last number of the turn is the piano-clarinete male accompanist.

House gets started from here in his m.-c. capacity, pulling an old bit with Bernice Gold. Puled laughs, as he did all the time, but that's due to his own talent and not the material. This minute or so served to bring on Paul Sydell and Spotty, the act going very well. Sydell sells the turn well, and be certainly puts the dogs thru grand acrobatic tricks.

Sylvia Froos makes her entrance after a couple of more minutes of House and the blonde Bernice. She's so sweet in

her appearance and delivery, and she certainly sings delightfully. Don't care much for her current numbers, but she's grand in the rumba and pop medley spasms. Anyway, she was on the receiving end of a good mitting.

Again House took the stage, and this time he stayed for 12 minutes to do a comedy sketch. An old piece of business, but the way House and his assistants handle it the laughs are sure to come. It's the stuff about friend wife going away, the girl friend coming over, the wife returning, etc. The customers liked it to the tune of good laughs and applause.

At this stage of the show House brought on an usher from the Albee, Brooklyn. Little Frankie is his name, and he miked a couple of songs. Well, amateur shows are the rage these days. The Mason skating act followed, and this show finished to dead silence. Has to be sold much better, and no reason why it can't be, for the act is a natural socko. The Masons do nifty duo skating, clown around with the fat girl (now on skates), but don't call any volunteers up from the audience to take a spin with Johnny.

SIDNEY HARRIS.

**Loew's State, New York**

(Reviewed Friday Evening, January 4)

Altho it appears to be a strong show on paper, the current vaude is not much of an applause winner. Phil Harris and Leah Ray, along with Jackson, Irving and Reed, supply whatever b. o. draw the vaude has. The rest of the acts are standard. Picture is *The Painted Veil*, with Greta Garbo. Should do good business.

Honey Family, three boys and three girls, get the show off to a snappy start

with their acrobatics and teeterboard work. The girls are swell acrobats, while the men excel in punchy board stunts.

Prof. Lambert's misfit getup and queer walk started him off with a laugh, and he had little trouble keeping the customers amused. His clowning at the xylophone is still amusing despite it's being drawn out so. His closing could be more spirited, too.

Phil Harris and Leah Ray, booked in here the last minute, offered 15 minutes of romantic songs. They carry on a duet full of sugary song sentiments, and then each filngs off a song or two alone. Pleasing stuff. Both have fine appearance and perfect voices for pop singing.

Chester Fredericks and Bubbles Stewart head a bright little song and dance comedy turn. Fredericks' infectious laugh and schoolboy mannerisms and his swell hard-shoe hoofing are still sock stuff. Miss Stewart's Penner impersonation is a big applause getter, while her two sisters do okeb at singing and dancing. Act has improved quite a bit.

Eddie Jackson, Val Irving and Billy Reed bounced right into their energetic and goofy-style comedy. Reminiscent of the old Clayton, Jackson and Durante combo, this trio squeezes in a lot of entertainment in 12 minutes. Jackson does a bit of singing and Reed some dancing, but it's Irving who carries the brunt of the comedy. Irving's clowning with a lady plant up and down the aisle provides a punchy close.

*Song Writers on Parade*, five Tin Pan Alley boys, did okeh parading their old song hits. The act has Charlie Tobias and Al Lewis singing introductory lyrics, and Al Sherman, Gerald Marks and Murray Menehner at the pianos accompanying and singing some of their own ditties. Staging is fair, and act is not relieved by outside specialties. However, audiences seem to have a yen for pop song writers in person, and the State customers were no exception.

PAUL DENIS.

**Roxy, New York**

(Reviewed Friday Evening, January 4)

A fast, smooth-running and entertaining stage layout at the Roxy this week, neat if not gaudy. Freddy Mack leads the band on the stage, and introduces the acts.

Tommy (Ceel) Mack headlines with his nut comedy, assisted by Frank Hurst and Eddie Young. Their act is both zany and all-inclusive, containing hunks of singing and dancing besides the goofy antics. It went over heavily, and was forced into an encore, which took the form of a song from the two assistants, with Mack mugging amusingly on the side. A stooge in the side loges also helped.

Remy and Ruth open, with the boy, a youngster, performing sensationally as he goes thru his acrobatic routines. Among his socks are roller skating and stiff-walking, both performed on his hands instead of his feet. The lass fills in with a pretty dance number. The reception was enthusiastic, as deserved.

Ray Sax is there with his always dependable sax playing and dancing (both done at the same time), scoring his usual applause hit doing his backbend while playing two of the instruments. The Picchioni Troupe perform their familiar and outstanding teeterboard work, the four-high mount and the three-and-a-half somersault giving them a sensational close. The Four Chords, a quartet of colored lads who won the Fred Allen amateur radio contest on *Town Hall Night*, do some hotcha harmonizing thru the mike.

The production numbers are excellent. The first in which the Foster Girls are dressed in black and white costumes, with marks on the backs of their heads, is both novel and effective; the kids' hotcha number is a beauty, and the setting for the finale, a sort of Scandinavian pastorelle, is lovely, with the troupe again contributing its always fine work.

The picture is *W. C. Fields in It's a Gift* (Paramount), and the house was well filled at the supper show opening day.

EUGENE BURR.

**Chicago, Chicago**

(Reviewed Saturday Afternoon, Jan. 5)

It is said that Dave Apollon, who heads this week's show, and Josef Cherniavsky, conductor of the Chicago Theater orchestra, came over on the same boat and entertained the steerage passengers with their cello and mandolin. This week they are appearing on the same bill and renewing the friendship made years ago. The overture is called *The Musicals*

*Comedy Album* and is an arrangement that includes *I Want To Be Happy*, *Rio Rita*, *Over My Shoulder*, the singing by Barry Devine of *Smoke Gets in Your Eyes* and *The Rogue Song*. Conducted by Cherniavsky in his usual showmanly manner, it drew a big band.

Dave Apollon's *International Varieties of 1935* got started with the playing of *Anything Goes* by Dave and his Filipino orchestra of 10, followed by Achmed Morrell with some acrobatic dancing and Arabian twirls. Luba Malina sang *The Pretzel Vendor* in Russian and then Sibony in Spanish to nice results. Dorothy and Harry Dixon came on next for a comedy *Continental* dance that featured a neat sliding split by the girl and they encoered with a short speech done amidst comedy falls and twistups. Good hand. The Filipino orchestra and Dave, who picks a mean mandolin, did *Dark Eyes* and *Two Guitars* and the applause that followed showed that the audience enjoyed this bit of real music.

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Harold Aloma, one of the boys in the orchestra, sang *Stars Fell on Alabama* over the p. a. system and did *The World Is Waiting for the Sunrise* on his steel guitar and received a heavy hand for his efforts. Danzi Goddole, in a gray Eton suit, sang *You're a Builder* Upper and followed it with a gem of a comedy eccentric piece of hoofing and encoored with a short shuffle. She has greatly improved since her last appearance here and is a delight to watch work. She deserved the hit she made. Lillian Carmen vocalized in the Al Siegel manner with *Sensational and College Rhythm*. One bow. Dave gave the show a sock finish with Russian steps done to *Some of These Days*. Apollon's sly humor is evident throughout the show and he got lots of comedy with certain members of his orchestra. F. LANGDON MORGAN.

**Paradise, Bronx**

(Reviewed Friday Evening, Jan. 4)  
I'll have an old-fashioned as long as they come like the vaude bill—no frills or anything else—this week up at this deluxe nabe house. It's dyed-in-the-wool vaude—two novelty acts, next-to-closing comedy turn; a singer in the deuce spot, and a flash closing. Besides, each of the acts lends toward furthering the appeal of the bill as a whole, the climax being reached when Stuart and Lash showstop in next-to-closing. The customers went big for the show, so Bronxites are old-fashioned, too, but there should have been a much bigger house than there was tonight. Picture is Greta Garbo in *The Painted Veil*.

Gwynne gets the show started well with his magic turn. It is very entertaining, the customers finding it so, as evidenced by the applause appreciation displayed. Gwynne has the act moving very fast and he keeps up a flow of gab during his tricks. Has a nice bag of tricks and, besides, presents amid a drowsy layout.

Ann Lester didn't get going so well because of the difficult arrangements in her opening number. However, she recovered soon enough and impressed the audience. She warbled *Continental*, her closing item, just grand, and did well also with *Out in the Cold Again* and *I Like Mountain Music*. Works with a mike, but that doesn't stop her from showmanly selling.

Carr Brothers and Betty, an oldtimer, is still as socko as ever. Seems to be more so since the act is working considerably faster. That drug-store window demonstration and burlesque hand-to-hand pulls the laughs immediately, and then the applause is polled when the boys give out with straight acrobatics, accompanied by master showmanship.

Charlie Stuart and Harry Lash couldn't have done better by themselves in lining up this comparatively new act of theirs. To this reviewer's mind, it's their funniest. Plenty of sock laughs and the boys certainly know how to wield them. Stuart with his mugging and other nonsense and Lash with his superb straightening and more so his light comedy. Their chatter, their radio hoking, their singing, all found big favor. A girl assists them in a couple of bits.

Nayan Pearce and Don Carthay bring their class flash to the closing spot, and it's ideal for closing in the traveler on a show. Real class from the standpoint of appearance, talent and numbers. The billed couple dance very well and their enacting of the story of Mlle. Gabrielle—a once famed star now a beggar—is a humdinger. Julie Vele fits the act well with his charming singing and Bobby Herman lands big with his stepping, featuring a dance on a prop high-hat.

Show runs 65 minutes. SIDNEY HARRIS.

**Earle, Philadelphia**

(Reviewed Friday Afternoon, Jan. 4) (First Show)

Business was light at Earle opening today, the a good variety show was on tap. Opening the show are the Three French Misses, doing acrobatics on a high bar and winning particular applause for their tooth-suspension work.

In the deuce spot Joey Ross and Gladys Bennett combine in a patter comedy act in which the girl gets the laughs with her dumb replies. Miss Bennett also does a snappy comedy dance.

Charles Carlisle, a radio tenor, worked before the curtain with a mike singing *Lost in a Pop, I'm Stepping Out of the*

*Picture and Two Cigarettes in the Dark*. His work won nice applause.

Featured spot on the program is held by Molasses 'n' January, stars of the Showboat hour, who are also known as Pick and Pat on the Dill's Best air time. Boys come out in blackface before a showboat drop, gagging and doing slow-motion comedy. Molasses does a harmonica number with January adding the comedy gags. January has a soft-shoe dance. Biggest hit of the act was the addition of a third member called "February," who won a big hand by singing *I Ain't Got Nobody* and performing a comic can-can.

Finale is the Lynn Burne Revue, with Burne emceeing at the piano. Ted Wren opens with a high-bat dance developing into acrobatics. Frances Paper followed with operatic sketches. Moly Dodd, working before an elaborate backdrop, did a rhythmic toe dance. The Earle Orchestra joined Burne's piano accompaniment for Violet West's dance, a barbaric Indian number. Finale brought all four reprising their bits, with Burne calling for applause to decide who should get the biggest pay check.

The film is *Romance in Manhattan*. H. MURDOCK.

**Boulevard, New York**

(Reviewed Friday Evening, January 4)  
Blackstone is the stage attraction this half. He did 54 minutes, the other two acts on the bill comprising 22 minutes. Despite long running time, the Blackstone act had no trouble holding audience interest at high pitch at all times. Picture was *The Merry Widow*, and business was excellent.

June Boyd, young brunet at the xylophone, did okch. She is nice looking, and picks off some lively tunes at the wooden boards. A brief session of tap dancing and a bit of combination xylophoning and tapping closes the act. Stronger tunes could be used the first few minutes but otherwise the act is pleasing.

Reiss, Hamilton and Reiss hopped thru a punchy routine of comedy, singing and dancing. Ruth Hamilton is a pleasing low comedienne, while the boys snap off some neat tapping. The singing is not so hot but fortunately it's brief and only incidental. Act is improving.

Blackstone, assisted by 16 people, presented his "show of 1001 wonders." He is on right thru, kidding the audience and presenting some spectacular stunts with the greatest of ease. He is not only a great magician, but he is also a swell actor. His clowning and sly method of presentation prevented any lulls and interspersed the "Ahs" and "Ohs" with giggles and laughs. In addition, the act is given a flashy revue presentation. There are plenty of gaudy costumes and pretentious sets and props. The assistants change costumes often and the girls come and go in eye-filling costumes.

All in all, Blackstone has perfect entertainment and the customers did not hesitate to show their enjoyment. PAUL DENIS.

**Valencia, Jamaica**

(Reviewed Friday Evening, January 4)  
Loew's big Long Islander this week has a custom-built Loew vaude show, minus "names," to balance off with the Garbo picture, *The Painted Veil*, on screen. Acts provided a pretty good average of entertainment, however, although the customers carried in considerable of the below-freezing frigidly from outside and none of the acts pulled particularly socko.

Talent includes the Five Jansleys, Shirley Ross, Harry Kahne, Lew Parker and the Hal Menken Revue in that order. Jansleys have a good opener, albeit nothing novel, in a fast seven-minute Riskey turn. Five men in the act, with the usual tossing around from hoof to hoof. Miss Ross has been reviewed before and repeats with the very favorable impression first given, leaving little doubt that she will reach the heights. Her act is aided considerably by the MGM trailer, in which she sings a number, that opens the turn. Followed by three numbers, *Object of My Affection*, *June in January* and *Continental*. But the coach she does with the last-named number should be cut out, as it gives an incongruous twist to the act that's not only needless but unpleasant. Unless she wants to wade it, in which case she should get away from the mike and wade. Harry Kahne's mental feats, in third,



**NEW ACTS**

**Reis, Hamilton and Reis**

Reviewed at Orpheum, New York. Style—Comedy, singing and dancing. Setting—In one. Time—Eleven minutes.

A good comedy turn, altho it's still ragged and needs more work. If tightened up and given some new comedy material, it should shape itself into a punchy act.

Comprise the two Reis brothers and a short blonde. Working "in one," they provide some singing, dancing and comedy. The girl does most of the comedy, using a hotcha Durante style. She pulls gags in vigorous fashion, while the two boys do straight. The boys also contribute a bit of singing and dancing. Their hoofing is much better than their singing attempts.

The girl needs new gags. As it is, tho, the act is entertaining and at this show drew a fair run of laughs. P. D.

**Hal Menken Revue**

Reviewed at the Valencia, Jamaica, L. I. Style—Dance flash. Setting—Full stage. Time—Fifteen minutes.

Menken has a pleasing little flash act that can easily get bookings, not because it's particularly sensational, but because it has some good talent, fast pace and its various people are gener-

drew about the best reception, his assorted figure and words stunts startling the customers. Last number, in which he fiddles around with a nine digit numeral, recites *Gunga Din*, writes a headline from a paper upside down and backwards, all the while hanging by his feet, in a cinch for a socko any place, as always. Lew Parker and his retinue of stooges and plants, have a load of funny material, but while it drew chuckles all along, missed on belly laughs and closed mildly. Dut partly to the hand sitters in the house.

Hal Menken Revue, a new act, is a pleasing little flash. A girl singing trio, about average; a girl Russian dancer with an effective knee and split dance, a young blond boy with a satisfactory banjo specialty, and Menken, certainly a top-notch dancer. Latter closes the act, first with a straight fast clog and then on a set of stairs, which are equipped with variously sized tomtoms sticking out to aid in effects. Menken has a nice act that can work any place and, he, himself, would do well in a legit show.

Bill runs about 70 minutes; business fair. JERRY FRANKEN.

**Oriental, Chicago**

(Reviewed Friday Afternoon, Jan. 4)  
Sophie Tucker, after several weeks at a local night club, is playing her only vaudeville date in town here this week before her departure for Florida. If the waiting lines today are any indication, the house is in for a swell week at the box office.

The Alton Girls opened the show with a typical "Midge" Alton routine and were followed by Kendall Kapps, who played the clarinet while doing splits and backbends. He introduced his son, Junior, who sang a number, then Kapps returned for an acrobatic tap with a couple of contortion twists. Finish had both of them tapping to *Anything Goes*. Took two bows.

Sophie Tucker made her first appearance here and came on to a reception. With Ted Shapiro at the piano she dished out several typical Tucker songs, beginning with *If It Ain't One Man It's Another*, *Two Cigarettes in the Dark* and then a comedy classic called *I Plaked a Pansy in the Garden of Love*. Closed with *Some of These Days* and begged off. A hit.

Freddie Craig Jr., next, had no trouble in convincing the customers that he is one of the best of mental marvels. He works in a smooth, easy manner and his work of accomplishing several things in different ways at the same time on the blackboards sent him off to a good hand.

Hull and Arnold, two men, offered much talk, some of it not very funny, with a bit of song thrown in here and there. They work hard to put their stuff across but the material sags in the middle and sometimes at both ends. A

ally pleasant. Talent includes a girl harmony trio, another girl who does a fast and okch Russian number, a young blond chap with a good banjo specialty, and Menken.

Menken is a first-class clog dancer. His bits close the act, first with a straight clog number and later a turn on a set of stairs. Last named offering is dolled up with two round tables, set up as drums, as well as the stairs having tom-tom attachments on the sides for dressed-up effects.

Closed strongly on a five-act bill. J. F.

**June Boyd**

Reviewed at Loew's Boulevard, Bronx. Style—Music and dancing. Setting—In one. Time—Ten minutes.

A pleasant xylophone act. It could stand a bit of pepping up, of course, but it's okch as it is. Miss Boyd, a nice-looking brunet, has a youthful and pleasant personality.

Miss Boyd starts off with a couple of pop numbers on the xylophone, then switching to two hammers in each hand for another two numbers. She does a bit of tap dancing, returning to *The Continental* on the xylophone for a closing. Could use peppier numbers the first few minutes of the act. P. D.

little more dancing would help a great deal. One bow.

Sophie Tucker, dressed in cutaway coat, trousers and top hat, did *One of the Boys* assisted by the Alton Girls and was a good novelty.

Stetson, already reviewed twice by this scribe, gathered good applause and no little laughter during his session of juggling and left to a good hand.

*Limehouse Nights* was a production number showing the interior of a cafe and featured Tucker as the keeper of the dive, who sang *Shanghai Sal*. The highlight was the Clymas Trocpe, three men and a woman, with some sensational and dramatic tumbling and knife throwing that was a hit.

F. LANGDON MORGAN.

**London Bills**

LONDON, Dec. 29.—Christmas week sees plenty of entertainment in local vaude circles.

Another American introduction in the Palladium "Crazy Month" is that of Ken Harvey, banjo player, who scores a showstop. Harvey, doubling from a nite club, replaces Devito and Denny, who only stayed at the Palladium a week.

A strong bill at Holborn Empire holds the names of Syd Seymour's Band, Lee Allen, Max Miller and Freddie Forbes, familiar English headliners.

Constance Evans, American "Ripley" girl, world's champion high-kicking dancer, is a sensation at the Prince of Wales, where Frakson, the international cigar producer and conjurer, also hits solidly.

Playing as the first American principal comedian in English pantomime, Will Mahoney is a terrific hit at the Palace, Manchester. The Three Sailors, at the Drury Lane; Geraldine and Joe, at Newcastle; the Lassiter Brothers, at Hamersmith, and Max and His Gang, and the Ganjou Brothers and Juanita are other American acts very successful in English panto engagements.

Belle Baker and Wilson, Keppel and Betty do splendidly at the Palace, Blackpool, with encores and speeches from Belle and a flock of recalls for the dance act.

De Wolfe, Metcalf and Ford, American comedy dancers, steal the show from the principals in *The Bing Boys* at the Alhambra.

Hibbert, Bird and Ready, clever and funny American dance act, are back and clicking at the Hippodrome, Birmingham, and Anderson and Allen, novel California athletes, are voted the best act in months at the King's Sunderland.

BENNY ROSS and Maxine Stons were so grief stricken when their pet peko was poisoned that they admit they went thru performances without remembering them. They have bought a new one now and everything's okch.

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# Showdown on Sunday Shows

**Berg will introduce measure within week—provides for 1 day off in 7**

NEW YORK, Jan. 5.—The final showdown on the long-fought question of Sunday legit shows in New York will come within a week, according to reports from Albany. State Senator Berg, who is sponsoring the measure which would allow for local option in the Sunday show matter, will introduce it. It is said, within the next few days.

Senator Berg introduced a local option measure last year, but it was overwhelmingly defeated. The new bill will not be the same as the old, a new section having been added by the sponsor. The first part will provide for local option, allowing each city to decide for itself whether or not it will allow Sunday shows. The second part will clearly modify the labor laws to provide for one day off each week. One of the biggest points made by opponents of the previous bill was that actors would eventually be forced to play seven-day weeks if the Sunday shows were allowed.

Equity, of course, is still opposed to playing on Sundays, and will campaign against the bill, as it always has in the past. With the State Federation of Labor now out in favor of Sunday playing, however, even opponents of the measure concede that chances of its passage are favorable. If the bill goes thru, it is felt, Equity can hardly refuse to change its existing rulings which forbid Sunday shows.

## American Academy Students Begin Series of Matinees

NEW YORK, Jan. 5.—The senior students of the American Academy of Dramatic Arts inaugurated their current series of Friday matinees yesterday at the Empire Theater with Rachel Crothers' *Let Us Be Gay*, which, upon fifth viewing, drives home more than ever Miss Crothers' insidiously charming budgeoning of the male sex. She's as unfair as only a woman can be, but she's so charming about it that she leaves you without an answer.

The cast was generally competent, particularly in view of the fact that it was a first public performance for the youngsters, with Leslie Scott, Janet Pyle and William Korn, all three of them in secondary parts, standing out. Scott, as Bruce, showed an easy, confident and effective stage presence that should be the basis for good work in the future. Korn was suave and pleasant in the sympathetic Townley role. Miss Pyle, as Dierdre, came thru her drunk scene with flying colors. Any drunk scene is a test for any actress, and Miss Pyle played hers with admirable restraint; and, in addition, she created a great amount of sympathy for the gal—which isn't the easiest thing in the world with Dierdre.

Jana Williams seemed to have an emotional grasp upon Kitty, but she'll need a bit more actual stage experience before she shows what she can really do. At present she's something on the strident side most of the time. Hall Kennedy, as Bob, was far better vocally than in his actions, but that's merely a question of getting more at home on a stage. Thayne Landers presented a port Mrs. Boucicault, doing excellent character work for a youngster, and improving markedly as she went along. Catheryn Laughlin did well in the almost unplayable part of Madge, while Robert York gave an appalling burlesque of Grainer, the writer.

Gilbert Rolston, Marc Daniels and Dorothy Sparks played the bits.

At the start of the new season a weary reporter wants to take the opportunity of wishing luck to all of the youngsters now entering their last year before they're thrown into the chaos of heart-break and disillusion that's Broadway. God-speed them all. EUGENE BURR

BROADWAY RUNS		
Performances to JANUARY 5, inclusive.		
Dramatic	Opened	Perf.
Accent on Youth (Plymouth)	Dec. 25	17
Baby Pompadour (Vanderbilt)	Dec. 27	13
Birthday (48th St.)	Dec. 20	13
Children's Hour, The (Elliott)	Nov. 29	59
Distaff Side, The (Booth)	Sept. 23	122
Dodsworth (Peterson Emplacement)	Aug. 20	162
Farmer Takes a Wife, The (48th Street)	Oct. 20	80
First Legion, The (Williams)	Oct. 1	112
Gold Eagle Guy (Morosco)	Nov. 28	42
Samson's Repertory (48th St.)	Dec. 25	16
Hamble	Dec. 25	6
Hitchhiker	Dec. 25	6
Richard III	Dec. 27	2
Macbeth	Dec. 29	2
Le Gallienne Repertory (Broadhurst)	Nov. 3	56
L'Aiglon	Nov. 3	56
Hedda Gabler	Dec. 3	4
Cradle Song	Dec. 10	4
Merrily We Roll Along (Music Box)	Sept. 29	115
Ode to Liberty (Lyceum)	Dec. 21	18
Pass Miss Glory (Manhattan)	Nov. 27	17
Personal Appearance (Henry Miller)	Oct. 17	99
Piper Paid (Rialto)	Dec. 25	15
Foot Road (Masque)	Dec. 4	11
Rain From Heaven (Golden)	Dec. 24	17
Romeo and Juliet (Beck)	Dec. 20	20
Ruth Draper (Barrington)	Dec. 20	17
Sailors of Cattaro (Olivier)	Dec. 10	32
Sky's the Limit, The (Broadhurst)	Dec. 17	24
Slightly Different (Lafayette)	Dec. 21	8
Small Miracles (48th Street)	Sept. 26	118
No Many Paths (Ambassador)	Dec. 6	28
Tobacco Road (Forrest)	Dec. 4	478
Valley Forge (Gaiety)	Dec. 10	34
Within the Gates (National)	Oct. 22	93
Musical Comedy		
Anything Goes (Alvin)	Nov. 21	55
Calling All Stars (Hollywood)	Dec. 13	27
Four Fresh in (Forsythe)	Dec. 2	18
Great Waltz, The (Center)	Sept. 22	121
Life Begins at 8:40 (Winter Garden)	Aug. 27	158
Muscle Bath Charms (Majestic)	Dec. 28	0
Reverie With Music (New Amsterdam)	Nov. 28	30
Say What (Imperial)	Nov. 8	98
The O'Klahn (Broadway)	Dec. 27	12
Thumbs Up (St. James)	Dec. 27	12

## Hedgerow in N. Y. Area

NEW YORK, Jan. 5.—Jasper Deater and his famous Hedgerow outfit from Moylan Valley, Pa., will give their first performance in New York area March 1 and 2 at the Westchester County Center, White Plains. Shows will be *Emperor Jones* and *Twelfth Night*. Hedgerow made its first tour earlier in the season, covering 8,000 miles thru the West and South.

# FROM OUT FRONT

By Eugene Burr

The stage this season is enjoying an unprecedented deluge of Americana. It is an interesting and a heartening thing. If it continues we may find ourselves with the basis of an American theater—in subject matter anyhow if not in acting technique or public interest.

No less than eight dramas have been produced thus far this season which have to do with one phase or another of American history or life. Even in the dear dead days, when many more plays were produced, it is doubtful that more than eight such dramas were offered in any one year. The eight this season include *The Farmer Takes a Wife*, in which the Erie Canal is both plot and hero; *Jayhawkers*, a salty character study of Civil War days, which went unfortunately haywire in its second half; *Brittle Heaven*, which had to do with the Emily Dickinson who once won a Pulitzer Prize for Susan Glaspell; *Gold Eagle Guy*, the Group Theater's saga of the uproarious life of a West Coast shipping magnate; *Valley Forge*, in which Maxwell Anderson makes drama out of a whitewashed George Washington; *Mother Lode*, another tale of amassed fortunes on the Western boundaries; *Too Many Boats*, which had to do with the Philippines and certain public figures thereon; and *Merrily We Roll Along*, which is included because of its receding background, which is more interesting than its receding plot.

Then, too, there were the inevitable plays dealing with those two strongholds of the Dramatists' Guild, New England, and the deep South. And there were the folk plays about Negroes. Two offerings have come in in each of those categories so far: *Tight Britches* and *Bridal Quilt* in the first, *Spring Freshet* and *Green Stick* in the second, and *Roll Sweet Charlie* and *Dance With Your Gods* in the third.

That totals 14 in all, not a bad record for a season just passing its halfway mark. The American countryside is present in Broadway plays, even if Broadway plays aren't present on the American countryside. A reciprocal agreement would be better.

A group of hudding dramatists have banded together in what they call the Playwrights' Association, and are asking relief, on the basis of salaries to be paid for writing plays, radio skits and other so-called dramatic material. The idea is that the dramatists (or the soon-to-be dramatists) would work full time at home, turning out their teeming brain-children, with the Playwrights' Association administering the relief, and, one supposes, selecting those to whom the relief would be administered.

According to the association, economic necessity has worried and harassed many of its members, so much so that they are unable to give to the world their plays, for which the world, presumably, is waiting. The executive secretary of the association, however, is not a member of the Dramatists' Guild, and one supposes that various other members share his status—or his lack of it.

That, of course, is no crime. It merely means that the gentlemen in question, while they may have written plays, have never written a play judged by any manager, even a shootstringer, to be worth producing upon Broadway. Sale of a play (See FROM OUT FRONT on page 15)

# Ticket Broker Injunction To Be Applied for Shortly

**TTBA will ask it early in week—Code Authority welcomes showdown—one more broker licensed—other agent group fears cutting of brokers to half dozen**

NEW YORK, Jan. 5.—The long-threatened injunction of the ticket brokers against the ticket provisions of the Legit Code will be applied for early next week, according to Charles Abrams, counsel for the Theater Ticket Brokers' Association, whose members are at present signing a complaint to be presented with the application for injunction. Another broker, meanwhile, was licensed this week, bringing the total of those holding licenses to 17. The new recruit is the Jacobs Ticket Office at 225 West 49th street. Abrams intends to include among his charges an allegation that, since the ticket provisions went into effect, neither managers nor licensed brokers are living up to them. Unlicensed brokers still manage to get a supply of ducats, Abrams says, inferring that the only difference now is that the transactions are carried on secretly.

Definite charges, it is understood, will be made against one management, which, it is alleged, is simply withholding tickets from all agencies in order to give them to one which is favored. Abrams is preparing a damage suit against this firm.

The Code Authority's committee on the ticket question, meanwhile, is preparing a report to be presented to the CA at its meeting January 16. Brock Pemberton, chairman of the ticket committee, and Dr. Henry Moskowitz, vice-chairman of the CA, both welcomed the definite decision that the brokers' application for injunction would bring about. "The quicker we know the legality of the ticket provisions," said Dr. Moskowitz, "the better. The injunction will serve to clarify the entire situation."

Another group of ticket agents, identified with neither the Code Authority nor the Theater Ticket Brokers' Association, announced this week, thru their counsel, Bernard H. Sandler, that they had definite word that an attempt would be made by the Code Authority to cut the number of licensed brokers to a bare half dozen. Sandler claimed that a survey now under way would result in a recommendation that such a step be taken and that he would fight to line up brokers of all groups against such a move. Pemberton said he had heard neither of a survey nor of a plan to limit the number of agencies.

## Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

We are holding checks in settlement of claims for Joan Abbey, Nancy Lee Blaine, Adele Butler, Peggy Barrow, Janet Carver, Charlotte Davis, Betty Field, Gladys Harris, Eda Hedin, Marge Hyland, Marion Hyland, Elizabeth Huyter, Fred Holmes, Edward Howell, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Regna Ray, Myra Scott and Hazel St. Amant.

On February 1, 1935, all mail received at the Chorus Equity office prior to July 1, 1934, for members of the association will be mailed to the last address on file for the member or returned to the post office failing such address. A portion of the mail held at Chorus Equity will be listed in this column each week. If you do not see the list until your name has been passed alphabetically write to the office and ask to have your mail forwarded. We have already listed mail in this column from A to G inclusive.

We are holding mail for Theo Holley, Margaret Hoppel, Alfonso Iglesias, Paul Jensen, Wallace Jackson, Anna Johnson, A. H. Jordan, Ann Johnson, Anne Johnson, Lillian Koniver, Clyde Kelly, John Kerfer, Eugene King, Henrietta Kaye, Renee Lisle, David Lettst, Phyllis Lind, Lillian Lupien, Larry Lawrence, Ethel Lawrence, Edward Lucas, Paul Lergay, Bill Linnick, Lucille Le Mar, Dave Morton, George Magis, Tully Millett, Edwin Murray, Arduno Muzzi, Leonard Mooney, Marguerite Marano, Dave Morton, Jerry Maxwell, Olivia Martin, F. Manners, Florence Manners, James McKay, Robert Millikin, Martha Mackay, Gene Moore, Reed McClelland, Frances Moore, Roderick Murray, Frances Norton, Dick Neeley, Hazzard Newberry and Buddy Niles.

The management of Earl Carroll's *Venities* has preferred charges against Evelyn Witt claiming that she left that company without giving the customary two weeks' notice. The Chorus Equity has no address for Miss Witt. Since charges which are undefended automatically are decided against the member, we ask that anyone knowing Miss Witt's address supply us with it so that she may be notified and appear in defense of the charges.

## Legit Back to Seattle

SEATTLE, Jan. 5.—Seattle is to have road show again Henry (Terry) Duffy promises high-class attractions for a season of legitimate shows at the Metropolitan. Duffy and his wife, Dale Winter, opened the season New Year's Eve with *There's Always Juliet*. Kent Thompson is house manager.

Mary Pickford in *The Farmer Takes a Wife*, Blille Burke in two productions, Violet Heming, Conrad Nagel and Joe F. Brown are scheduled. With the revived patronage in vaudeville and pictures it is believed that a public long denied good legitimate productions will give better response.

## Plays Announced

- "Close-Ups," a revue by Frank Loesser and Irving Actman (Ann Miner, 234 West 44th street).
- "Field of Ermine," by Jacinto Bonavente, translated by John Carrott Underhill (Crosby Gaigo, 229 West 42d street).
- "Clara Comes Home," by Mary K. Brooks (Masbro Productions).

MAJESTIC
Beginning Saturday Evening, Dec. 29, 1934
MUSIC HATH CHARMS

A play with music, with score by Rudolf Friml and book and lyrics by Rowland Leigh, George Rosener and John Shubert...

1770. Scene 6: A Squard in Venice—1770. ACT II—Scene 1: The Palazzo Orsano—1770. Scene 2: A Corridor—1770. Scene 3: The Private Room of the Duke—1770. Scene 4: A Corridor—1770. Scene 5: Ballroom—1770. Scene 6: By the Grand Canal—1770. Scene 7: Outside of St. Marks Cathedral—1934.

Advertised curtain time—8:30. Overture began at showing caught—8:30.

If you like operettas you should find pleasure in Music Hath Charms, the "play with music," with a Friml score and a Rowland Leigh-George Rosener-John Shubert book...

The story is split into two portions, one telling how an impoverished noblewoman is wooed and won by an American heir—a hot heir, as he's played by Robert Halliday—and the other detailing the amorous adventures of her great-great-grandmother back in 1770.

Even as operetta plots go, this one is distinctly on the minus side, seeming more like one of the late Milton Aborn's revivals than a new "play with music."

Friml's music is lilting and sentimental, gushing forth like a swelling stream of grenade from the mouths of the singers. There is a lot of it, and theatergoers who like operettas will undoubtedly find it excellent.

Miss Natalie Hall, who sings the two leading roles, has lost a bit of weight and gained a vast amount of charm and a great deal of acting ability.

Robert Halliday poses stiffly and annoyingly—but sings nicely—as the American heir and the duke. Andrew Tombs lands on the comedy like a parachute jumper on a field of mud.

The production is unexceptional, reaching its high in the carnival scene that ends the first half, wherein chorus cuties on the ramps and on a special promiscuous bridge toss streamers at the customers.

- Spokesman ..... Robert Long
Theophilus Roberts, a Guide for Tourists ..... Andrew Tombs
Charles Parker ..... Robert Halliday
Marta, Marchese Del Monte, Nee Di Orsano ..... Natalie Hall
Two Venetian Hooligans ..... Paul Haakon, Nina Whitney
A Honey-moon Couple:
Lover ..... Billy Rey
Dovey ..... Gracie Worth
Rudolfo, Marchese Di Orsano, Maria's Father ..... John Clarke
Isabella, Maria's Mother ..... Elizabeth Crandall
Giacomina, Maria's Sister ..... Constance Carpenter
Giovanni, Duke of Orsano, Maria's Grandfather ..... Harry Mestayer
Duke of Umbria, Suitor for Maria's Hand ..... Cyril Chadwick
A Footman in the Palazzo Orsano ..... Truman Gaige
Dancers in Interlude Between 1934 and 1770 ..... Paul Haakon, Nina Whitney

- A Villager ..... Robert Long
Angela ..... Betti Davis
Maria Sovrani, A Venetian Fishermidwife ..... Natalie Hall
Vittorio Sovrani, Maria's Father ..... John Clarke
Peironella, Maria's Mother ..... Elizabeth Crandall
Pappio, Chamberlain to the Duke of Orsano ..... Andrew Tombs
Marella, Maria's Sister ..... Constance Carpenter
Three Venetian Politicians:
Senator Bellanqua ..... Robert Lee Allen
Senator Nocio ..... Stanley Harrison
Senator Burranto ..... Paul Burns
Emilio ..... George Schiller
Widgy ..... Billy Rey
Signora Barbara Bellanqua ..... Sheila Harling
Spokesman ..... Robert Long
Fillippo, Attendant to the Duke of Orsano ..... Truman Gaige
Duke of Orsano, a Famous Beau of the Period ..... Robert Halliday
Luigi, Signora Barbara's Lover ..... William Lilling
Old Duke, Uncle to the Duke of Orsano ..... Harry Mestayer
Senators' Wives:
Cornelia ..... Vonda Norin
Signora Nocio ..... Jane Mackenzie
Nella ..... Ruth Reiter
Lascera ..... Sally Warren
Leonora ..... Isa Lane
Signora Burranto ..... Marie Wilson

- GIRLS—Ceraldine, Borkin, Eleanor Ries, Charlotte Lockwood, Betti Davis, Ruth Reiter, Jane Mackenzie, Sally Warren, Kathleen Edwards, Josephine Hill, Sue Franklin, Edith Lane, Lois Styler, Gudron Ekeland, Yvonne Cyr, Marie Frances, Lucine Manners, Renee Gordon, Frances Stutz, Lylaie Osborne.
DANCING GIRLS—Valeria Huff, Sonja Karlow, Frances Wallace, Helen Lane, Evelyn Buefelfin, Miriam Curll, Vida McLain, Wilma Kaye, Mary Van Noy, Una Val, Elsie St. Clare, Bobbie Howell, Isabelle Kempal, Marial Mosher, Evan Ritter, Dorothy Denton, Barbara Williams.

- BOYS—First Tenors: Fred Hoffman, Jack Lester, Ross Lockwood, Fred Rust, Zach Gaulty.
Second Tenors: Frank Dirth, William Hubbard, Harry Edwards.
Baritone: Ralph Husacker.
Stanley Howard, William Langley, Louie Delgado.
Basses: Guy Hamilton, Bradley Lane, Jack Cannon, Kenneth Page, Fred Small.
ACT I—Scene 1: By the Grand Canal—1934. Scene 2: A Street—1934. Scene 3: The Palazzo Orsano House—1934. Scene 4: Dance of Years. Scene 5: Fishing Village—

THE NEW PLAYS ON BROADWAY

The Entire Action Takes Place in the Penthouse Apartment of Professor Judson Hargraves in the East Sixties, Manhattan.

Advertised curtain time—8:50. Curtain rose at showing caught—8:54.

On the night of December 31 the old year died, and the 1934 drama died right along with it. It died in no uncertain terms.

The occasion was the opening of a mistake known as Slightly Delirious (a mild description), written by Bernard J. McOwen and Robert P. Adkins, and presented by Willo Productions (in private life Bernard J. McOwen) at the Little Theater.

It concerned (for the sake of the records this must be reported) a cold and too cheate husband who, when suffering the ravages of amnesia, turned into an energetic lecher.

The cast was far above the level of the play—but, then, it would be hard for any cast to avoid being that.

Happy New Year! EUGENE BURR.

LONGACRE

Beginning Friday Evening, December 28, 1934

PORTRAIT OF GILBERT

A play by Carlton Miles. Staged by Herbert V. Cella. Setting designed by Raymond Sovey and executed by Teichner Studio and Armand Studio. Presented by Sam H. Griesman.

- Gladys Whitman ..... Alice John
Lucy Whitman ..... Ethel Wilson
Donald Whitman ..... Roy Le May
Amy ..... Ann Dere
Jerry Morse ..... William Harrigan
Henry Whitman ..... Frederick Forrester
Murphy ..... Charles Lawrence
Anne Choate Whitman ..... Selena Royle
John McVilly ..... Frank Rowan
Lucy Farron ..... Patricia Quinn

The Action of the Play Takes Place in the Living Room of Ann Whitman's Home in a Large Midwest City.
Scene 1: A Morning in December. Scene 2: A Week Later, Afternoon. Scene 3: An Hour Later. Scene 4: A Week Later, Morning. Scene 5: Three Hours Later.

Advertised curtain time—8:50. Curtain rose at showing caught—8:53.

A mildly amazing little mistake known as Portrait of Gilbert, written by Carlton Miles, was brought to the Longacre last Friday night by Sam H. Griesman.

Selena Royle's bad luck still follows her. Good-Bye Please and Portrait of Gilbert in rapid succession form a dispiriting duo for any actress—particularly an actress so lovely and talented as Miss Royle.

The play, so far as could be gathered, dealt with a woman fighting to free her will from all outside influence. And as the basis of her fight Mr. Miles picked on a floundering, long-winded and ridiculous argument as to whether it is right to sentence a criminal, because his family may suffer thereby.

The Gilbert of the title had been kidnaped and killed. A domineering man, he left his wife and child in the keeping of his domineering sister. The bodyguard hired to protect the child fell in love with the widow, but fell out with her when she insisted upon identifying one of the murderers.

Gilbert's widow planned to escape from mental thralldom by going away with the bodyguard, but she saw that he, too, insisted upon dominating her. When the murderer's wife killed herself and her children, the gentle and halmy bodyguard walked out in disgust, and Gilbert's widow found the freedom she sought with the fall of the final curtain.

William Harrigan, as the bodyguard, was buried beneath an avalanche of entirely impossible lines. Ethel Wilson was sternly domineering as the domineering sister; Frederick Forrester gave a really excellent characterization in spite of all the odds against him as a dominated brother, and Alice John played a dominated sister in the general manner of the White Queen from Alice Thru the Looking-Glass. EUGENE BURR.

44TH STREET

Beginning Saturday Evening, Dec. 29, 1934

MACBETH

(REPERTOIRE)
A drama by William Shakespeare. Scenic production designed and supervised by Claude Bragdon. Incidental music composed by Frederick S. Hyde. Costumes by Ami Mall Hicks and Raymond Sovey. Presented by Walter Hampden.

- Duncan, King of Scotland ..... Franklin Salisbury
His Sons:
Malcolm ..... John D. Seymour
Donalbain ..... Edwin Ross
Generals of the King's Army:
Macbeth ..... Walter Hampden
Banquo ..... Herbert Ranson
Noblemen of Scotland:
Macduff ..... Ernest Rowan
Lennox ..... Robert C. Schnitzer
Ross ..... S. Thomas Gomez
Montleith ..... LeRol Operi
Fleance, Son of Banquo ..... Albon Lewis
Sward, Earl of Northumberland, General of the English Forces ..... Hannam Clark
Young Sward, His Son ..... Albert North
Seyton, an Officer Attending on Macbeth ..... Arthur Stenning
..... Richard Dana
A Sergeant ..... Howard Kelly
A Porter ..... P. J. Kelly
First Murderer ..... Edwin Cushman
Second Murderer ..... Richard Edward Bowler
Lady Macbeth ..... Mabel Moore
Gentlewoman Attending on Lady Macbeth ..... Constance Pellsler
First Witch ..... LeRol Operi
Second Witch ..... P. J. Kelly
Third Witch ..... Hannam Clark
Lords, Ladies, Officers, Soldiers, Messengers and Apparitions: Murray D'Arcy, Richard Carewe, Stuart Miller, Robert Thompson, Walter Plinge, Charles Blake, Albon Lewis, Daphne Fuller, Rose Lee and others.
In the Present Arrangement of the Play There Are Three Acts.

Advertised curtain time—8:15. Curtain rose at showing caught—8:30.

Macbeth is the fourth and last item in Walter Hampden's repertoire for his limited stay at the 44th Street Theater. It is an old Shakespeare standby, and Hampden and his company give it a grand presentation.

The majestic poetry of Shakespeare achieves added beauty in the hands of Hampden. Altho he performs in the grand sweeping manner, he is never absurd. He makes a human Macbeth, a flesh-and-blood human whose soul is tortured by an overwhelming ambition.

And by his side we have Mabel Moore as a dynamic Lady Macbeth. She gives a performance second only to Hampden's. The rest of the cast is passable. P. J. Kelly is excellent in the brief comedy interlude, and Herbert Ranson impresses in the role of Banquo.

As for the presentation, the settings are suggestive and often too skimpy, but fine lighting did much to cover this up. PAUL DENIS.

FROM OUT FRONT

(Continued from page 17)
For Broadway production automatically forces membership in the Dramatists' Guild. The boys may be professional radio skit writers or gag writers or vaudeville writers, but they are not professional playwrights.

Many people in these allegedly United States have written many plays, most of them hopelessly bad. If they were all to be granted subsidies in order to purge their teeming brains, one suspects that the Playwrights' Association would be administering relief to nearly one-tenth of the population. And, failing that, how will the association decide who is to be relieved? Some proof of talent must be given before an inept playwright may be acknowledged legitimately as such. The mere desire is not enough; it is a desire shared by an amazing percentage of our countrymen.

This reporter has read too many indescribably bad scripts to have a great deal of sympathy for the Playwrights' Association. The number of incompetent who fancy themselves budding playwrights is second only to the number of incompetents who fancy themselves budding actors.

If a man has a message—if he is a serious and worthwhile artist—he'll think it no shame to hire out as a ditch digger and write in his spare time. It is only the pale hothouse flowers, a hard-boiled reporter feels, who insist on the time and environment and coddling necessary to give to the world the great gifts they have to offer. It is only the self-inflated fumbler (even the world-famous ones) who are self-conscious about their art.

Alviene SCHOOL OF THE THEATRE

40th ANNIVERSARY.
Think what it means to train for Stage and Talking Pictures from the Teachers and Directors who taught Fred Astaire, Una Merkel, Lee Tracy, Zita Johann, John Golden, Oliver Morosco, etc. Debuts, appearances while learning. Classes limited. Write SECRETARY, BELL for Bulletin 88, 66 West 85th Street, New York.

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THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.
WINTER TERM BEGINS JANUARY 15th
For Catalog address the Secretary, Room 145 A, Carnegie Hall, N. Y.

# TWO M. P. BILLS IN CONGRESS

## New York Film Regulation Bill Calls for Stricter Censorship

ALBANY, N. Y., Jan. 5.—State Senator John McCall, of New York, introduced a bill in the Senate here this week that would establish stricter censorship and cause a great deal of annoyance to both exhibitors and distributors.

The bill would require co-operation between distributors, censors and religious bodies to prevent the distribution of so-called immoral pictures and would set up a system whereby the exhibitor would get full information about the picture before obtaining it from the distributor.

Senator McCall said:

"The bill I introduced provides that the director of the censorship board shall adopt rules and regulations to maintain a standard of morality and decency in the production of motion pictures; to co-operate with civic and religious organizations in the prohibition of the exhibition of pictures that offend morality or decency; to prescribe forms of contracts between distributors and exhibitors; to approve a synopsis of the story contained in each motion picture to be furnished to the exhibitor by the distributor; to classify motion pictures into three classes: (a) suitable for adults, (b) suitable for the entire family, (c) suitable for juveniles.

"The rules and regulations are to provide that all advertising matter shall contain a statement that the film proposed to be exhibited has been approved by the censors as suitable for adults, family or juvenile exhibition as the case may be.

"The classification of pictures does not prohibit legally admitted children to witness a picture suitable for adult exhibition, but will serve as a guide to the public. A copy of the rules and regulations is to be posted in all theaters.

"In order to give the State closer contact with the distributors and exhibitors, all distributors and exhibitors must be licensed. The distributors would

pay a \$50 annual license fee and the exhibitor \$10. The distributor would be required to file a bond of \$5,000 and the exhibitor \$1,000 that he will not violate the terms of the license."

This is expected to be the first of a series of bills aimed at the motion picture business; however, the opinion seems to prevail that the State censorship board is carrying on its work satisfactorily and the bill will be shelved.

## Quimby Chain Takes Over Two Indianapolis Houses

FORT WAYNE, Ind., Jan. 5.—Mannie Marcus, manager of the Embold, Jefferson, Paramount and Palace theaters, Fort Wayne's de luxe Quimby chain of theaters, has taken over the Keith and Capitol theaters in Indianapolis and plans to operate them in conjunction with his present Indianapolis theaters, the Alamo, Cozy and Ambassador.

The Keith and Capitol each has a seating capacity of 1,200. They are operated thru the Central City Amusement Company, headed by Marcus. Marcus has managed the Quimby enterprises in Fort Wayne over a period of approximately 10 years.

Quimby will take active charge of the local theaters, while Marcus will reside in Indianapolis to take charge of his theaters in that city.

## Barnum Picture Burns His Home Town Natives

BRIDGEPORT, Conn., Jan. 5.—The natives of this fair village are up in arms against the United Artists' feature, *The Great Barnum*. This town was Barnum's home for many years and there are many citizens who still recall the gentleman and his habits and all agree that the film shows him in a light that is entirely foreign to the man.

The local papers are being flooded with letters from their readers denouncing the picture as a libel on the character of the great showman. The picture was shown here to a papered house and most of those who saw it were burned. Barnum was one of this town's greatest citizens and the Yankees are prone to throw ink in his defense.

## Graves Joins Reliance

HOLLYWOOD, Jan. 5.—Edward Scall, vice-president and head of production for Reliance Pictures, announces that he has engaged Ralph Graves as a member of that film company's writing staff. Graves has been assigned to the development of original story material for screen purposes.

## Eastern Exhibitors To Pledge Aid to Independent Producers

PHILADELPHIA, Jan. 5.—After an absence of one term from the post, Lewen Pizor has again been elected president of the Motion Picture Theater Owners of Eastern Pennsylvania, Southern New Jersey and Delaware, succeeding Charles Segall.

At the annual election this week, Mike Leacy was re-elected treasurer and Georges Aarons was re-elected secretary. Ben Fertel was elected financial secretary and Mike Egnal, Harold D. Cohen and Joseph Conway were made vice-presidents.

The board for 1935 will include Charles Segall, Ed Jeffries, Leonard Schlesinger, Abe Sablosky, Fred Leopold, Luke Gring, Morris Gerson, Morris Handle, Lew Felt, I. Hoffman, Mort Lewis, Norman Lewis, Arthur Smith, Forman Corbett, Joseph Schwartz, George Gravenstine, Ben Amsterdam and George Kline.

The most important project developed at the annual meeting was the launch-

## Cellar Would Lift Ban on Fight Films; Would Kill Block Booking

Both bills referred to committee on interstate and foreign commerce—many more bills ready for introduction—administration bills to get right of way

WASHINGTON, Jan. 5.—Running according to expectations, the opening of the 74th Congress brought forth bills aimed at the law forbidding interstate transportation of fight films and the other to prohibit blind and block booking. Both bills were introduced by Congressman Emanuel Celler, of New York, and each was referred to the committee on interstate and foreign commerce. The opinion here is that these bills are but the forerunner of many to follow, and that out of the mass some legislation regarding pictures will be adopted, although just how far the law makers will go in regulating pictures is a question.

It is a foregone conclusion that the prize-fight bill will be repealed since it was designed years ago to keep pictures of the Johnson-Willard fight from being shown in States where race trouble might be expected.

Even film men here expect that there will be a strenuous battle to put thru an anti-block booking bill and there is an even chance that it will be accepted since many religious bodies are in favor of it and have been putting pressure on their representatives.

There is little chance that the Federal tax on amusements will be repealed in this session. Quite the contrary, there is a possibility that it may be raised. Last year the tax brought \$6,000,000 to the treasury and the legislators are reluctant to give up any tax at this time.

At present there is no evidence of lobbying on the part of those for or against pictures, but the session is young and there are many more important matters to get out of the way before the boys from back home start lining up their pet bills. There is no doubt in the minds of most observers that this session is going to see the film business brought out on the floor and taken apart piece by piece.

(See M. P. BILLS, on page 22)

## Monogram Speeding Production on Six

NEW YORK, Jan. 5.—With only six features and three Westerns to go on the current production schedule, Trem Carr will put Monogram productions on a one-a-month basis for features, with *The Hoosier Schoolmaster* scheduled for January 10.

Out of the six features, three are specials and will be made on alternate months, with program pictures between. The next special to go into production is the Gene Stratton-Porter story, *The Keeper of the Bees*, which is tentatively set to start in March. Robert E. Welsh, executive producer, has assigned Tristram Tupper to the story.

The Western program, produced by Paul Malvern, is also more than half completed, with only three out of eight pictures still to be produced. Two of the Westerns are to start in January.

## George Shaffner in Hospital

HILLSDALE, Mich., Jan. 5.—George Shaffner, manager of the Dawn Theater, local Butterfield house, is confined in a hospital here with nine broken ribs and a fractured shoulder, sustained recently when struck by an automobile. He will be confined for some time and is anxious to hear from friends in the business. Gordon Havill, road manager for Butterfield, is handling the managerial reins at the Dawn during Shaffner's absence.

## Pitt May Join Buying Strike

PITTSBURGH, Jan. 5.—Independent exhibitors here are watching with keen interest the protests rising in the Northwest against block booking and other schemes which keep them from operating their theaters at a profit. They stand ready to join other independents in a non-buying strike.

Leading the protests here is the organization known as the Independent Exhibitors of Western Pennsylvania. An attempt to curtail block booking has been made as early as last May, but with little result. Independents were still forced to buy product they couldn't use so that they might play a number of choice films. The end, however, pointed to a loss since the profit run up by the hit features were not so great as the losses suffered by the flops.

An example here is offered by the Pitt Theater, an independent house using product of one major studio. Owner George Shafer signed a contract early in the season which called for him to use a number of pictures given him by the company. He has to play them, whether or not they suit his type of audience or are worth the price asked for.

He has had many an opportunity to buy pictures from other companies which are lower in price and would have been more favorable for his house, but had to let this opportunity pass because of the signed contract. Dozens of other exhibitors are faced with the same condition.

It is generally believed that a lot of debating will be done before the next season's contracts are signed. Debating which will not merely result in barrels of conversation, but, it is hoped, in at least baskets of results.

## Overman Uses Radio To Battle Adv. Rates

LINCOLN, Jan. 5.—A fight now on between the Westland theaters here, Kiva and Varsity, with the local newspapers over ad rates, resulted in Milton Overman, city manager, taking most of his ad budget to shopping guides and the radio. For the radio end he's worked out a novelty presentation.

With a microphone in his office and backstage by the sound horns, he switches the mike on to chat with the listeners a couple of times a day and then switches on the stage mike to give them a chunk of the present attraction's dialog. He has only two five-minute periods, but it's attracting attention.

## Ten Best

NEW YORK, Jan. 5.—The annual Film Cilly poll for the Ten Best Pictures of 1934 was made public Thursday, with the following results:

Barrett's Wimpole Street (MGM)	348
House of Rothschild (UA)	338
It Happened One Night (Col.)	281
One Night of Love (Col.)	265
Little Women (RKO)	264
The Thin Man (MGM)	249
Viva Villa (MGM)	188
Dinner at Eight (MGM)	172
Count of Monte Cristo (UA)	145
Berkeley Square (Fox)	119

The second 10 were:

The Gay Divorcee (RKO)	117
Judge Priest (Fox)	101
Queen Christina (MGM)	78
Treasure Island (MGM)	78
Catherine the Great (UA)	76
Of Human Bondage (RKO)	69
Death Takes a Holiday (Par)	64
Oavid Harum (Fox)	55
Flying Down to Rio (RKO)	54
Design for Living (Par)	53

Critics of 424 daily and trade papers took part in the poll.

# M. P. FOUNDATION TO SHOOT

## Has Million Dollars Ready To Finance Independent Pix

*Pictures to be of five distinct varieties—expect to cause raise in moral tone of all product — observers fail to see market for moral uplifters in industry*

NEW YORK, Jan. 5.—The Motion Picture Foundation, an organization for the promotion of better pictures, announced Wednesday that the foundation has definitely decided to go into the production of motion pictures of the "higher type." Rev. Dr. William Miller, secretary of the organization, stated that it has \$1,000,000 available at the moment and is now completing plans to start shooting. The money will be loaned to independent producers to be used in the making of five distinct types of features. They are: family pictures, which will be promoted principally for week-end shows; historical presentations, showing the development of States and cities and emphasizing the democratic basis of the nation; instructional pictures as an aid to teachers in classrooms; music in pictures to increase popular understanding of the great masterpieces, and pictures on international good will and friendship.

The announcement states that the foundation plans to finance 40 full-length films a year and three to five shorts weekly.

By entering the production field the foundation, according to Dr. Miller, expects to stimulate the production of better films and set an example for the industry. The foundation, he said, "will aid in the creation of pictures that will demonstrate what may be accomplished thru the medium of the screen; pictures that will have box-office appeal as well as story value and high ideals."

Dr. Miller said that the pictures made by the foundation will be distributed thru the established channels, meaning possibly the exchanges thruout the country.

Observers will watch the experiment closely. They cannot quite see how the organization can turn out 40 features and three to five shorts a week on \$1,000,000. Neither can they see where any exchange of any importance will take over the physical distribution of the pictures, not because there will be any conspiracy against the foundation, but because pictures of the "higher type" have almost without exception proved themselves to be box-office duds and exhibitors fight shy of them.

## No Letup in Philly Film Purity Drive

PHILADELPHIA, Jan. 5.—Standing pat on his decision to oppose any indecent picture in his diocese, Cardinal Dougherty came out this week with the statement that there will be no relaxing from his ruling and that the Legion of Decency will carry on in the Philadelphia district.

The prelate said that criminal records show "the darkness of the motion picture theater is frequently the rendezvous of criminals and degenerates."

In addition to pictures, he attacked vaudeville, saying, "And as if the motion pictures themselves were not bad enough, between the reels vaudeville shows sometimes are shown which are practically exhibitions in the nude."

"Motion picture theaters as they have been and still are must be shunned as occasions of sin. The ban will remain upon them until they are transformed, even tho' the Hollywood much-married and much-divorced actors and actresses and the Russian producers of lascivious filth and the theater owners who purvey crime and sex films lose some of their fabulous incomes."

## Detroit RKO Downtown May Turn Music Hall

DETROIT, Jan. 5.—Reports from a usually reliable source were current this week to the effect that the former RKO Downtown Theater is to be converted into a music hall type, operating with tables for patrons and a high-class stage show. So far no place of this type has been opened in Detroit since repeal.

The former Broadway-Capitol Theater, now dark, has also been viewed with interest by the same party. It is stated, but no deal has been concluded.

## A New Low

DETROIT, Jan. 5.—Detroit exhibitors have a new depression expedient to economize. Mennie Gottlieb, manager of the Universal Exchange here, had a small circuit operator tell him this one.

Asked how business was, the exhibitor replied with "It's so rotten we have to bicycle our red ink back and forth between our houses."

## Vonderschmitt's Seventh

CRAWFORDSVILLE, Ind., Jan. 5.—H. P. Vonderschmitt, owner of the Strand Theater here and president of the Vonderschmitt Amusement Enterprises, has announced that he will open a new motion picture house here shortly. He has purchased the Murphy Building, which will house the playhouse, and will spend several thousand dollars in new equipment and remodeling. Modern sound equipment will be installed, upholstered seats purchased. The theater will be the seventh in his chain. Guy Hammit, manager of the Strand, will direct both houses.

## 466 Election

PORT WAYNE, Ind., Jan. 5.—Eille A. Karns was elected president of Motion Picture Operators' Union, Local No. 466, at a recent meeting. Other officers named were: Duke Weisman, vice-president; Charles O. Smith, secretary-treasurer; Edward P. Winans, business manager; Richard H. Scheffer, recording secretary; trustees, Leon Bertsch, Winans and Weisman; sergeant at arms, Ranson Wire, and executive board, Norris Smitley, Randolph Stanton, Karns, Smith and Winans.

## John Heinz Honored

JAMAICA, N. Y., Jan. 5.—John G. Heinz, manager of the RKO Alden Theater here, will attend the Varsity Club of Jamaica High School dinner as a guest, with Lou Gehrig, Ray Lynch, coach of St. Johns, among other figures in the sport and theatrical world in Queens, at the Franklin Hotel in Jamaica, after which the gathering will hold a theater party at the RKO Alden Theater. This is a yearly event at the RKO Alden.

## Nebraska Business Shows Improvement

LINCOLN, Neb., Jan. 5.—Improved business outlook in the State has led to the building and equipping of two new spots. In Norfolk, Neb., the 800-seat Grand is opening for a 1935 starter. It is owned by the Ellis & La Rue company. In Dodge, Neb., the Dodge, a new house, is commencing operations under guidance of Frank Beal and Walter Defendorf.

The business barometer indicated during the Thanksgiving to Christmas stretch Statewide, that improvement over 1933 varied from 5 to 35 per cent.

## Old Chi Midway Reopens

CHICAGO, Jan. 5.—The Midway Theater, 63d and Cottage Grove avenue, opened last Saturday after having been dark for seven years. George and Harold Gollos, who also operate the Ray Theater, have expended some \$15,000 in completely remodeling and refurbishing the house. Improvements include a new heating system, sound equipment and all new modernistic lighting fixtures and furnishings. House is open continuously from 8:30 a.m. until after midnight. Years ago this theater was the Chicago stand for the old Sullivan & Considine vaudeville shows.

## Delaware Showed '87 Film and Theater Incorporations in '34

DOVER, Del. Jan. 5.—Eighty-seven theater and film companies filed articles of incorporation with the Delaware Secretary of State during 1934. The new corporations follow: Warner Bros., First National Films of Peru, Inc.; United Artists Corporation of Japan, United Artists Corporation de Venezuela, United Artists Corporation De Colombia; Columbia Pictures of Brazil, Inc.; Romy-Philadelphia Corporation; Paramount Films of Guatemala, Inc.; Columbia Films of India, Ltd.; Warner Bros.; First National Pictures of Java, Inc.; Columbia Films of China, Ltd.; Fox Idaho Theater Corporation, Fox Beatrice Theater Corporation, Fox Iowa Theater Corporation, Fox Billings Theater Corporation, Fox Cape Theater Corporation, Fox Hockhild Theater Corporation, Fox Southwest Theater Corporation, United Artists Continental Corporation.

Dominion Theaters, Inc.; Rowland Productions, Inc.; B-T-M Corporation, United Theaters Corporation of Pennsylvania, The National Film Carrier, Inc.; Faithaven Productions, Limited; Belleville Theater Corporation, The Emmons Corporation, Electric Amplifier Corporation, Cavalcade Film Corporation, Eastern Amusement Company, Midlio Theaters Corporation, Orpheum Theater Corporation of Omaha, Interstate Circuit, Inc.; Interstate Theater Operating Corporation; Lowenstein Theaters, Inc.; Sportland, Incorporated; Major Film Productions, Inc.; Saga Theaters Corporation.

Popular Pictures, Inc.; E. Lawrence Phillips, Inc.; Gene Raymond Producing

Corporation; Fransech, Fair & Foss, Inc.; A. H. Woods, Ltd.; Mid-Ocean Motion Picture Corporation; M. B. Service Corporation; Shewcraft Productions, Inc.; Fox Alhambra Corporation, Milwaukee Theaters, Inc.; Fox Hutchinson Theater Corporation; Cathay Studios, Ltd.; Transcontinental Amusement Corporation; Lehtman Theaters, Inc.; American World Theaters, Incorporated; National States Operating Corporation; Winnek Stereoscopic Processes, Incorporated; National Recording Studios, Inc.; Cambria Theaters Company, Inc.; Control Corporation of America, Fox Place Corporation; Henry T. Neumann Research, Inc.; Inter-Racial-Photo-Plays, Inc.; Telephone Management Company, National Screen Accessories; Color Films, Inc.; Cotton Blossom Show Boat, Inc.; Swiss Tri-Ergon Corporation, Radio Club Americ-France, Berkshire Broadcasting Corporation, Russell H. Davis-Howard Hayes, Inc.

Show Van, Inc.; Eaves Sound Projectors, Inc.; March of Time, Inc.; General Radio Manufacturing Corporation, General Electric Specialties Corporation, The Ranney Corporation; Perfect Theaters, Inc.; Southern Attractions, Inc.; Radio City Amusement Corporation, Atam Theater Corporation, RCA Manufacturing Company, Inc.; Dur Productions, Inc.; Moufite Theaters, Inc.; Theater Equipment Supply Company.

Circus Exhibition Company, Photo Process Research Corporation; International Telephone & Radio Enterprises, Inc.; Echophones Radio Corporation, and Century Ferris Wheels, Inc.

## French To Invade American Market

NEW YORK, Jan. 5.—Following the lead of England in trying to make an impression in the American film market, France, with Pathe-Natan leading, expects to send over their big features, and, in addition, will try to sell its sound equipment here.

Robert Hurcl, who has long been connected with French films, will head the company in this country and has opened offices in the Maison Francaise Building, Radio City.

It is not known whether or not the company will open its own exchanges or distribute thru a major distributing outfit.

## Sparks-Ragan Battle Looms in Sarasota, Fla.

SARASOTA, Jan. 5.—Sarasota movie-lovers were sitting back today, waiting for the fireworks they are certain will come in the form of a war between the Sparks interests and Guy Ragan, former county commissioner and operator of an indie movie house, the Garden, formerly the Park Seventh.

Apparently because Ragan wouldn't sub his lease and the owner of the building, Bud Levinson, wouldn't take a higher price from them, the Sparks interests, already operating the Edwards house here, have rehabilitated the old Sarasota Theater, on the main stem, changed the name to the Ritz and put on a 10-20 grind policy with double features, opening Christmas Day with *Flying Down to Rio* and *Damon Runyon's Little Miss Marker*.

The Edwards house retains its 10-20-30 policy, while Ragan is down to a jitney and 15 cents, using Monograms and other such pix offerings.

Ragan, in an ad in a local paper Wednesday, entitled "Don't Kill Santa Claus," charged the Sparks interests with trying to run him out of business—and declaring that he had kept the movie prices for the last two years in reason. He pleaded for popular support. Whether he gets it or not remains to be seen.

## Richmond Houses To Tell Sunday Grosses

RICHMOND, Va., Jan. 5.—Motion picture houses in Richmond giving Sunday benefit performances have been asked by Chief of Police Jordan to make a weekly statement to him, giving receipts and expenses, and the amount of money turned over to the organizations for whose benefit the shows are presented.

Chief Jordan, at a conference with managers of the houses, declared that he was not opposing Sunday showings of pictures, nor was he favoring them, but that organizations not in sympathy with the opening of the theaters on Sunday had asked for information, and had pointed out that any percentage of the receipts, no matter how small, would make the performance a benefit.

Picture houses here stand on a little better ground as to opening on Sunday since a court decision in Norfolk that such exhibitions in that city, according to all testimony presented, were a "moral necessity," the question of whether the performance was given as a benefit or not having been eliminated at the hearing before the trial justice.

## United Artists Will Release French Film

NEW YORK, Jan. 5.—United Artists announces the acquisition of *Thunder in the East* for nation-wide release. This is the film, previously known as *The Battle*, in which Meric Oberon is co-starred with Charles Boyer.

Negotiations with the producer of the picture, Leon Garganoff, were completed this week at the same time that a number of cinema critics included the production on their lists of the best pictures of the year. The plan of United Artists is to release it early in the spring.

It was directed by Nicholas Farkas, one of Europe's foremost film makers, from Claude Farrere's novel, *La Bataille*.

## HOLIDAY GROSSES FIND BIZ BEST IN PAST FIVE YEARS

NEW YORK, Jan. 5.—Reports from key cities shows that the holiday season this year topped all grosses for the past five years with business still looking up. The Christmas and New Year crowds were tonics for many houses and records were toppled in most cities.

Altho good pictures were primarily responsible for the record-breaking lines of fans, it is conceded that there is more money in circulation than in years, and the theater-going public is taking the rubber band off the roll and going in for entertainment.

### New York

The new year ushered in a period of what theater owners expect to be a record-breaking one for them. The New Year's Eve crowd in Times Square was the greatest in years. All houses played to capacity. The night clubs and hotels reported 400,000 reservations for the evening and spending was fast and furious. The Capitol Theater, with *Forsaking All Others*, played to 87,000 patrons the first week. The first four days of *Little Minister*, at the Music Hall, saw 100,000 pass thru the portals. The Roxy, with *Ann of Green Gables*, chalked up 135,000 paid admissions in a week.

### Philadelphia

Business okeh here for the holidays. Every downtown house played to capacity. The only disappointment was the Mastbaum, under the direction of Roxy. The house fared better than average, but below what was expected. All houses showed good box-office attractions and the fans went for them in a big way. The neighborhoods all report the best business in years.

### Portland

Business took an unexpected upward turn on Christmas Day, making a most acceptable present for exhibitors, both downtown and suburban. This matched the commercial Christmas spending, which showed an increase of 30 per cent

over previous years. *Bright Eyes*, at Evergreen's Paramount, experienced a better Christmas Day than for the same day past five years, exceeding normal take by 20 per cent. Indications point to the highest box office of week during 1934. *Chou Chiu Chow*, at Music Box, and *Kansas City Princess*, at Orpheum, also had exceptionally heavy take.

### Sau Francisco

Better business than in years is reported by the local exhibitors. Good box-office attractions and better morale of the populace is the answer. Theater owners look forward to a record-breaking season and seem justified in their optimism.

### Detroit

Fox Theater did S. R. O. nearly every matinee with *Bright Eyes*, passing 9,000 thru in three hours one afternoon and requiring to open a third box-office window to handle reservations for the New Year's midnight show. Other houses reported business far better than expected, with people becoming show minded again. Near peak season in auto factories helped.

### Lincoln

Business went on the perk this week. Starting with Christmas Day everything boomed excepting *Little Minister*, which was expected to be a leader. With the added attraction of a great kid stage show recruited from local families, it was a most gorgeous flopper. *Bright Eyes*, however, with Shirley Temple, was a balcony stuffer at the Lincoln for its entire run, chasing in more business than any recent attraction. The Orpheum, with Georgia Minstrels and a stage headlining Baby Rose Marie, with pictures, *Line House Blues* and *Father Brown, Detective*, splitting, was a wham. The Varsity's *Broadway Bill* is running the house at double time.

# Dear Doctor!

Dear Doctor Millar:

We have just received the announcement that your organization, the Motion Picture Foundation, is about to embark on the sea of motion picture production, the object being to show the picture people how to turn out clean, wholesome box-office entertainment. We also find that you have set aside \$1,000,000 for the making of 40 features a year and three shorts a week.

If you can make this number of box-office pictures for \$1,000,000, the entire industry will rise up and thank you for showing it the light, since heretofore this amount would cover about five ordinary box-office programmers of no particular merit.

Perhaps it would not be amiss to point out what you are letting yourself in for in this undertaking. We are heartily in sympathy with your motives, but we honestly feel that you are heaving a million dollars overboard and will get little in return except a liberal education in how not to make pictures. This in addition to one continuous headache that will last until the million is gone.

First of all, no producer can make a picture of any appeal whatever under \$50,000. Even this will come pretty close to being a miracle. There are any number of "quickie" producers who will be pleased to permit you to finance them and will promise to keep within a budget, but these gentlemen, as a rule, have scant regard for budgets once the picture is under way and their cut assured. This will be one of the headaches.

You say you are going to make family features for week-end trade "for which exhibitors have been making demands." We feel sure that any distributor will be pleased to open his books and show you the fabulous profits derived from the strictly family type of entertainment. Before you start to make them, run, do not walk, to your nearest exhibitor and ask him if he will book your family series. If he is honest he will frankly say no, for history has shown him that pictures of this type flop miserably. We are saying this in good faith for we have the greatest respect in the world for a million dollars. Headache No. 2.

Granting that you can make your series of family, historical, goodwill and musical pictures, how are you going to sell them? As you know, pictures are not sold by house-to-house canvass. They are sold thru exchanges. Exchanges, as you probably know, are operated by men who, having been stuck a great many times, are just a little wary of cheap, family-type features and may turn a deaf ear. Then what? Old headache No. 3.

You may then claim that there is a conspiracy against clean, wholesome pictures, but this is not the case. Anyone who makes a picture of box-office worth can have it distributed, but it must be of outstanding value and the family, historical type are not in demand. You may go to court, but you can't force anyone to sell something he doesn't want to sell and all the cries of conspiracy will be wasted. Headache No. 4.

You may begin to feel that we don't believe you can make a series of box-office pictures on your budget of a million! You are quite correct. We do not feel you will be governed by our little friendly letter, but you may take this page six months hence; wet it and lay it across your fevered brow. It may bring some relief from headache No. 5.

Len Morgan.

## PERSONALS

Work has been started on a 400-seat motion picture theater, Grand Coulee, Wash., for the entertainment of the workers at the Grand Coulee dam on the Columbia River.

The Keylor Grand Theater, Walla Walla, Wash., has been opened as a motion picture house under the management of H. C. Zerfuh and D. H. Snavely. Zerfuh for many years past has been operating a house at Kelso, Wash., and will divide his time equally between the two spots.

The new concrete and steel Ft. Sam Houston Theater at Army Post, San Antonio, is slated to open this month.

Lester Ketner, former theater man, is now editing a theatrical and motion picture column for *The San Antonian*, a monthly magazine. It is published in the Alamo City.

The Rialto Theater, Forsyth and Main streets, Jacksonville, Fla., after almost 24 years of continuous operation, has been closed by the Sparks organization. The theater will be demolished to make way for a new building for a chain store.

Bob Cullinane has become manager of the Georgia Theater in Atlanta. He was formerly publicity man for the Fox in that city.

Howard Waugh, Warner Theater zone manager for Kentucky and Tennessee, with offices in Memphis, has been appointed a colonel on the staff of Governor Hill McAlister of Tennessee. The honor came as a surprise to the theater executive.

Sol and Mack Krim have bought booth and other equipment from the Shubert-Detroit Opera House, to be installed in the Buchanan Theater, which they have just acquired.

I. Weingarten has been made State salesman for Detroit United Artists Exchange following promotion of William Feldman to management of the St. Louis exchange.

Loew's Theater, Young street, Toronto,

will soon start alterations costing approximately \$150,000. The alterations will take place after each evening show until the job is completed, thus eliminating any loss of playing time.

The New Imperial Theater, Charlotte, N. C., will be ready for opening about January 15. This is a Kincy-Publix house seating 1,100.

Eagle Film Company, to manufacture and distribute commercial film, has been incorporated in Portland, Ore.; Stewart Featherstone, president; Lester Pyfer, vice-president, and J. Henry Helser, general manager. Offices and laboratory have been opened at 11th and Glisan streets.

The Dilluh Theater, Portland, Ore., formerly the Majestic, has been opened at N118 Washington street after being completely redecorated and renovated thru-out. The theater is operated by Dillingham and Huff. The opening attraction was *Little Miss Marker*.

Harry Gamble and Frank Becker have opened a new theater, seating 400, at North Bonneville, Wash., near the new dam site. The house will offer a prize for the best name proposed by its patrons.

Former Mayor John P. Kiggins announces that he will shortly commence drawing plans for a \$125,000 theater building to be erected in the heart of the Vancouver, Wash., downtown area. Kiggins was for many years the city's sole theater owner and manager. Upon completion the new theater will be leased to the Evergreen Amusement Company.

### Fort Wayne State Opens

FORT WAYNE, Ind., Jan. 5.—The grand opening of the new State Theater was held this week. The theater was recently remodeled and redecorated, and new sound features were installed. The newsboys of *The Fort Wayne News-Sentinel*, numbering over 600, were entertained at the Paramount Theater by the management, where they witnessed Hardy and Laurel in *Babes in Toyland*.

# FROM THE BOX-OFFICE POINT OF VIEW

## "Only 8 Hours"

(METRO-GOLDWYN-MAYER)  
 Previewed at the Wilshire, Beverly Hills, Calif.

Time—67 minutes.  
 Release Date—February 8.

A crackerjack program picture of the highest order, presenting Chester Morris as the thick-headed chief interne of a hospital—a role that he fills with charming results.

Morris is right at home in this picture of hospital life and turns in a characterization as sterling as the finest sterling silver. He injects a sense of realism, so often missing in his screen roles, that is highly pleasing.

Entire action of the picture is portrayed against a hospital background, of which Raymond Walburn is the capable head. Morris is sold on his new knowledge of surgery and performs operations successfully his superiors believe impossible. When Robert McWade, son of the richest man in town, is brought in for an emergency operation, Morris goes ahead and performs an operation that brings the plaudits of his associates down upon him. But in doing the operation he violates the ethics of the profession and is asked to resign until Billie Burke, visiting the hospital as a patient to look over the eligible internes, intercedes. Morris' roommate, Robert Taylor, aspires to the hand of Virginia Bruce, a nurse of the institution, and wins her only to turn her back to Morris when he performs a delicate operation on Morris to remove two bullets from his abdomen.

Picture is rich in hospital routine, well presented and not too gruesome. Miss Bruce is acceptable as the nurse, and Robert Taylor is excellent as the interne pal of Morris.

Only 8 Hours is a dandy picture, worthy of any theater's playing time.  
*Blackford.*

## "Lives of a Bengal Lancer"

(PARAMOUNT)  
 Previewed at the Westwood Village, Westwood Village, Calif.

Time—105 minutes.  
 Release Date—January 25.

Paramount has done itself proud on producing the *Lives of a Bengal Lancer*. During the troublesome days of uncertainty and reorganization no one in the huge Paramount organization had initiative enough to go ahead with this picture that had been written, rewritten and shelved more times than one can count. However, with the past forgotten, everyone in the studio can stand up and take a bow for a magnificent showman's picture—a picture you will be genuinely proud to have your theater play.

*Lives* is so far above the average run of current pictures that one can find innumerable points that make this picture outstanding. First there is the exceptional character work of Gary Cooper and Franchot Tone, young officers of the Lancers, and the brilliant screen work of Richard Cromwell, an English Military Institute graduate who joins the Lancers under the command of his father, Sir Guy Standing. Then there is the cunning temptress done by Kathleen Burke, who is responsible for the interception of a munitions transport and the resulting trapping of the Lancers.

The peak of the dramatic tenacity of the picture is reached when Cooper, endeavoring to recapture the colonel's son and thwart an ambush, is blown to bits in a munitions dump. Following closely is the spectacular charge of the Lancers

against the Afridi stronghold and the tense battle above the Kyber pass.

*Lives of a Bengal Lancer* is a picture for everyone to enjoy. The photography of Charles Lang is outstanding, especially his shots in the rocky terrain of the fighting and marching. Direction of Henry Hathaway is equal to every occasion.  
*Blackford.*

## "The Gilded Lily"

(PARAMOUNT)  
 Previewed at the United Artists, Pasadena, Calif.

Time—85 minutes.  
 Release Date—January 18.

After the Paramount officials saw this picture on preview they immediately signed Wesley Ruggles, director, and Claude Binyon, writer, to work together on pictures for future Paramount releases.

*The Gilded Lily* entertainment is due principally to the dandy story of Binyon and the clever direction of Ruggles.

Story is a simple tale, well told and well acted by Claudette Colbert, Fred MacMurray and Ray Milland. Miss Colbert, a New York office employee, falls in love with Milland, a nobleman incognito. When he leaves for England her pal, MacMurray, tips off about his true identity. Turning the circumstances into a fortune MacMurray writes a series of articles on the friendship for his papers and builds Miss Colbert into a name attraction clamored for by the theaters and night clubs of the country. She takes a trip to England and meets Milland and finds he is still in love with her but slightly prejudiced by the unwholesome publicity she has attracted. In the end she returns to the States and marries MacMurray.

C. Aubrey Smith, Louis Alberni and Edward Craven are in for small bits well done, but the interesting and entertaining work of Colbert, Milland and MacMurray, under the capable hand of Ruggles, will live long in your patrons' memory.  
*Blackford.*

## "Bachelor of Arts"

(FOX)  
 Previewed at the Florence, Los Angeles.

Time—75 minutes.  
 Release Date—November 23.

Loaded with unadulterated hokum, this picture of college life and the aspirations of a young buck to get his B. A. degree is mild entertainment. Practically everything used in past college years is thrown together to bolster the original story by John Erskine. However, the picture is entertaining, diverting and will no doubt make the grade in the neighborhoods and small towns. De luxers will be handicapped by the lack of draw names and will have to sell it merely on its hoke angle.

Tom Brown is the young laddie going thru college. He gets into every kind of a scrape imaginable until finally he falls under the spell of Anita Louise and from then on it's smoother sailing. Brown overacts in several of the scenes as the result of poor direction, but averaging his performance he offers a clean-cut cross-section of a college juvenile. Miss Louise is sweet and demure as the college girl working her way thru school as a cashier in the student cafeteria. H. B. Walthall, the professor, is outstanding in his role and is nicely assisted by Mae Marsh, his invalid wife. Stepin Fetchit is injected into the story for a few comedy scenes handled in expert fashion. Others include George Meeker and Frankie Albertson.

Smart showmen will no doubt link the

off-stage romance of Brown and Miss Louise to their campaign and stress the angle that this is their first picture together in starring parts.  
*Blackford.*

## "The Best Man Wins"

(COLUMBIA)  
*Rialto, New York*

Running Time—75 minutes.  
 Release Date—January 5.

Jack Holt and Eddie Lowe try to make something of this undersea epic, but despite their efforts it is very mediocre. The story is that of two divers working together. One saves the other's life undersea, but loses an arm. The saved one quits diving and joins the marine police. The injured one, unable to find work, joins a smuggling gang which is being hunted by the coppers. The story ends with the one-armed diver being caught at the bottom of the sea, thus saved from a prison stretch.

Florence Rice furnishes the heart interest and does all she can, but the story isn't there.

Others in the cast are Bela Lugosi, Farrell MacDonald, Mitchell Lewis and Bradley Page.

This one might go over on a dual bill program but is too weak to stand alone.  
*Morgan.*

## "Million-Dollar Baby"

(MONOGRAM)  
 (Preview, New York)

Running Time—69 minutes.  
 Release Date—December 29.

Using the current Shirley Temple craze as the basis, Monogram has built a swell satire around the rave. The yarn is that of a theatrical family who conceive the idea of dolling their little boy up in curls and girl's clothing and crashing Hollywood. All goes well until the kid, tired of being a girl, lets the whole world know that he's a male. The studio head goes berserk but is finally convinced that the kid has talent and continues his contract and all ends well.

The picture is diverting and will appeal to those who like the inside studio stuff. There is a laugh a minute and everything is clean and good family fare.

Jimmy Fay is the youngster and he turns in a neat performance. Others in the cast are Arline Judge, Ray Walker, George E. Stone and Ralf Harolde.

Joseph Santley handled the megaphone on this feature and he managed to bring out every situation and laugh. He has turned out a most amusing picture and one that should get the money.  
*Morgan.*

## Shortage of Dancers

NEW YORK, Jan. 5.—According to Chester Hale, dance director of Metro-Goldwyn-Mayer Pictures in Hollywood, there is an extreme scarcity of dancing girls in the nation's film capital. Hale further states that a girl with even a limited knowledge of dancing is greatly in demand at present. He believes that New York will be the solution of his problem and has wired his New York studios to prepare 250 girls, so that he may make a selection during his next eastern visit, which will be after the completion of his next three pictures. Hale foresees dance sequences being popular in pictures for at least 10 years and furthermore says that opportunities were never so great for dancing girls as at the present time.

## Chicago Grievance Board Again Shows Its Teeth

CHICAGO, Jan. 5.—At the meeting this week of the Grievance Board of the local Code Authority another exhibitor found that when the board made decisions it expected that they were to be obeyed. Some time ago the Rivoli Theater, Monmouth, Ill., was before the board for holding "Bank Nights," at which time a cease and desist order was issued. The case was appealed to the New York Code Board, which upheld the local board's determination. The Rivoli continued to violate the order, according to the management of the Ada Theater in the same town, so the Chicago Board ordered W. H. Hoffman, owner of the Rivoli, to appear before it to explain why a stop service order should not be issued against him. It was then that he promised to discontinue the practice.

The Elco, Elkhart, Ind., filed against the Roxy Theater, Elkhart, and the Metro-Goldwyn-Mayer exchange for showing pictures for less admissions than stipulated in the contracts, and the Imperial, Chicago, complained that the Madlin, Chicago, was conducting a lottery by giving away turkeys to holders of lucky tickets. Both offenders were ordered to cease and desist. The next meeting of the Grievance Board will be either January 18 or 22.

## Studios Reduce List Of Newspaper Passes

HOLLYWOOD, Jan. 5. — Thirty-one more screen studio scribes were stricken from the publicity lists of the Hays office this week when publicity chiefs of all the major studios sat down to their annual turkey dinner.

Remaining on the credential list are 210 writers, 125 of whom are domestic correspondents permanently located in Hollywood, 47 free-lance writers and 30 representatives of foreign magazines and papers.

## TWO M. P. BILLS

(Continued on page 19)  
 Just how well the law makers will be able to reassemble it remains to be seen. Most followers are just a little sanguine.

Congressman Celler will probably lead the move against films in the House, while Senator Patman, of Mississippi, will be on the offensive in the Upper House.

It is expected that it will require a month or more to put thru administration measures before the boys will be free to resort to their own pets.

## Saranac Lake

BY BETTY HUNTINGTON

We are grateful to Murray Salet, who brought over his revue from the Overlook and entertained us New Year's Day. It was a great show with a variety of talent and was enjoyed by all the patients.

Frisco DeVere (New Year's baby) celebrated her birthday at the home of her friends, Mr. and Mrs. Hugh Keane. The party was a great success and a very merry one, and Mrs. Keane's delicious cooking did much to satisfy our appetites.

Tommy Kerns, who hails from Chicago, in a new comer at the Lodge. Tommy spent a great deal of his time as dance producer of shows and reviews in and around Chicago.

Larry McCarthy's Brown Bear Orchestra, now playing at the Marcy Hotel, Lake Placid, entertained us during the holidays. The program consisted of Joe Assatela, who sang *Adeste Fideles*; Helene Brown in her music dance; Johnny LaTone sang *I'm Getting Sentimental Over You*, and the Cherry Sisters, Gladstone and Huntington, rendered *My Wild Irish Rose*.

We welcome back Marion Cannon, who is with us again for another siege of curing. Marion was connected with the vaudeville team of Murdock and Kelly, which played the RKO and Loew time.

We had the pleasure of a week-end visit from Ben Hilbert, of the New York NVA office. Ben visited every patient and left us in a happy frame of mind. Tommy Vicks is playing a new role.  
 (See SARANAC LAKE on page 24)

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### CURRENT BROADWAY FILMS

		Issue Reviewed.
Sweet Adeline (Paramount)	Paramount	December 15
Weldorado (Fox)	Astor	December 22
I Am a Thief (RKO)	Mayfair	November 24
Kentucky Kernel (RKO)	Palace	October 27
It's a Gift (Paramount)	Roxy	December 1
The Best Man Wins (Columbia)	Rialto	Current

### Holdovers

Forsaking All Others (MGM)	Capitol—3d week	December 15
Little Minister (RKO)	Music Hall—2d week	December 29
The Mighty Barnum (UA)	Rivoli—3d week	December 8
Man of Aran (C0)	Westminster—7th week	October 27

Burlesque Conducted by SONEY HARRIS—Communications to 1864 Broadway, New York City.

Tabloid Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Indie Wheel Loses Three More Houses

NEW YORK, Jan. 5.—The Independent Burlesk Circuit found itself with three more closings this week, leaving the wheel with only seven weeks.

Worcester, Worcester, operated by Ben Levine, did not open Wednesday of this week when Levine could not pay off for the Tuesday shows in accordance with the Burlesque Artists Association's demand for a daily payoff to performers.

The Independent wheel is now left with the Trocadero, Philadelphia; Gayety, Baltimore; Gayety, Washington, D. C.; Hudson, Union City; Orpheum, Paterson; Modern, Providence, and Howard, Boston.

Clark Unit Sets New Record At Warner's, Oklahoma City

OKLAHOMA CITY, Jan. 5.—Harry Clark's Penthouse Follies, a Cushman unit, last night concluded a week's engagement at the Warner Theater here, breaking the house record established some months ago by Cab Calloway and his ork.

The Clark show is now on its 25th week for Cushman. In a few weeks Manager Clark will reorganize to begin a second swing around the circuit.

Miami Beach House Will Definitely Open Jan. 18

NEW YORK, Jan. 5.—H. K. Minsky stated this week that the Minsky-Weinstock firm has definitely closed for the theater in Miami Beach.

Among the performers already booked for the house are Charles (Red) Marshall and Murray Leonard, Sam Raynor and Murray Brisco.

"Montmartre Nights" Set Five More Weeks in South

WINSTON-SALEM, N. C., Jan. 6.—Bert Georges' Montmartre Nights is now in its sixth week in the South for Publix-Kincy and is set for five more weeks in the major Southern towns.

Following the Southern tour, Montmartre Nights will head northward, playing return engagements en route.

Caught in the Act

NEW YORK, Jan. 5.—The Gotham, up-town burly house, used a scene and three songs from "Calling All Stars" in its show this week as a result of Harold Minsky's retentive memory after seeing the legit show the other evening.

Tab Tattles

LEW BECKRIDGE, one of the best known producers on the Sun and Spiegelberg circuits a few years back, pipes from Brooklyn that he's getting itchy to break back into show business.

Ben Woolsey, brother of Bob, the movie comic, has joined Marline K. Moore's Melody on Parade. He's doing the emceeing.

Bob Eugene, comic, closed with Kolb in Topeka, Kan., and jumped into Rockford, Ill., his home town, for the holidays.

Members of Owen Bennett's Varieties of 1935 celebrated the yule season on the stage of the Bijou Theater, Savannah, Ga., Christmas Eve, with lots of cats, a tree and the very necessary refreshments.

Jim and Peggy Davis considered recently with Lillian Murray's show at the Reno Theater, Oklahoma City, remained three days and then headed back eastward.

Myrtle Lee was stricken ill with scarlet fever at Frankfurt, Del., recently. Her mother rushed there last week from Cinoy and found her condition considerably improved.

Harry and Kitty Poole continue to offer two companies at their Houston tab emporium. Night attraction is Otto Holland's troupe, including, besides Holland, "Red" Davenport, Stan Stanley, Ina Holland, Gussie Miller, Helen Martin, Donna Davenport, Bertie Stanley, Jack Duffie and his ork and eight girls in line.

RAYNOR LEHR closed his Show of Shows at the Capitol, Wheeling, W. Va., January 2.

Company played there three days to lousy business. Raynor is jumping into Chicago to frame a new vaude act.

Jim Bova, veteran tabster, in a visit to the desk last Friday, dropped the tip that he is opening a booking office in Cincinnati in the very near future.

Maurice Linal, straight man and emcee, closed with the Frisco Frolics in Hickory, N. C., December 23, after a 22-week tour, and opened January 5 at the Mutual Theater, Indianapolis.

Lowrie Montgomery, manager-producer of Varieties on Parade, rushed to Chicago from the South a few days ago to the bedside of his mother, Mrs. A. E. Miller. He reached the Windy City just before she passed away.

unit, that the salaries weren't forthcoming as agreed upon and that the show did not have future bookings as recently reported.

Scribner-Wilner Circuit Rumored

NEW YORK, Jan. 5.—Burlesque may see another circuit, according to reports emanating from reliable sources.

The rumors as to this new circuit started with the appointment of Emmett Callahan to the post of associate director of the Apollo Theater.

According to the reports, the actual starting of this new circuit awaits the closing of money deals being arranged by Scribner.

Gayety, Milwaukee, Reopens

MILWAUKEE, Jan. 5.—After managing theaters in the East for the last four years, Morry Zaidins has returned as managing director of the Gayety Theater here.

Supreme's Chi Deal Not Set

NEW YORK, Jan. 5.—The deal for Jack Barger to include his two Chicago houses, the Riato and the Star and Garter, on the Supreme Circuit wheel is not set yet, according to a statement made by H. K. Minsky this week.

Burly Briefs

SUPREME truck moving the wardrobe to Pittsburgh a week ago Sunday broke down on the way, but recovered to make the night show anyway.

INDEPENDENT Burlesk shows which closed Saturday were John Grant's troupe and Girls From the Follies.

Ann Norton was the attraction at the Bijou last week, and this week is at the Bijou, Philly.

U-NOTES

By UNO

KITTY ROTH just found a cousin she had not seen in 30 years. And Dave Roth, a designer of men's clothing, had been only two blocks away most of that time.

PAUL MARAKOFF, producer at the Atlanta Theater, Atlanta, was ill with double pneumonia. To the hospital every day now for further treatment.

WALTER BROWN, comedian and stage manager at the Burbank Theater, Los Angeles, treated all the chorines to a Christmas dinner.

MAC BARRON, comedian, desires it known that his middle moniker is "Goggles" not "Gargles."

NADJA reopens at the Gayety, Washington, D. C., January 13, making her third engagement there this season.

MABEL FRANCIS, stripping ingenue, laid up in a New York hospital.

ALIBASSI is changing her name to Montez in switching from burlesk to a night club, the Hollywood, in Hollywood, near Miami, Fla.

LOLA PIERCE, who became Mrs. Gustin, the wife of a hotel manager in St. Louis, eight months ago, includes in her versatile specialty at the Star, Brooklyn, a vocal solo, a guitar accompaniment, Oriental and Hawaiian dances and strips.

JESS MACK is now hit producing at both the Irving Place and the 42d Street Apollo, New York, while Jean Lee Mack is strip specializing at the Star, Brooklyn.

MAXINE DU SHON and Rags Ragland, of the Irving Place, New York, have adopted Pappy, a wire-haired terrier pup.

DOREEN HARTE, sister of Margie Harte, replaced Connie Martin at the Gotham, New York. Joy St. Claire succeeded Naomi Dusk at the same house.

KITTY PHILLIPS out of burlesk and now a nurse at the Roosevelt Hospital, New York.

REGINA WINDSOR relieved Cleo Douglas in number producing at the People's, New York, where recent new principals are Anna Smith, Jack Dillon, Frank Harcourt, Harry White and Betty Colton.

WANTED QUICK—FOR UNIT

Seek Vanderbilt Act, Comedy Aerobic, Pastime Comedy Act, Novelty Comedy Act, Young Woman doing Strip to feature, with voice and wardrobe, Two beautiful Chorus Girls, Harmonized, Travel private line, No trunk, WILL: ED GARDINER, Footlight Frolics, Indiana Theatre, Marion, Ind., January 5-10-11-12.

WANTED BURLESQUE AND TAB

Seek Performers, also Chorus Girls, for Romy Theatre, Cleveland, O. Give full particulars with Address. WARREN B. IRONS, 226 Superior, W., Cleveland, O.

LOLA PIERCE BURLESK'S MOST VERSATILE SOUBRETTE. GUITAR-PLAYING SINGING, TALKING STRIPPING, DANCING SPANISH, HAWAIIAN ORIENTAL. A RIOT AT EVERY PERFORMANCE. Management PHIL ROSENBERG, Strand Thea. Bldg., NEW YORK CITY.

**Wrights Go Co-Op To Test Dayton's Desire for Stock**

DAYTON, O., Jan. 5.—In an endeavor to test out Dayton's desire for stock players, stagehands and musicians of the Wright Players Stock Company, which had planned to close today, will carry on one more week with *By Candlelight* on a co-operative arrangement.

If business justifies the troupe will carry on, but if not it will be the last of a seven weeks' season.

Clubs and other organizations are being importuned in an effort to drum up attendance sufficiently to justify continuation of the company.

**Billroy Show Briefs**

SEBRING, Fla., Jan. 5.—As previously mentioned, we didn't play Palmetto as advertised. The town was billed, but for obvious reasons Manager Wehle said "mix"; so we opened in Sarasota after a nine-day vacation. The "fish and blood" seekers came out in masses. Punta Gorda followed with another turnaway, and Ft. Myers, with a heavy rain at opening time, gave a great crowd. It's a cinch, but for the inclement weather, it would have been the third turnaway of the week.

Arcadia, with the location two miles out, gave us a good showing, and Ft. Meade for Saturday was all that was expected. From here we are hitting the trail for the East Coast.

From all appearances Shorty and Billy haven't got enough of fishing, as they are out every day and still bringing them in.

Mrs. Billy Wehle says she had a great time in Miami. She helped the cause along by going to the races every day, leaving with the bookies her daily ration.

The band boys were kept mighty busy during the holidays with plenty of dances, and Della Palmer says she has plenty more lined up for them.

Oliver and Stella Kite, "Doc" Daly and many others caught the show at Sarasota. In fact, there were so many visitors during the week I can't quite recall them all. (In a fog.)

Well, we go from here to there and then down the line to bitter and then play around yonder and will start back for some place from elsewhere.

TOM HUTCHISON.

**Rep Ripples**

KING FELTON, magician, featured with Brunk's Comedians, reports that the show did the biggest business he has ever seen with a tent show at Cisco, Tex., recently. Every performance was a sellout, he info, and many were turned away. Show also played to a turnaway on its recent opening in Comanche, Tex., Felton reports.

ROE NERO, who closed a 35 weeks' canvas tour with his Nero Players a few weeks back, is contemplating resuming his tent tour in April with all new canvas equipment. The Nero-Roe, Neil and Mary—are now visiting Roe's parents in Rome, N. Y. Later they will visit relatives in Virginia and then will jump into Florida for a vacation.

CARL WHYTE, pianist, is now with Boyle Woolfolk's *Hollywood Revue*, featuring Kenneth Harlan and Al St. John. Show is currently playing the Butterfield houses thru Michigan.

FRANK AND JENNIE CAMPBELL, of the Campbell Comedy Company, who have been vacationing at their home in Marine-on-St. Croix, Minn., hit the road again January 7. They enjoyed many pleasant visits with the Dawson and Yale families, troupers, who also have their home there. The Campbells have with them the Great Mysto, mentalist and hypnotist. All are looking forward to the opening of the tent season.

CHET SPRINGER and Mr. and Mrs. Glenn Newton, of Newton's Comedians, are vacationing this week in Groveland, Fla. They have been playing thru Georgia and the Carolinas.

BILLY BRYANT, showboat impresario, is writing a book, *The River and I*. Doubleday-Doran, New York publishers, who published Edna Ferber's *Showboat*, have taken an option on the Bryant work, and if it's worthy copy after it is finished, will publish it.

WALKER AND COZY, the "Hav-a-Laf" team, visited the Harley Sadler Show at Beaumont, Tex., December 29. Walker reports that the Sadler Show is the finest and best equipped tent dramatic outfit he has ever seen. He met several old friends on the Sadler show, among them Roy E. Fox, on whose show Walker trouped 25 years ago. Jack L. Walker, son of Mr. and Mrs. Walker, is a musician on the Sadler attraction.

MEMBERS OF THE TWO Caylor Players companies came together Christmas Eve for a grand celebration after the night's performance. Among those present were John Caylor, Nyra Jefferson, Addison Augler, Bonnie Augler, Mural Hempl, Elmo Matze, Frankie Fern, Jerry Bruce, Violet Bruce, Eugenie Brant, Ray Wasmund, Mr. and Mrs. Bradley, George Jacobson, Peter Lyman and Lodema Corey.

MEMBERS OF THE Odell White Show celebrated Christmas with a sumptuous dinner under the big top Christmas Day. Mrs. White displayed her culinary accomplishments, and the way the folks pounced upon her viands argued well for her cooking ability. Rusty Williams and family are still with the show. Manager White recently added much new equipment, including new canvas, a piano, talking equipment and several new talkie features.

WITH WILLIAM DE ARMS in the title role, the Monroe Hopkins Players featured *Kempy* to good attendance Christmas week. The tent show is now in its third year in Houston. A double show

was given Christmas and New Year's eves.

JOE AND MARGARET BAIRD, after closing a 75 weeks' engagement with the Hila Morgan Show, have been visiting relatives in Nebraska, Ohio and Massachusetts. At present they are visiting Mrs. Baird's mother in Portsmouth, O.

JOHNNIE (SMOKIE) BISHOP and wife, Vernie, after closing with Reno's *Shower-of-Hits* unit, joined the Bert Russell Players in Georgia. This marks their second winter season with the Russell show under canvas.

BILLY TERRELL, who this winter is operating two night clubs—one at Conran, Mo., and the other in Tennessee—wants the folks to know that his new venture isn't going to take him away from the repertoire field. He says that he'll be out again early in the spring with his tent show company. Billy since 1934 was the best he has had since 1920. He is looking after the Conran club, with his brother, Brooks, managing the Tennessee spot.

**Kansas City Jottings**

KANSAS CITY, Mo., Jan. 5.—Goodie Godbey is in town working in a night club as master of ceremonies and vocalist. Godbey came here from Oklahoma City, where he worked with the Little Theater group since closing his stock company at Little Rock, Ark.

Glady (Pat) Hewitt recently joined Scottie's Entertainers at Kewanee, Ill. Mr. and Mrs. Jerry Dean and daughter are back in the city after closing with a Wisconsin stock company.

Ervin Hart arrived Thursday for a several days' visit. Miss Hart is en route to St. Louis. Her past connections have been chiefly with Midwestern rep, tab and burly shows.

Fred Twyman, manager of the Hazel Hurd Players, spent a week here reading plays and engaging people for a circus stock to open in Texas about February 1.

Jack and Nona Hart left last Saturday for Arkansas to prepare their equipment for an early spring opening under canvas. Merle Clayton arrived last week from Little Rock, where he was connected with a musical show. Clayton is now connected with a *Drunkard* company.

Mr. and Mrs. Harry Sohn were guests of Mr. and Mrs. Kenneth Wayne here during the holiday season. The Sohns are formerly of the Hillman Stock Company.

Charles Arthur has closed with the Alexandria Players in Minnesota and was a recent arrival here.

**Felton Featured With Brunk**

COMANCHE, Tex., Jan. 5.—King Felton, magician, assisted by Hazel Felton and Frances Maloy, is the big feature with Brunk's Comedians playing this territory. Show carries 35 people, including band and orchestra and six vaude acts. Henry Brunk is owner; Glen D. Brunk, manager, with Orval Brunk in charge of concessions. The big top is equipped with a double side wall and a heating plant. Included among the other vaude acts are Capt. Charles Barnett, trapeze and slack wire artist, and Herman Munden, cyclist. Show is heading southward and business is reported as good.

**Kinseys Change Twice Weekly**

CANTON, O., Jan. 7.—A change in policy at the Grand Opera House will give the Kinsey Players, now in their third month here, two changes of bill each week for the balance of the engagement. New policy, effective this week, brings *Love, Honor and Oh, Baby*, thru Wednesday. Thursday the company will begin *Down on the Farm*. Company is preparing *Uncle Tom's Cabin* for an early presentation.

**SARANAC LAKE**

(Continued from page 22) that of being "a proud papa." Tommy's little son is a sweet child and came all the way from Plattsburg to visit his daddy for the holidays.

While Phil Harris, orchestra leader from Chicago, was up here for a few weeks' camping trip, "yours truly" had the pleasure of an enjoyable ride with the "great big he man" in that famous sleigh owned by Mr. Leff, of Lake Placid, and drawn by 10 beautiful huzzies.

Please write to those you know in Saranac.

**Stock Notes**

LARRY COOPER, former newspaper man, is handling publicity for the Bert Bertram Players, working an indefinite engagement at the new Recreation Park Theater, Tallahassee, Fla. Cooper first entered the show business as a performer. Later he went to the Princess Theater, Chicago, as stage manager.

HOWARD (PINKY) BLAINE, who held the juvenile lead in *The Drunkard* at the Fort Pitt Hotel, Pittsburgh, for the last 16 weeks, left for New York last week to try out in a new legitimate production. Howard was married recently and he takes the missus with him.

MR. AND MRS. HERBERT GLANTON, of Huntington, Ind., celebrated their 39th wedding anniversary Christmas Day. They were married on the stage of the old Opera House there, which Mr. Glanton managed at the time. The Glantons are widely known among stock and rep folk.

MILTON BYRON, leading man in dramatic stock for many years, is seriously ill with tuberculosis and is anxious to hear from his many friends in the business. His address is care Veterans' Administration Facility Annex, West Los Angeles, Calif.

**BURLY BRIEFS**

(Continued from page 23) the Gayety, Washington. . . . Jack Beck booked both of them. . . . Milkman's matinee at the Trocadero, Philly, was big New Year's, the only burly opposition being the Shubert. . . . The New York houses did very big also with the milkman matinees.

HUGH SHUTT, veteran stock burlesque operator in Detroit, is now manager of the new Miami Employment Bureau in Florida, a theatrical agency. . . . *Sunkist Peaches* is the new Indie show which opened Sunday midnight at the Trocadero, Philly. . . . Cast includes Lou Fetell, Bob Rogers, Ina Thomas, Harmonie, Tiny Ruff, Charle La Ford, Karl Bowers, Jack Montague and Paul and Paula. . . . Nora Ford is now added attracting at the Gayety, Minneapolis. . . . Elvie Herndon, home in Dallas the last several months, jumped to Philly and opened Sunday at the Trocadero.

**U-NOTES**

(Continued from page 23) Cleo Douglas giving more attention to assisting Allen Gilbert in the ensembles at the Wilner houses. Solly Fields, producer, left the Irving Place after a week's stay.

TONY ROMANO, operator of the Modern, Providence, playing independent shows, has taken over another house in New Bedford, Mass., and will split the week with same shows, playing the first half in New Bedford and the last in Providence.

IZZY MILLER, chief decorator of Supreme Circuit houses, sends a card from Miami Beach.

HAL RATHBUN, comic, closed at the Lyceum, Columbus, to return East for another stock engagement.

AGNES NICHOLS, recently of the Independents, opened at the Star, Brooklyn, New Year's week.

**Agent a Miracle Man**

UMATILLA, Fla., Jan. 5.—Early in November Sid Lovett, agent for the Heffner-Vinson Players, "gaggingly" promised City Clerk Alex Morrell that he would bring a much-needed rain to the Umatilla section if Morrell would book the show. Alex, remembering two nice showers during the show's previous engagement here, consented to issue the license. The show came and went, but still no sky juice.

On New Year's Day Lovett blew into town, pointed out to Morrell that rain at the time the show was here would have proved extremely detrimental, considering the freeze of December 10, and advised that his mission at the moment was to fulfill his obligation to the city clerk and the Umatilla citizens.

On the night of January 1 it rained—and how it rained.

**SHOW PRINTING**

The QUALITY KIND that attracts and sets the money. Finest Snow-White or Bright Yellow Powder Paper, Brightest, Fastest Dye Colors.

TENT SHOW HEADQUARTERS! DATES, POSTERS, CARDS, REWARDS, BANNERS. LOW PRICES—PROMPT SHIPMENTS. Write for Price List and Recipe Book.

**CENTRAL SHOW PRINTING CO.**  
MASON CITY, IOWA

**AT LIBERTY**

INGENUE LEADING WOMAN. Wife of **OLGA CRAWFORD**, Piedmont Hotel, Charlotte, N. C.

**WANTED**

Desire all lines for Circus Stock. State all first 1 try all. Write **LARRY DUNNING**, York, Pa.

IN EFFECT MARCH 1, 1934

**ROLL TICKETS**

Printed to Your Order **100,000** for Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. H, Shamokin, Pa. **\$14.50**

Cash With Order—No C. O. D. Stock Tickets Any Assortment. \$12.50 for 100,000

10,000	\$5.00
20,000	8.75
50,000	8.75

## Seltzer Walkathons Still Going Strong

CHICAGO, Jan. 5.—The heat is being turned on both of Leo A. Seltzer's Chi contests this week. Dynamite sprints in the afternoon plus the same feature during the show periods followed by "hot shots" are figured to produce healthy wind-up business.

Five couples and one solo remain at the Coliseum event, while the Arcadia contest, in its fourth week, has 23 couples and two solos. Sunday attractions on the north side spot included Paul Aah's Kiddie Show, which wowed the packed house during the matinee, while Dennis Cooney's Club Royale-Frolics flood show kept the audience in constant applause during the evening show.

The most formal of formal weddings is planned by Eddie Snider for Wednesday, January 9, when Teddy Moore and Joe Evans are united.

## Goldsmith-O'Neil Win Grand Island Walkie

GRAND ISLAND, Neb., Jan. 5.—The show here, managed by B. G. Evans, was moved into a hall in the center of town December 23. A super show was started within the previous show, which was won by Don Goldsmith and Dimples O'Neil. Kay Lambert and Heinie Valders finished second, with Glen Sparby and Billie Dubrow, third, and Frenchy LaRue and Coleman Nay, fourth.

The regular show ended at 1:20 hours and was immediately followed by the super, 10 teams starting. Al Lyman and Tex Falk were recent visitors. Nick Winrick is going over big. Broadcasts over GGFW. Joe O'Neil has been added to the emcee staff.

## Ky. Court Decision Lifts Walk Barrier

FRANKFORT, Ky., Jan. 5.—The city of Paducah lost its fight in Appellate Court here to prevent the Hook Amusement Company from staging a walkathon when the court, December 21, held null and void an ordinance passed by the city declaring walkathons, dance marathons and other endurance exhibitions to be (See KY. COURT on page 51)

# STALLING

From the late Brother Webster's learned compendium we gather that stalling is "the art of keeping a given situation going by some trick or artifice until relief or change can be effected; a play for time." Now it would be farthest from our mind to come right out and accuse any particular promoter of indulging in the engaging art of stalling. No, sir; not for a minute. And it might not be proper on our part to even whisper into anyone's ear that to date we have received only a meager three or four assurances of presence and co-operation at the scheduled Chicago meeting January 28. So we won't go into that either. But the fact remains that the success or failure of the movement for organization will be determined within the next three or four days.

We must have a group at the meeting that will be truly representative of the entire industry. We must have men from the West, Middle West, South and East. To attempt a meeting without such representation would be silly and a waste of time and money. We recognize the fact that there are a number of factions within the field and that there is active friction and even ill feeling between these factions. And that most of you are undoubtedly hanging back, waiting to see what the "other fellow" is going to do about attending the meeting. But the real point of the whole business is that you are all working toward a common end in a field common to all. And that the proposed convention is not for the purpose of forcing something on you that you do not want, but, rather, is an opportunity for a meeting of the minds to the end that some degree of unity may be brought about for the betterment of the field as a whole and for the individual benefit of everyone in the field.

Some promoters may be hesitant about attending because of an impression that they will be asked to contribute some outrageous amount to the support of the organization, if and when formed. Just so much bunk! Whatever it is decided may be needed for the operation of an association will, you may be sure, be proportioned in some equitable way that will tax you no more than a small percentage on each ticket sold at your window.

Others may fear that thru an association they will lose their independence, that the association would interfere with their individuality. If that is true then it is up to each to attend and raise his voice against any such attempt. Actually the proposed association is only for the purpose of setting up a few rules of good conduct, which we all know are downright necessary to the continuance of the business, and for financial unity in building a "front" to go to the mat in important key legal situations.

The next few days will tell the story. Before we will name a definite meeting place in Chicago we must have 20 or 25 reservations from leading promoters, assurances that they will positively be in attendance on the day and date, prepared to stay two or three days. Now is the time to overlook all that has happened in the past and to unite for the future.

Use the coupon below, but if you can't get it in by Saturday, January 12, then wire your reservation.

With the conclusion of this statement The Billboard feels that it has done its part in bringing you together. Naturally we will be in attendance at the meeting.

Full results, together with the names of those pledging attendance, will be announced in next week's issue.

## CONVENTION RESERVATION

As a promoter active in the endurance field, I am convinced that some form of organization is necessary to the advancement of the business. I therefore pledge my attendance at the convention of endurance show promoters in Chicago January 28.

I understand that in signing below I am pledging nothing other than my presence in a spirit of open mindedness and with a willingness to co-operate with my fellow promoters toward an end that is intended for the benefit of all.

(Signed) .....

Please sign and rush to Don King, The Billboard, 25 Opera place, Cincinnati.

## 'Land of Sky' Show Down to 5 and 1

ASHEVILLE, N. C., Jan. 5.—The Harry H. Cowl "Land of the Sky" walk was clicking smoothly at the 1,200-hour mark, with five couples and one solo remaining in competition.

With one of the most capable emcee and floor crews in the endurance field on the job continuously, box-office receipts failed to suffer greatly from the usual holiday slump. New Year's eve proved a (See LAND OF SKY on page 51)

## Sheldon Show Doing Well at 1,032 Mark

MARION, Ind., Jan. 5.—The Fred Sheldon walkathon that started here on November 20 with 53 couples is down to nine teams and one solo after 1,032 hours. Very little heat has been used so far, and the kids are now taking it via the derby route.

Quite a bit of local color was injected into the proceedings New Year's night when Mayor Edwards of Marion was given three falls and officially disqualified by the judge. His term of office expired at that time.

"Uncle" Joe Furtell is top emcee, ably assisted by Joe Schmid and Bert Evans. Billie Monroe is handling the heat on (See SHELDON SHOW on page 51)

## Circus Aura Featured at Crockett's St. Pete Show

ST. PETERSBURG, Fla., Jan. 5.—Fred Crockett's Indoor Endurance Circus opened in the Elks' Auditorium here New Year's Eve.

The show got off to a slow start, but is building gradually and there is every indication that it will be a revenue producer.

The setup is one of the comiest and is creating favorable comment thruout (See CIRCUS AURA on page 51)

## Columbia Okeh After a Slow Start

COLUMBIA, S. O., Jan. 5.—The Zeke Youngblood show here got off to a bad start and it seemed as if the show would fall. Only a few people attended the evening performance, and quite a few of the contestants dropped out. The show went on and out of the 40 couples that started out only nine couples and two solos remained at the 300-hour mark.

The people who attended the first 10 nights of the show told their friends (See COLUMBIA OKEH on page 51)

## Fire-Swept Tampa Show Reborn Jan. 3

TAMPA, Fla., Jan. 5.—On Thursday of this week Moon Mullins started the introductions and 39 couples and 16 boy solos got under way in the reborn Harry H. Cowl show, which had been burned to the ground here on the eve of the previously scheduled opening night a week ago. The new outfit has an inside tent dimension of 112x272 feet, with a present seating capacity of 3,000.

Much credit for replacing the fire-swept property is due J. G. Kitchens (See FIRE-SWEPT on page 51)

## Waterbury Over 1,500

WATERBURY, Conn., Jan. 5.—The Eagles' Indoor Endurance Circus under the direction of "Pop" Watson passed its 1,500th hour this week with seven couples and one boy solo remaining. The sprints, which have been running afternoon and night, have eliminated John Schmidt and Jerry Garrafalo during the past week.

Freddie Hall is handling the platform with the able assistance of Mac McGreevy and Red Oleski.

## Contestants Wanted

\$1,500 in Prizes

WANTED—Experienced Contestants with entertaining ability and wardrobe. Long hours. Send name and address for entry blanks. No collect wires.

Show Opens February 1

ALSO WANTED—Emcees and Help in all departments. Restaurant and Concessions for sale. If you can stand prosperity, good treatment and real floor money, instead of promises, communicate at once by letter only.

No contestants accepted unless notified first. Address

WALKATHON ATHLETIC COMPANY. HUGH TALBOTT, Gen. Mgr., Oliver Hotel, South Bend, Ind.

(Agitators, coffee and doughnut dancers, originators, save your stamps. If you can't take it, you won't make it. So, What? So Happy New Year.)

## WALKATHON CONTEST

WILL OPEN JAN. 16, FT. SMITH, ARK. First Show for Ft. Smith.

WANTED—Talented Teams with wardrobe. No collect wires. Communicate with

CHARLES R. NOLTIEMER, Goldman Hotel, Ft. Smith, Ark.

## Walkathon Contestants Wanted Quick

Virgin spot. Four money guaranteed. Use two teams. All come on, take care on arrival. I raise money to bank. Good spot. Talent must hurry. Opens January 10. DUNN BECKNER, German Village Club, Athens, O.

## ERNIE MESLE

Who has made a fortune for others in the Endurance Field, now wants Partners to bankroll three choice spots in the New England States.

One Spot is but fifteen minutes from Downtown Boston.

I have lease on buildings, plenty of equipment and sure-shot permits.

Wire, Write or Phone

ERNIE MESLE, INTERSTATE PRODUCING CO., BOSTON, MASS. 70 Scully Square. MARATHON DANCERS, TAKE NOTICE—Get your application in now for my next Walkathon, which opens on or about February 1. (I accept no collect wires.)

A copy of the full text of the decision of the case of the City of Paducah et al. vs. the Hook Amusement Company, Inc., may be obtained by dropping a line to Don King, The Billboard, Cincinnati.

## TALENTED CONTESTANTS

If you have a specialty and a good wardrobe, want to spend the winter in the playground of the South and can arrange to get here, write immediately. Not many teams wanted, but good ones. Long hours not necessary. Contest for winter tourist season only.

REMEMBER—

Only honest-to-goodness high-class teams will be accepted. This is a Fred Crockett Show. Write

SID CURTIS

P. O. Box 3001, Miami, Fla.

## WALKATHON

OLYMPIA PARK McKEESPORT, PA. STARTING JANUARY 12.

WANTED—Contestants who can entertain and take it. No collect wires. No transportation. Headquarters Olympia Park Dancing Pavilion, McKeesport, Pa.

C. A. PRESSEY, Promoter.



# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**PRINCESS YVONNE**, her hubby-manager, Doc M. Irving, and their young daughter, Yvonne Jr., jumped from Springfield, O., to Cincinnati last Thursday to visit this scribbler and to spend several pleasant hours with *The Billboard* folks. They are set for a string of dates in the Ohio and Indiana territory for Bob Shaw, of the Sun office, after three big months in the Pittsburgh area. They report a very busy season to date. The Princess and Doc came in for a pleasant surprise during their stay in Cincy when Clarence Evans, their chauffeur for many years, hid himself over to Covington, Ky., the local Gretna Green, to take unto himself a bride. In story books the chauffeur usually marries the heiress, but on this occasion the "victim" was the dusky Rose McCray, Princess Yvonne's personal maid. And at this moment Clarence is still wishing Mr. Doc would quit asking all those personal questions.

**HARRY WAYNE** (Wayne the Wizard), who made his start in show business nearly a half a century ago, is now located in Charlotte, N. C., where he keeps himself busy working and building magic.

**SATAN ROBLINE** and Company, late of the Rex Theater, Paris, made his initial New York appearance at the Campanor Theater (formerly the Morris) January 4. Robline is slated to remain there a fortnight. His performance is billed as *A Voyage to India* and is divided into two parts, mentalism and magic. The Robline Company has successfully toured Asia, Africa, the Latin American countries and a part of Europe. Before going to Paris he played the Teatro Colon, Buenos Aires. Following his New York engagement Robline will take his troupe to the National Theater, Havana, and later to the Esperanza Iris, Mexico City. He is traveling with his wife, Madame Roxane; his secretary, Conrado Kolster; two press agents and five assistants.

**CURT MERRILL**, whose Onlooker programs have been heard over WFBL, Syracuse, N. Y., since last July, has returned to his old love—magic—and has built himself some new and flashy apparatus. He will not, however, forsake his radio work. He will continue with his Onlooker's programs indefinitely. Merrill formerly made a business of manufacturing magical apparatus, having shipped much to Harry Jensen's (Dante) show in the past. Merrill is known magically as Pierre Plancon. He recently was featured in the Christmas show for the Syracuse Boys' Club and the local press was loud in its praise of his nifty manipulative work. He has recently worked out a lightning change for his act, wherein he steps into a really empty cabinet and changes from Pierre Plancon to a woman in full evening dress in less than 30 seconds. He uses it as a finish and says it has been clicking in fine style.

**HERMES**, mentalist, and Turtle the Magician are among the features with the floor show at the Oubhouse, new night club in Portland, Ore. Writing from Portland, Hermes says: "Mitt readers and mental workers who can give private readings are in demand here, but the city ordinance calling for a year's residence, five signers and a \$50 fee is keeping them out. Don't come if you have anywhere else to go."

**MYSTIC DE CLEO**, who last week reported that he was producing shows at night clubs and high schools thru Cen-

tral Ohio, with C. Walters working in advance, joined Chief Little Fox and Company, med show, at Maybee, Mich., January 3. De Cleo was with the med opry all season, but went to his home in Marysville, O., for a 10-day stretch over the holidays.

**E. L. KILLNER**, after spending the fall and part of the winter season in Akron, O., is back at his home in Houston.

**PRINCESS ZEELLA**, the "televisionologist," is playing thru North Carolina and reports that she is enjoying good business. She is doing well, she says, with her special Sunday midnight shows.

**NEWS FROM MINNEAPOLIS:** Inner Circle members of the Equality Magicians' Club of America have been busy filling dates in and around Minneapolis during the holidays. Kenneth Spencer, of Highmore, S. D., played a week at the Lyceum Theater, Fort Arthur, Ont., with three different 15-minute acts, "Punch," ventriloquism and magic. Harry Bjorklund, of St. Louis, has been busy over the holidays. C. A. Gulmont, of Champlin, Minn., has been working small towns. Arthur M. Johnson, of Robbinsdale, Minn., has been busy with his magic act. Clifford Jurgenson, of Northfield, Minn., has been doing the blindfold drive and other stunts. Jesse A. Neff, J. W. Thompson and John A. Utter, of St. Paul, have filled many holiday dates. Among the local magi who have been working full time are Wilbur Breyette, C. George Duvitt, Arthur Harris, Harry Jordan, Arthur C. Nelson, Louis Preus, Edward Rouzer, Alvin T. Simonson and Charles W. Von Ende, who worked two solid weeks as demonstrator and magic salesman at the Eagle Magic Store.

**BOB ECKLUND**, 18-year-old magician out of Jamestown, N. Y., writes as follows: "Have you heard? I have a new act which I have entitled *Moments of Mystery*, something new in magic. But at any rate, I have something that I can't figure out. The guy I bought it from called it an egg bag and said that I could produce eggs from it. And now, after looking it over for two days, turning it this way and that, I can't find any eggs; not even one. All I found was a hole in the bottom, so I turned the bag wrong side out to see up and now I can't even find the hole. What should I do with it?" —P. S.—After looking once more, I found one egg in the bag."

**McWILLIAMS** has just completed 24 days of department store work in Bloomington and Springfield, Ill. He appeared under the name of Spooify the Clown. He is now at his home in Nashville, and on January 10 will begin a tour of Tennessee with his comedy magic show.

**BOB ECKLUND**, of Jamestown, N. Y., postcards that he has completed something new in magic, which he has labeled *Moments of Mystery*. Says it has been catching on nicely wherever it has been shown. Ecklund is carrying three assistants.

**MANUEL ROBERT THOMAS**, who was killed December 20 in an auto accident in the Mojave Desert, toured in vaudeville for many years under the billing of "Manuel, Master of the Mighty Dollar." Burial was made in the Soldiers' Cemetery, Sawtelle, Calif., with magicians and the Spanish War Veterans in charge. Among the magic fraternity present were Mrs. Beatrice Eoudini and her manager, Edward Saint, and L. O. Gunn, Los Angeles. The latter delivered a brief talk and placed a magic wand in the casket.

AFTER SPENDING the holiday season at her home in Atlanta, Princess Zelds, mentalist, will shortly begin on a string of return dates along the Atlantic Seaboard, from Georgia to Maine. She played Warner, Interstate and Curzon houses in that territory during 1934, giving a half-hour performance and using a blindfold drive and a window sleep for outside ballys. Included in her company are J. Andrew Johnson, company manager; Jacques L. Weinberg, advance; Lizzie Richard, wardrobe; James Loftis, transportation; Robert Wilson, publicity, and Yvonne Wilson, interpreter.



## GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru *The Billboard's* coverage of every branch of the show business.

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

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1364 BROADWAY.

### For FILMS

**SPRING BYINGTON**—a grand light comedienne who has been turning in a long line of outstanding performances in legit. Now appearing in *Piper Paid* at the Ritz, New York. Adapt at the scatter-brained roles that are being used with more and more frequency in films. She rates a try at pic.

**MANUEL KING**—10-year-old lion tamer who played State fairs last year and also several theaters in the South. The youngster is a sensation, stepping into a cage with 10 African lions and putting them thru a fast routine. Compares favorably with adult trainers. A good-looking kid, too. A sensational picture could be built up around him and his amazing routine.

**OTIS GORDINIER**—now doing radio work in Chicago and posing for commercial photos. Photographs well and has an excellent voice, plus years of dramatic stock and production experience. Lewis Stone type, who could

do well with suave heavies or character parts on the screen.

### For LEGIT MUSICAL

**THE RIMACS**—a Latin-American band act which should fit well into a Broadway revue, especially one of the so-called Continental variety. Band led by Cleo Rimac, and plays real tropical stuff, very effective. Also has splendid specialties, with Charlie Boy, a tireless personality kid, and a cute lass doing outstanding rumbas. The leader and another girl pair off for clever Latin ballroom routines.

### For RADIO

**ARTHUR MATTHEWS**—singalong stooge with Bert Walton in vaude. Has an excellent voice, which is responsible for show-stops at every performance. Forte is pop ballads, which he sells excellently. A clever performer who deserves a radio try.

anniversary and trust that it will continue for many years to come.

Long Island Lodge No. 67 held its regular meeting on December 27, at which time officers were elected for 1935. Installation of officers will be held on January 16 at midnight at Brooklyn Labor Lyceum. Invitations have been sent out and a bumper crowd should be there to take part in the festivities. A list of the new officers will be published after the installation. Brother Charles F. Eichhorn, grand president, will be the installing officer, assisted by other Grand Lodge officers from the Greater New York lodges.

Pride of Brooklyn Lodge, Auxiliary No. 3, has elected the following officers for 1935: M. Simmons, president; G. Stahl, vice-president; L. McMahon, treasurer; E. Wayrick, financial secretary; A. Bartlett, recording secretary; R. Sullivan, marshal; M. Klein, chaplain; F. Gardner, sergeant at arms; B. Peters and A. Morrill, trustees; J. W. Fitzgerald, legal adviser.

**Minstrelsy**  
By BOB EMMET  
(Cincinnati Office)

**WILBUR FRANKLYN**, who has been working in burnt cork for the last 18 years, is slated to open soon as emcee at the Palais Royale, New York. He has appeared for many years in vaudeville.

**J. D. HUTCHINSON** reports that he and Jack Ryan have signed to go in advance of Jerry Van Arden's Female Minstrels the coming spring and summer season.

**LAMAR B. NELSON** is en route with Winstead's Minstrels, currently in Georgia.

**WHO REMEMBERS WHEN** Doc Arthur Samson learned to play trombone? When Max (Sambo) Trout's Minstrels did a single-file parade in La Salle, Ill., with no band, only Joe Smith rattling the bones with the thermometer at 25 above zero? When Charles (Silva) Vermont did the *Don't You Touch* bit in Italian dialect? When Al Tint, Eddie Bolton, John Dusch and Buck Leahy joined Hammond's Liberty Minstrels? When Frank Gilmore trailed Mike Hanley and Al Tint in Newark Valley, N. Y., for one long mile?

**BYRON GOSH** info that his Seldom-Fed Minstrels continue to get a good play in the New Jersey territory. Recent visitors on the show were members of the *Bowery Music Hall Follies* and several of the boys with the Ted Lewis Orchestra.

**Theatrical Mutual Assn.**  
By DAVID L. DONALDSON  
Grand Secretary-Treasurer

This will be an eventful year with the Grand Lodge, as one of the main features will be the convention that will be held in Toronto the week of July 8. The members and officers of the Grand Lodge wish to compliment *The Billboard* on the wonderful edition on its 40th

**A Riot of New FUN**  
**Everything for Your Minstrel Show**  
America's unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Chorus, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.  
Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.  
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226 West 72d St., New York, N. Y.  
Christmas Cards and Stationery Especially to Suit the Personality of the Professor. Gifts wanted to sell my Cards and Stationery. Write or call for details. Liberal commission

**Magician At Liberty**  
A long list of names of expert Magicians from the P. H. ...  
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**Large Professional Magic Catalogue, 25c**  
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**MAGIC LATEST TRICKS**  
Glen ... IRELAND'S  
MAGIC STORE, 431 N. Clark, Chicago, Ill.  
**MIND READING**  
SECRETS, ACTS AND EFFECTS.  
Glen ... CALISTO,  
Box 76, Times Square Sta., N. Y. City.

# THE FORUM

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



## Canton, O.

Let us consider the important yet seldom-mentioned subject of tickets or the forwarding of transportation to performers and actors. In my estimation a large number of acts and performers, idle and at times stranded thru no direct fault of their own, are further handicapped by not having transportation forwarded to them in times of need. The sending of tickets via telegraph is practically safe if the sender specifies that he desires ticket or tickets to be delivered by messenger personally to the party or parties to receive them with address and parties' written signatures on messenger's book after messenger has received proper identification thru personal letters, etc., to prove the true identity of the receivers.

Of course, there are limitations in some cases, such as the merits of the act, etc., and also distance to be considered. But I believe that the old rule of "if I know you only" should or could be modified to mean "if you merit it." Of course, some way should be worked out whereby the sender of tickets is always protected from loss. But I am sure the telegraph companies can be relied on for that in every instance.

I would, however, like to see the subject, with its pros and cons, brought up in The Forum to enlighten me and others in the profession on this matter. It is quite important to acts that at times need transportation when, due to circumstances, they cannot make necessary jumps because of lack of tickets. Perhaps some managers can offer a solution to this very perplexing problem. I believe it is a worth-while matter to bring up. Whether my plan is really good and sufficiently protective to managers I leave to experienced showmen to decide, as I offer it merely as a suggestion with the hope of ironing out the ticket situation if it is possible to do so.

L. BARTH

My being connected with endurance shows for a number of years has caused me to be deeply impressed by the articles of Richard S. Kaplan, Eddie Gilmartin and Sam Fox. Suggestions from these gentlemen should go a great way in cleaning up the endurance game. Real endurance men like they are should get together and chase out chiselers. There is money to be made by honest and fair promoters. An endurance organization of dependable promoters would do a great deal to bring the business up to a high standard.

Mr. Fox's code suggestion shows he has taken great interest in the betterment of the business. More promoters should do the same. I refer particularly to the would-be promoters who have left endurance contestants stranded, to those who have skipped with prize money, and more particularly to promoters who have advertised their shows as opening at a great spot, then have contestants who arrive at that spot sent to a very small town a few miles away where the show is actually started. And then there is the promoter who cannot get contestants by advertising under his own name. This should be discouraged in the endurance field.

Another promoter who should be squelched is the gentleman who starts a show with a peanut bankroll. Some promoters have started shows with no bankroll at all—and the usual windup being that they owe everyone, can't pay prize money, can't pay the emcees and staff men, can't pay for the food contestants have eaten, and end up by slipping out of town owing everyone, leaving contestants stranded and making it generally tough for the honest promoter to follow him. Promoters who have records such as this should not even be allowed to advertise for contestants, let alone start

a show. They are a detriment to the game. Certain money-mad promoters would also do well to revise their tactics. We all know the names of those who have violated the rules. An organization for real uplift of the business would either keep these would-be promoters out forever or cause them to fall in line and conform with the type of honest, reliable promoter who is essential to the well-being and future of the business. Here's hoping the real men in the field get together and organize for the betterment of everyone concerned. It is not too late. I am for real shows, showing in real cities and promoted by real promoters. The other kind would do well to go back to shoveling coal.

I read with interest the article by J. Doug Morgan in the 40th Anniversary Number of *The Billboard*. I note he says he launched his first tent show in 1910, carrying a company of 30 people, including band and orchestra. He states that Charles (Spud) Redrick, who is now bandmaster on the Al G. Barnes Circus, was his band leader. Doug Morgan's first tent show was launched in Rock Island, Ill. on June 4, 1911. The personnel of the show at that time was J. Doug Morgan and wife, Elsie; the late Blanche Hensen, leading lady; Ralph E. Nichol, heavies; Charles Coons, comedian; Mrs. Touhey, characters; Gene Brockman, character man; Jay Cogshall, juvenile, who was replaced about the first of July by the late Bert Carpenter; Mr. Strimmel, property man; C. E. Miner and wife, Frank Miner and wife, Odell Miner, Lawrence Miner, Babe Miner, Arthur Strook and Alce Griswold. The late C. H. Miner was the band and orchestra leader, the first he ever had that I know of, and I know the first he ever had on his tent show. Mr. Morgan had a cut made of that little band and used it for several seasons after that on his heralds and billing as "the little band that made the J. Doug Morgan Shows famous." If Charles (Spud) Redrick went as band leader from the Morgan Show to the Al G. Barnes Circus it must have been the season of 1923 or '24, as Eddie Woekener, now band leader on the Hagenbeck-Wallace Show, had the band on the Al G. Barnes Show from 1913 to 1922, inclusive.

I agree with Mr. Morgan, "those were the good old days" in the rep show game. However, I don't agree with him when he infers those days are gone forever and that the young folks today won't stand for those old bills. There are a lot of beautiful old bills with a good plot and a beautiful story running all thru the piece which go to make a good show, providing, of course, you have good actors and actresses to do the parts those "good old bills" call for like a lot of the shows use to have. I don't think a manager should say "the young people of today" don't like or don't want that "stuff," meaning the old bills. That is an injustice to the young generation. I still believe the young folks of today are not dumb, but I do believe they would like and appreciate good rep shows like we used to have back in 1911. Ask any of the young

folks if they ever saw those old bills, they will tell you no. Then how does the manager know they don't like them?

Let a good manager take out a good show and put on the old bills (the good ones, I mean). Then let him tell his actors, if they have cars, to leave them at home, as the show travels by rail. Get into town on Sunday, as Mr. Morgan says. Let the people eat and sleep in the town they are getting their money from. Get acquainted with the folks in town like we used to do. Have the town drayman haul the show thru town to the lot. Put your little hand out on the street and the folks will know you're there.

Today they drive into town one at a time at all hours, some just in time to get made up for the first act, some with hardly time enough to put on a decent makeup and some that don't even know how to put on a decent makeup. No one in town had seen them before they went on and no one sees them after they're off. They jump in their cars and are gone to some other town to eat and sleep, coming back just in time to go on again, and the managers sit around wondering why business is bad. This is at least one reason why it is bad, I think.

Let them do it like they used to and watch the business on rep shows grow. At least it will be something new, strange and out of the ordinary to the folks today, and they say that is what they want and what they are looking for. Here's hoping someone will give it to them.

STEWART (STEW) ALLEN.

## Oblong, Ill.

Blames Modern Rep Practices For Poor Biz

Other Musics Are Mentioned By Middleton

Cleveland Heights, O.

Likes Marquis Magic Plan To Protect Pros

Perusing The Forum in the January 5 issue of *Billyboy*, I was struck with Marquis' letter. It certainly deserves a second thought from every professional. Without the least doubt there is a crying need for an organization solely for the traveling magician. The pros have so much in common with one another, and, as Marquis points out, in a yearly meeting the many problems could be ironed out by those next to the situation. Surely, common sense dictates that a group of lawyers, doctors, merchants and politicians do not understand the perplexities of the road.

Altho I have divorced myself from all brotherhoods, clubs and societies, magically speaking, of course, I have no quarrel with the IBM, the SAM, the IMC and the other lesser organizations. Each serves the same purpose of keeping alive the spirit of magic, the many groups are overimbed with enthusiasm to the point where they harass John Public to death. I want to say, too, that many professionals attach a little dignity and prestige to their spot in the theatrical firmament, and it must be embarrassing to belong to a great mystic society, the same society to which Aunt Minnie's daughter's son belongs. And it isn't snootiness either.

Whoever undertakes the task of organizing the professional magicians will have a job on his hands. Magicians are a jealous lot. Those "well-heeled" financially will not blink an eye at the proposition. Parasites will be the first

to stick a finger in the pie. Yes, there's an immediate need for banding. Helping the less fortunate brother in time of sickness, fire, theft and downright hard luck is a golden thought. Getting together on territory, percentage splits and general magic will improve conditions. Let's hear from Gene Gerdon on the subject.

Syracuse, N. Y.

I note that a big circus and several more shows are going to make drastic changes toward better and more effective advertising and publicity material. Lately I have thought much about this phase, hoping that old methods of sticking a clown's head or a snarling lion's head on white paper with blue or red letters would some day be changed to give the public something new, fresh and different, creating a feeling of curiosity to see this year's show. New paper and publicity ideas will instill it in them.

There are many ways in which to give the public a fresh slant on the circus and to make them curious to see the big shows of 1935. For instance, a new color scheme, some effective pictorial work that has never before been used, a new arrangement of lettering and a new style of lettering—anything to make the people think the show is something new and that they might be missing something if they fail to see it.

To do this requires drastic ideas, because looking at old paper which varies slightly year after year does not give an impression that the big show has fresh acts that have never been seen before and which it certainly does possess for the enjoyment of young and old.

AUBREY M. FRANKLIN.

Duluth, Minn.

Harry Opel has been asking in the Forum just what secrets Houdini took with him to the grave. To be able to tell him, one would have to know all the secrets that Houdini left. We have "escape kings" (the writer does escapes himself), but we have no Houdini. Why? To my mind, the secret of his cell escape, where the lock was out of reach, is yet a mystery. Also his reputed opening of any safe. The unfaked casket (screws) may be added to these. As to other recent Forum letters from magi, it is too bad that cheap books and tricks are available to the public. But worst of all is, I think, exposure thru negligent performance. I think that a few very simple stunts exposed do little harm; maybe create interest.

CHARLES RUBENS.

# 41st YEAR

# The Billboard

Founded by W. H. DONALDSON

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# Comments on The Billboard's 40th Anniversary Number

"I congratulate you and the staff of *The Billboard*. You have made a fine presentation."—M. H. AYLESWORTH, president National Broadcasting Company and Radio-Kath-Orpheum.

"This issue of unprecedented size is an impressive tribute to the splendid service which your publication has rendered to the entire amusement field for two score years. My congratulations on the job you have done; my best wishes for the years ahead."—SUMNER BLOSSOM, editor *The American Magazine*.

"Every night after dinner I pick up the 40th Anniversary issue and discover some additional feature of interest. Your staff deserve a salute for this high-water mark in theatrical journalism."—EUGENE WEITMORE, editor *American Business*.

"Please accept my hearty congratulations on your impressive 40th Anniversary Number. It is a striking piece of journalism."—ARTHUR S. DRAFER, editor *The Literary Digest*, New York.

"As yet I have not had opportunity to thoroughly peruse the magazine, but shall do so. But thus far, from my thumbing thru it, I want to say that I think it is a splendid job and well worthy of its honored place as the 40th Anniversary Number."—N. L. WALLACE, vice-president *Time*, Inc.

"My heartiest congratulations on the splendid Anniversary Number. It looks like the good old days which, I hope, will turn into the good new days, to see such a fine thick piece of printing."—JOHN T. WINTERICH, editor *The American Legion Monthly*, New York.

"Please accept my congratulations on your 40th Anniversary issue. For Christmas somebody gave me *Anthony Adverse* and now I have your *Billboard*. Between the two I think I have reading matter enough for the next two years. All joking aside, it is a great issue, and I know all the hard work you put in on it gave you a lot of satisfaction."—DAVE FERGUSON, executive secretary *The Jewish Theatrical Guild of America*, Inc., New York.

"The 40th Anniversary Number is certainly an achievement, and you are to be congratulated upon it. Would it be stretching a point to wish, with the arrival of 1935, that each of your issues during the year be equally as large?"—S. R. BERNSTEIN, managing editor *Advertising Age*, Chicago.

"You may rest assured that we will keep the 40th Anniversary Number in a prominent place for future reference."—LEWIS GOODKIND, radio department *Lord & Thomas*, advertising, Chicago.

"Let me compliment and congratulate you and your colleagues upon the success achieved in the publication of the 324-page 40th Anniversary Number."—JAMES WRIGHT BROWN, Editor and Publisher, New York.

"It is one of the finest issues of a trade paper that I have ever been privileged to read."—I. H. HERK, president National Burlesque Association of America, Inc.

"The 40th Anniversary of *The Billboard* is something to be celebrated by both oldtimers and newcomers in the amusement industry. If such proof were necessary your Anniversary Number highlights the reason for 40 years of success. I know of no trade paper which covers so completely so large a field. *The Billboard* has made itself a necessity to all who have any connection with the amusement industry."—DOROTHY BRYANT, executive secretary *Chorus Equity Association of America*.

"The 40th Anniversary Number surely is a marvelous issue and one to be proud to be connected with."—EARL KURTZE, WLS Artists' Bureau, Chicago.

"The big issue will serve as evening reading for quite some time. Sure enjoy many of the old references, and what days they were for us all!"—E. W. WILLIAMS, secretary *Fair Managers' Association of Iowa*, Manchester, Ia.

"The 40th Anniversary Number is magnificent, gigantic, incomparable. Positively *THE COMPILATION PREDOMI-*

NANT of all that can be said or thought of in describing an amusement and show publication is before me and surrounds me with its excellence."—CHARLES BERNARD, circus historian and collector, Savannah, Ga.

"Congratulations on your gargantuan issue. It is a super-gargantuan success."—THODA COCROFT, managing director *American Theater Society*, Chicago.

"Congratulations to the staff of *The Billboard* for the splendid job on the 40th Anniversary issue. I intend to file this issue as a reference book and the final authority on all events in the amusement world for the last 40 years."—HARRY A. ATWELL, show photographer, Chicago.

"Permit us to congratulate you and your co-workers on the magnificent accomplishment in the 40th Anniversary Issue."—E. ROSS JORDAN, secretary *Georgia State Exposition*, Macon.

"Congrats on the 324-page issue. Some paper! I read it from front to back in three days. It brought back plenty of fond memories."—W. H. (BILL) RICE, Tampa.

"Your 40th Anniversary Number was immense, and while I have spent several hours perusing its pages, I have just scratched the surface. Congratulations!"—JOHN R. SHEPARD, Editor *The White Top*, Chicago.

"The 40th Anniversary Number is a masterpiece. Congratulations."—GEO. H. DEONON, press representative, New York.

"The 40th Anniversary Number overwhelmed me in a most intriguing manner from front to back. It is a most complete encyclical from the high chair of authority, a chronicle in anecdote, a portfolio of facts and a tome of transcribed transitions succinctly devastating in reminiscence relating to the annals of show business. It faithfully draws aside the curtains of bygone years—years so indelible in the minds of all who have contributed their best of these many years to the trials and vicissitudes of the profession, yet fascinating years, filled with the joy of living and the sheer love of a chosen field of endeavor. I most heartily congratulate all the members of *The Billboard's* extensive staff in presenting this magnificent edition, embracing as it does 40 fruitful years of life behind the scenes, on the stage, on the lots, in the studios, back and ahead of the big shows, in the realms of songland, together with a string of incidental events typographically attested in the voluminous pages of an epic of the show world—the Anniversary Number of America's outstanding amusement weekly—*The Billboard*. Long may it live!"—EDW. L. CONROY, press agent.

"Want to compliment your organization on the very splendid manner in which this special edition is compiled. It is an outstanding achievement and believe it will add greatly to the prestige of *The Billboard*."—FRED A. CHAPMAN, secretary *Ionis Free Fair*, Ionis, Mich.

"My hat off to the younger men of *The Billboard* in their grandest memorial number. It is unbelievable and an honor to the memory of Mr. Donaldson. Each and everyone of you must have worked your head off. It is the talk of the show world."—IKE ROSE, Ike Rose's Midgets.

"The collating of the material for your 40th Anniversary Number was certainly more than well done, but just talent would never have been able to distribute and arrange it in the form you have. It requires positive genius to do such a work and I speak from the journalistic standpoint of appreciation. I want to congratulate you and everyone on your staff for the perfectly finished work they have given to show-folk."—FRANK A. SMALL, former press representative *Two Bills* and other shows.

"We should like to take this opportunity to congratulate you and the entire staff of *The Billboard* on the fine work which produced your 40th Anniversary issue. Its content from cover to cover was most interesting and informative."—ALFRED J. MCCOSKER, president

*Bamberger Broadcasting Service, Inc.*, Newark, N. J.

"Allow me to congratulate you and your staff on the remarkable and comprehensive 40th Anniversary Number. Such a painstaking job, I believe, has never before been attempted in trade journalism, and the fat and satisfying bulk of the paper contains some of the most interesting stories I have read on the amusement business."—GEORGE B. STORER, president *American Broadcasting System, Inc.*, New York.

"What a number! And what a thrill to read it! Now I understand as never before the warm corner in the professional heart for *Billyboy*."—CORNELIA OSGOOD, dramatic lead *NBC* and *CBS*.

"Say, feller, that was some number, believe you me. There should be no question in anybody's mind now as to the supremacy it has established in the theatrical world."—BOB HAWK, freelance radio announcer.

"A journalistic symphony."—NORM SHERR, staff pianist *CBS* and *WBBM*, Chicago.

"I congratulate everybody who was in any way connected with such a stupendous achievement. I for one am proud to be associated with the number, and you, on your part, should hold your heads up high when you think of the fruits of your efforts."—JESS HAWKINS, orchestra leader, broadcasting over *NBC* and *CBS*, now at *Merry Gardens*, Chicago.

"Altho I may be said to be only on the fringe of show business thru my football activities, and more so because of my radio broadcasting, nevertheless I have been a constant reader of *The Billboard* for quite a while. While realizing the immense value of your publication to the profession, I must say I did not fully appreciate the extent of its influence until I saw the 40th Anniversary Number."—RED GRANGE.

"The story of radio was fascinating, when I think of the small beginnings of radio and the giant it has become it compares with *The Billboard's* rise and progress. Long may it continue."—VIRGINIA CLARK, *CBS* and *WGN* dramatic, who created the part of Helen Trent in the radio show of that name.

"After 40 years in the theatrical publication field you have given us readers the greatest issue of all time, showing that *Billyboy* can certainly set the pace for the trade. The greatest tribute that can be paid is for me to tell you that everyone in my organization generally reads *The Billboard* over my shoulder, but the week of the big number they all bought their own copies!"—LEO A. SELTZER, a leading showman in the endurance field.

"Allow me to congratulate you on your impressive 40th Anniversary Number. Aside from having all the appearances of a financial success from an advertising angle, it is well edited and most attractive. It is great."—FRANK BURKE, ballroom manager and publicity man.

"The 40th Anniversary Number is indeed very interesting and you certainly deserve a great deal of credit for it."—THOMAS A. WALSH, president *Walsh Advertising Company, Ltd.*, Windsor, Ont.

"Congratulations on the Anniversary Number. I sat up nearly all night to read it."—REX D. BILLINGS, vice-president *National Association of Amusement Parks, Pools and Beaches*.

"The *Billboard* staff is to be complimented on its 40th Anniversary Number. It was far beyond my expectations. It is shock-a-block with the progressive spirit from cover to cover. May the good work go on!"—WILLIAM NEWTON JR., *Honest Bill Circus*.

"I wish to compliment you on the wonderful 40th Anniversary edition. It was far beyond my expectations."—D. L. DONALDSON, grand secretary *Theatrical Mutual Association*, Buffalo.

"I congratulate you and the entire *Billboard* staff on the results of your labors that your readers could receive such a splendid historical edition as that commemorating *The Billboard's* 40th Anniversary. Were I gifted with the vocabularies of *Dexter* Fellows and Roland Butler in telling the public of the wonders of the circus, those words would be applicable in describing your Anniversary Number."—J. A. WAGNER, past president *Circus Fans' Association*, Des Moines.

"Those of us who have known and appreciated *Billyboy* for 20 years or more rejoice with the staff on the progress made and certainly wish to that grand old journal many, many happy returns."—LARRY NIXON, publicity director, *Hrshon-Garfield, Inc.*, Advertising, New York.

"It's a masterpiece—or somethin'—that pretentious Anniversary Number! You're to be congratulated, patted on the back and what not."—A. R. ROSE, sales promotion manager *Station WOR*, New York.

"I want to congratulate you on your 40th Anniversary issue. I have not finished it yet. I am reading it in sections. It certainly is a splendid achievement the way conditions are. This is my opinion as well as that of everybody else in the newspaper business."—JOE LEE, Brooklyn.

"Congratulations on the 40th Anniversary Number. It's a whole theatrical encyclopedia, I wouldn't be without it for many times its cost."—PASQUALINA DeVOE.

"A marvelous number and one that will be of great benefit to performers, for it contains a world of information. We were particularly interested in the reproduction of the first issue of *The Billboard*, for it brought back memories of the good old days in Cincy. You did a wonderful job."—CY AND LINDY, comedy team.

"The 40th Anniversary Number is an accomplishment to be proud of. Congratulations to those behind the scenes!"—BERNARD ZUFALL, magician.

"The Anniversary Number is great, and *The Billboard* staff deserves plenty of encomiums."—FRISCO DEVERE, *NVA Lodge*, Saranac Lake, N. Y.

"Congratulations on the 40th Anniversary Number. It sure is a beauty and we think so much of it that we are having a copy of it bound in leather for our library at home."—PRINCESS YVONNE AND DOG M. IRVING.

"Have to hand it to *The Billboard* for the dandy 40th Anniversary issue."—DENNIE AND EDNA CURTIS, Chicago.

"A fine number and you certainly are to be complimented on it."—JOE COYLE, clown, Chicago.

"The best publication I have seen during the 40 years *The Billboard* has been published. I hope you keep up the publication 40 years or more."—JOHN H. YOST, *OFA*, Rockville, Conn.

"Anniversary Number has proved beyond a doubt to be the true and trusted friend of all the show world."—JOSHUA B. BAILEY, Justice of Peace and circus owner.

"I congratulate you and the entire *Billboard* staff on your wonderful 40th Anniversary Special."—ALBERT McGARTY, orchestra leader, Columbus, O.

"I am just sitting in between shows reading the Anniversary Number, which is marvelous."—MAX GRUBER, *Oddities of the Jungle*.

"Never saw such an edition and I have followed them all for 35 years."—WILL CHRISTMAN, *Terre Haute*, Ind.

"Mammoth encyclopedia. I'm not thru reading it yet."—FLO ROCKWOOD, Cleveland.

"Congratulations on the splendid 40th Anniversary Number. I was so bewildered by such a vast amount of fine

reading matter that I have just now waded thru the bulk of it and actually realize just what an undertaking it was and how well you succeeded at it."—A. MORTON SMITH, Register, Gainesville, Tex.

"Something *The Billboard* company and employees should be proud of."—BILL HAZARD, Colony Club Orchestra.

"Do we have to wait 40 years for another edition like the Anniversary Number? I hope not."—BARNEY CARROLL, postoffice stamp clerk, Troy, N. Y.

"What a stunning number the 40th Anniversary Number was! Not only was it very impressive in size but it was so darned interesting as well and wonderfully gotten up."—FRED O. MURRAY, American Fireworks Company, Boston.

"Allow me to congratulate you on the 40th Anniversary Number. It is without a question of doubt the most interesting copy of *The Billboard* that I have ever read. I will be looking forward with keen interest to your 50th Anniversary Number."—BEN GELBER, proprietor Berk Bros. Novelty Company, New York.

"Hip, hip, hooray! Got the big *Billboard* today (December 26), and every day in every way *The Billboard* gets bigger and better."—H. (TUBBY) SKYDER, widely known former carnival manager.

"Congratulations to *The Billboard* and entire staff who helped to make possible your masterpiece—the 40th Anniversary edition."—VAL VINO, sideshow lecturer (inside).

"I am proud to be the agent of the best show magazine that was ever put out. The 40th Anniversary Number was fine and is a good keepsake for everyone in the show game, and shows that *Billyboy* has a smart lot of men and women on its staff."—WARD (DAD) DUNBAR, Mighty Sheesley Midway, Inc.

"Have just completed reading the Anniversary Number. What a prize issue it was! Took me three whole days to go thru it. The excerpts from past numbers were great. Wonder how many will keep them as souvenirs. I sure will for one and hope I live to see the Golden Jubilee Number, which I know will be a humdinger. To everyone who had a hand in the number I extend my compliments and appreciation for their services in making the one and only *Billboard* a great success."—EARNEST A. CAPON, animal trainer with Lorraine Wallace lion act.

"The Anniversary Number is sure some special. Congratulations."—J. S. KRITCHFIELD, Downie Bros. Circus.

"Congratulations on your 40th Anniversary Number."—JACK McPARNLAND, 24-hour and bannerman Sella-Sterling Circus.

"The 40th Anniversary Number sure was a world beater."—JEAN KATHRYN WARNER, Polack Bros. Circus.

"The 40th Anniversary Number was really outstanding. I lost several hours' much-needed sleep reading the content. When yours truly does without sleep he must have a good reason, and, by golly, that edition was reason enough."—CHUCK PAYNE, endurance show emcee, Asheville, N. C.

"Greatest number ever published by an amusement weekly."—OSCAR V. HOWLAND, Kansas City, Mo.

"Congratulations on the big number! In my opinion *The Billboard* is the perfect publication for show business, and I hope I live to see its 80th Anniversary Number!"—EDDIE SIMMONS, program director WAAF, Chicago.

"I want to compliment *The Billboard* on the 40th Anniversary Number. I will always keep it as a treasure."—E. E. SHEPHERD, Riverview Roller Rink, Chicago.

"I have spent the last week reading the 40th Anniversary Number of the world's most interesting book. My wish is that it will be bigger and better each year."—HAPPY ATWOOD, outdoor showman.

"You are to be congratulated on the 40th Anniversary Number, which I consider the greatest money-value magazine in the U. S."—JOHN G. ANDREWS, *The Variety Entertainer*.

"Heartiest congratulations on your

40th Anniversary Number, which is a great credit to the show world and us clowns of the sawdust ring."—DOC CANDLER.

"A classic of journalism. It took 40 years to build a reputation, but what a reward, *Billyboy*. You did it right. What a standard to set—for all. Enjoyed each page."—FRANK D. SHEAN, Chicago.

"I am reading the 40th Anniversary Number and it has taken me three nights to get to page 242. This big issue is sure a pip. It's what the docs call the \$5 size."—DOC FLOYD R. JOHNSTONE, med pitchman, Oklahoma City.

"The 40th Anniversary Number was a 'whale.' Congratulations!"—R. A. NELSON, Nelson Enterprises, Columbus, O.

"Sure enjoyed reading the 40th Anniversary Issue. A masterpiece and worth all the space given it."—DAVE ROSE, pitchman.

"The 40th Anniversary Number was the best trade publication relating to the show and amusement world that I ever

read or saw. Everyone whom I saw that viewed the issue had a good word for it."—FRED SCHULTE, Decatur, Ind.

"Congratulations on the wonderful issue. It is without doubt one of the finest I have ever read and I hope to preserve it for many years to come."—JESSE JEDEL, Newark, N. J.

"The 40th Anniversary Number was one of the most interesting issues I have ever had the pleasure of reading and the data relative to the good old halcyon days of show business eclipse any I have read. It brought back fond recollection of the era of fearless and sportsmanlike showmen."—J. FARRELL BROWNE, Champaign, Ill.

"Congratulations! The 40th Anniversary Number was a 'beaut.' I am still scanning the pages, recalling old times."—TOM HUTCHISON, Billroy's Comedians.

"Congratulations on the 40th Anniversary Number. My dad was proprietor of the Opera House at Jefferson City, Mo., and in the days when he was ad-

## From Daily and Weekly Newspapers

"Among my numerous yuletide visitors was my copy of *The Billboard* bearing date of December 29 and celebrating the 40th anniversary of the birth of that invaluable adviser and instructor of amusement and entertainment promoters of the United States and its friendly neighbors. During 40 years of life *The Billboard* has been the greatest friend and ally of every showman in the business and to each and every one in that line it has been a guide, guard and companion; in fact, his Bible. This issue is a complete encyclopedia of the entire show and entertainment business giving correctly and in detail full history of every branch of the business from the greatest to the smallest in a most readable and engaging manner. Thru the Eyes of Sugar's Domino or the Ears of Hartmann's Broadcast one gets absolutely reliable dope on all things in show world. If our city licensing authorities would study this issue of *Billyboy* and refuse to license any show not represented therein they would give better satisfaction to the public for they would be able to bar out the inferior and unworthy attractions that are continually asking admittance. *The Billboard* is an invaluable reference guide to all interested in knowing anything about the showfolk or their business."—FRANK A. SMALL, in *The Lake Worth Leader*, Lake Worth, Fla.

"If anyone thinks it a cinch to 'boll down' 324 pages into the number of paragraphs allotted to this column, they have my permission to try. The 324 pages of which I speak are contained in the 40th Anniversary Number of *The Billboard*, an amusement weekly that deals with the legitimate stage, vaudeville, motion pictures, radio, the circus, carnivals, museums, orchestras, skating rinks, swimming pools, rodeos, fairs and even coin-controlled machines. Inasmuch as this particular issue is historical and covers the entire 40 years *The Billboard* has been printed, there is such a mass of information between the covers that something can be found of interest to almost anybody who likes amusement in any of its varied forms."—Excerpt from KEN BERRY'S column, Our Own Spotlight, in *Portland Evening Express*, Portland, Me.

"An armload of poses to Jack Nelson, Nat Green, Langdon Morgan, Len Ivey and others of the Chicago staff of *The Billboard*, noted amusement weekly, along with all the others of *Billyboy's* staff, on the swell job they did on the mag's 40th Anniversary Number, just off the press. I'm going to have a swell time reading it if I ever get another evening to spend at home."—H. E., in *Daily Times*, Chicago.

"Forty years of show business are summarized on its highly informative pages. The demise of two-a-day vaudeville, the rise and decline of burlesque, the beginnings and current status of the walkathon, the histories of the circus, the carnival and the motion picture—all of which have some connection, close or remote, with the theater—are dealt with in illuminating fashion. In fact, here is the most comprehensive text and reference book of its kind which has come to the attention of this department."—Ex-

cerpt from article by V. K. RICHARDS in *Toledo Blade*, Toledo, O.

"It is 324-page edition filled from cover to cover with news of the amusement world and with holiday greetings."—*The Marion Daily Republican*, Marion, Ill.

"Congratulations to *The Billboard*, great amusement weekly, on its 40th Anniversary and big holiday greetings number, and to the Chicago staff, grand guys!"—YANK TAYLOR in *Daily Times*, Chicago.

"The editors of *The Billboard* are to be congratulated on the issue of the 40th anniversary of the publication. It is also a holiday greetings number and is one of the most comprehensive editions that has ever been published by this magazine. It gives a review of the happenings in the theatrical world for the last 40 years, the highlights of the present era and a look into the future by writers who are thoroly conversant with the amusement profession. It is a most instructive and interesting issue."—*THE LEAVENWORTH TIMES*, Leavenworth, Kan.

"There must be holiday joy in the wide open spaces where pitchmen make plans for bigger and better things than ever, and hoofers talk optimistically of a revival of two-a-day vaudeville. *The Billboard*, known affectionately among subscribers in the show business as *Old Billyboy*, is 40 years old, and an anniversary issue, numbering 324 pages, tells more of the glowing story of its career than could have been told by W. H. Donaldson, its founder, if he were still around to talk about it. The editors of *The Billboard* have done a wise thing in telling the story of show business developments thru clippings from previous issues. Celebrated artists are reminded of their start in the profession by reprints of their first 'press notices.' Significant events in the world of the legitimate theater, vaudeville, burlesque, movies, circus and carnival are recalled by notes culled from the files. The editors have not attempted to make rosy predictions, nor have they prepared a picture of present-day entertainment. They have done something bound to interest a lot of people who are too busy to glance backward without prompting. One does not have to be a sentimentalist to find cheer and enlightenment in *Old Billyboy's* birthday number."—*NEWARK SUNDAY CALL*, Newark, N. J.

"*The Billboard*, out this past week with its 40th Anniversary Number of 324 pages, is replete with much show world history and special articles."—KARL KAE KNECHT, in his column, "Say Kay," in *The Evansville Courier and Journal*, Evansville, Ind.

"This issue is the largest ever put out. It is a striking example of the printers' and engravers' art, and its multitudinous sources of information for the amusement world likely will make this issue an all-year companion of anyone interested in those matters. *The Billboard* presents the theater, circus, vaudeville, musical, carnival, club life and other amusement enterprises in a systematized and complete manner."—*TRIBUNE*, Terre Haute, Ind.

vance agent with mud shows my dear mother would sit in our hotel room and teach me to read from *The Billboard*. Here's hoping I will be here to see the 50th Anniversary Number."—M. JACKIE MILLER (Mollie Jacke), female impersonator.

"The 40th Anniversary edition has arrived, been read and re-read, and preserved for perusal later. You and your associates certainly have done a mighty fine piece of work. It pleased me immensely to note the generous support given the paper by the advertisers, big and small, and there is no question but that the edition will afford those who so lavished with opportunity to present their names, merchandise and products and services to readers for a long time to come, for unquestionably the 40th edition will be preserved by thousands and, like myself, they will find pleasure and profit in turning the several hundreds of pages again and again, and again and again."—PHIL LAMAR ANDERSON, Rochester, Minn.

"I wish to congratulate you on your 40th Anniversary Number. The best and greatest paper ever published in the history of the amusement world and credit to everyone on *The Billboard* staff, for it compiles the history of the show world."—HARRY DUNKEL, general agent Cetlin & Wilson Shows.

"Anniversary issue is the greatest dollar bargain I ever received for 15 cents. More power to you. May *The Billboard* live to celebrate several more 40th anniversaries."—BRUCE RINALDO, Providence.

"Anniversary Number is a beauty."—J. E. WILLSON, Fort Gaines, Ga.

"Your 40th Anniversary issue was very good and we wish you many, many more years of success and prosperity."—PAUL HEROLD AND WINSOME WINNIE, Pittsburgh.

"Your 40th Anniversary Number contains so much excellent material that I just couldn't begin to absorb it all on the first reading. I congratulate you on this number, which from every conceivable angle is one of the finest specimens of trade journal issues that has ever come from anybody's press—and I don't mean perhaps. It will take its place among the foremost editions of contemporary publications in 1934, as a credit to journalism in general and yourself and associates in particular."—E. H. MAYER, Hamilton, O.

"Your Anniversary Number caused not only enjoyment but my admiration to your capable staff for assembling such a complete history of the show world and the methods you adopted in presenting it."—ANGUS IRA BISHOP (Deary), Knoxville, Tenn.

"Heartiest congratulations all around. Anniversary Special knockout success."—EDITH R. DOANE, Boston.

"Congratulations on the Anniversary Number, which is the most valuable reference book ever conceived in show business. The makeup, contents and recapitulations from old files are a magnificent piece of showmanship. You and the boys did splendid work and you can be proud."—GEORGE J. MENDEL-SOHN, circus press representative, Leipsic, O.

"The greatest issue I have ever looked at—no fooling."—CLIFF McDOUGALL, circus press agent.

"A sure winner. Continued success to you."—RUBE CURTIS, performer.

"The eagerly awaited 40th Anniversary Number arrived in our winter quarters home town on December 28, a day ahead of the usual time. All resident show-folks pounced upon every number on sale at the drug stores and railroad and bus stations and in a few moments there wasn't an issue in town for love or money. The men at quarters say they now have enough interesting reading matter for the next three months. We had a laugh at the expression on the face of the clerk who sold us a copy. He thought the regular price, 15 cents, was a mistake for such a huge volume. *The Billboard* is to be congratulated in getting out such a handsome number and no shock-full of matter that interests everyone in the amusement business."—TOM J. MYERS, secretary Crafts' 20 Big Shows.









**ANDRE**—Carlos C., musician, died at the home of his sister, Mrs. John Dumont, in Hartford City, Ind., following an extended illness. Andre was born in Spain, of Belgian parentage. He was formerly manager and director of the Hartford City Band, and also had been a member at various times of several other well-known musical organizations. He is survived by his widow and five small children. Funeral services were held at St. John's Catholic Church, Hartford City.

**BELL**—Arthur Porter, 18, son of Mr. and Mrs. Andrew Bell, who with some of their family, formerly of Terre Haute, Ind., were playing lots in and around Meridian, Miss., died from a heart attack recently at Butler, Ala. Besides his parents he is survived by five brothers, Alfred, Bernard, Nurelle, Levi and Leo Bell. Burial was in Magnolia Cemetery, Meridian.

**BURD**—Margaret, wife of Fred O. Burd, formerly secretary of the McVillie-Reliss Shows and now connected with the Royal American Shows, died December 29 at Columbia, S. C. Besides her husband she is survived by a son, Frank, and a sister, Mrs. Mary Moore, of Lucama, N. C. Interment was at Lucama.

**CAMPNER**—Samuel, 47, former mayor of New Haven, Conn., died in that city December 29. He was at one time treasurer of the Empire and Gem theater companies. His widow and two daughters survive.

**CARNEY**—James, 62, a number of years ago with the Doctor Leon Medicine Show, died at his home in Wooster, O., December 31 after a nine-week illness. During recent years he had been a salesman for a coal and building supply house in Wooster. He is survived by his widow, three sons and two daughters. He was an active member of the Moose Lodge. Funeral services were held in Wooster January 3.

**CRONJAGER**—Julius, 62, motion picture cameraman for 25 years, died at his home in Los Angeles December 25 of a heart attack after a two-week illness following a paralytic stroke. Funeral services were held December 28 in Pasadena, Calif., with burial in Forest Lawn Cemetery, Glendale, Calif. His widow, brother and two nephews, Edward and Henry Cronjager Jr., film cameramen, survive.

**EMMONS**—Mrs. Josephine Costello, 58, contralto singer and radio artist, died in Bridgeport, Conn., December 27.

**FARNUM**—Mrs. Julia A. Cunningham, 68, died in Bridgeport, Conn., December 27, following a heart attack. She was the mother of Julia Farnum, former dramatic actress, and now a teacher of dramatics in a Bridgeport high school.

**GLASSFORD**—E. C. (Pike), 80, died at the New York State Firemen's Home, Hudson, N. Y., January 1. He started in show business at an early age and trouped with Washburn's Last Sensation as a musician. At one time he had his own dramatic company on the road known as the Glassford Family Dramatic Company, and later was business man-

ager for the Berger Family. He was leader of the orchestra with Groton's Minstrels one season. Later he trouped with the Lou Docketader, Hi Henry and Thatcher minstrels and the Gentry Bros.' Dog and Pony Show, as well as various circuses. Burial was made in Cold Springs Cemetery, Lockport, N. Y. His daughter, Mrs. Nellie Glassford Hardin, of Memphis, and a brother, Fred Glassford, of Lockport, survive.

**GOLLER**—Adolph C., 55, mayor-elect of Egg Harbor City, N. J., died December 26 while friends and political supporters were arranging a demonstration for his inauguration. Stricken with acute indigestion shortly after eating his noon-day meal, he lapsed into unconsciousness and never revived. Mayor Goller, who previously held the post for three years, was to have taken office January 1 when the term of Mayor Frank expired. He was a true friend of all show-folk. Many friends paid tribute to him at his funeral December 30. Survived by his widow, son, three brothers and two sisters.

**GRUBER**—Eugene, 65, died December 29 at Akron, O., where he was flyman at the Colonial Theater. He was a member of the IATSE, Local 48, Akron.

**GUTHRIE**—J. M., 40, theater operator of Grove City, Pa., died at his home there recently following a week's illness. He also operated a show store in Grove City for nearly 40 years. Deceased was a musician and played in Grove City College's first band. At one time he was a member of the Syria Band, Pittsburgh, and the Zem Zem Band, Erie, Pa. He also played with bands at Toronto and Cleveland. He was a member of the Masons and the Elks.

**HAMILL**—Mrs. Sarah A., mother of Margaret Hamill, grand opera soloist of New York, died at her home in East Liverpool, O., December 27. She leaves another daughter, Lysbeth Hamill, church choir director, and two sons. Funeral services and burial in East Liverpool.

**HAMMON**—Betty and Esther, aged four and two years, respectively, were burned to death at the home of their father in Mishawaka, Ind., when a bucket of oil which was placed on a heating stove in the home exploded. The girls were the daughters of Mrs. Pauline Hammon Calhoun, actress, now traveling in Oklahoma with a show troupe under the management of Frank Livzey.

**HAND**—Philip, veteran showman, formerly associated with "Cocky" Wheaton, died at the Rocky Mount Sanitarium, Rocky Mount, N. C., October 28, it has just been learned. Efforts were made to locate the deceased's relatives, and when this failed burial was made in Potter's Field, Rocky Mount. Officials of the hospital are anxious to hear from any of Mr. Hand's relatives.

**HUTCHEON**—Jack, 40, advance agent for the Olsen and Johnson vaude act, was fatally injured in an automobile accident December 29 near Portageville, Mo. His wife, with him at the time of the crash, was seriously injured and is confined in the Portageville Hospital.

**INGERSOLL**—Robert (Bob), 65, circus and theater showman, died December 21 at Flint, Mich. He had been in show business for 40 years. He was on the ticket wagon on leading circuses, including the old Barnum & Bailey Show, for about 20 years. In more recent years he had operated theaters in various parts of the United States. At the time of his death he was manager of the Durant Theater, Flint, for Lester Matt. Burial was in Flint. He is survived by one son.

**LOVELOCK**—Freddie, 43, well known in Australian motion picture circles as a manufacturers' agent, died recently in Eydney, Australia.

**McGUINNESS**—James J., 54, executive secretary of the Allied Theaters of Massachusetts, theater chamber of commerce representing most of the larger circuits, died recently at his home in Dorchester, Mass. He had been ill but a short time. He was in the theater business 30 years, going up thru the various positions and becoming general manager of the N. E. Gordon New England chain. When those houses were merged with Paramount Publix, McGuinness assumed his position with Allied. His widow and son survive.

**McLEAVY**—William, 76, for many years boss carpenter at Euclid Beach Park, Cleveland, died in that city December 28. He had been retired several years. He reconstructed many of the buildings in the park from those taken from the Pan-American Exposition, Buffalo. He was known in Detroit as the first contractor there to move a brick building one block away, turn it around and set it upon a new foundation.

**MERRITT**—Daisy, 61, widow of Nat (Stuffy) Phillips, Australian revue comedian, died December 3 at St. Vincent's Private Hospital, Sydney, Australia.

**MILLER**—Mrs. A. E., mother of Lowrie Montgomery, show producer and manager, died at her home in Chicago January 1. Funeral services were held January 5, and burial was in Masonic Cemetery, Chicago. Mrs. Miller was a member of the Eastern Star.

**NICHOLS**—Cliff, 52, producer, died December 26 at Augustana Hospital, Chicago, following a bladder operation. He is survived by his widow.

**PFEL**—Paul, 63, violin maker for several well-known musicians, died January 2 at his home in West Orange, N. J.

**RANEE**—Frank, 66, veteran showman, died December 15 at his home in Cedar Falls, Wis., of heart disease. For two generations the name of Frank Ranee has been a household word in the smaller towns of Wisconsin. His first appearance as a performer was with the old Kickapoo Company in Connecticut in 1889. He married Alice Chase in 1894 and together they did a club juggling and hoop rolling act. After that Mr. Ranee entered the magic field and later managed the Winkler Family under canvas. The following spring the Ranees went on the road with their own company. In the spring of 1911, with their children, Fred and Martha, they formed the Four Ranees Company. In 1915 William J. Sorenson, Martha's husband, joined the company and from then on it was known as the Ranee & Sorenson Company. Mr. Ranee was a member of the Masons and the Knights of Pythias. Funeral services were held December 15, with the Masons officiating. He leaves his wife and daughter. His son was killed in the World War.

**RAY**—Emma, 64, who with her late husband formed the one-time well-known vaudeville team of Emma and Johnny Ray, died in Hollywood, January 3. In recent years she had been appearing in pictures. Three sisters survive her.

**READING**—Mrs. E. Z., 59, wife of E. Z. (Dad) Reading, operator of the Reading Shows, died December 28 at Miami from blood poisoning which developed from a small pimple. With her husband she has been in show business 33 years. She is also survived by three children, A. L. Reading, Miami; Mrs. J. W. Williams, Detroit; and Mrs. W. J. Allen, Nashvile. Funeral services and burial were conducted December 30 at Miami.

**RICHARDSON**—Oris, owner of a Long Beach, Calif., night club, died at his home in Los Angeles December 26.

**RILEY**—Nelson R., for many years in vaudeville and light opera in New York, died at Harley Hospital, Flint, Mich., January 1. He went to Flint four years ago to teach voice. He was born in Hadley, Mich., and resided for some time in Leper, Mich. Surviving are his mother, a brother and a sister.

In Memory of Our Little "Valiant," Our Mother, **BETTY RUMLEY**, Who passed on January 10, 1934. Dearest Only one thing we are Living for, in this loneliness, from Day to day, To try to Carry on your beautiful life's work. The rest of our little story.

Your Loving Daughters, LULU AND RUBY.

**SHELTON**—W. L., 66, theater owner of Kansas City, Mo., died at the University Hospital, that city, last week. He formerly operated theaters in Lexington, Ky.

**SKILES**—Harmon H., 78, father of R. B. Skiles, circus fan and agent for *The Billboard*, died of paralysis at Bluffton, Ind., recently following a two days' illness.

**SMITH**—J. Egan, 80, for many years doorman at the Capitol and City Square theaters, Atlantic City, died January 1 in that city of pneumonia. He is survived by a son, Earle W. Smith, formerly

treasurer of the Apollo Theater, Atlantic City.

**BONIN**—Carl, 42, manager of MGM's interests in South Africa, was found dead in his home in Johannesburg, South Africa, January 1. He leaves his father and two brothers, Charles Bonin, of Woodmere, N. Y., and Edward Bonin, of Asheville, N. C. His uncle is Samuel Bonin, secretary of the Theater Owners' Chamber of Commerce.

**STEVENSON**—Douglas, 52, former musical comedy actor, died suddenly at his home in Versailles, Ky., December 31. He had been ill for three years. Mr. Stevenson had appeared in many of the shows produced by the late Charles B. Dillingham, his greatest success being in *Chin Chin*. His last role was in *Yours Truly*. He played opposite Marion Davies as her dancing partner in *Janice Meredith*.

**SUTTON**—Annie, widow of Christopher Sutton and aunt and foster mother of Plozari and Gertrude Rockwood, passed away at her home in Cleveland, December 8, from a cerebral hemorrhage, following a stroke of paralysis. Interment was made in the family plot in Greenwood Cemetery, Rockford, Ill., December 11. She was born in Ossett, Yorkshire, England, and came to America in 1907. Her foster daughters survive her.

**TAPSFIELD**—Selby, 65, in show business for 45 years and in later years chief road carpenter for Earl Carroll's musical productions, died in Memphis January 3.

**TREMBLY**—Pearl, 33, night club dancer, died at her home in Long Beach, Calif., December 28. Her husband survives.

**VANNERSON**—William (Bill), 65, formerly of Vannerson, Van Hawker and Demitriaki, horizontal bar performers, formerly featured with various circuses in this country and abroad, died in Fontana, Calif., December 27. The above act was later known on the vaudeville and fair circuits as the Three Vannersons. He is survived by his widow, a son, William Vannerson, and a daughter, Martha Large.

**WATT**—George S., 53, manager of the Jacksonville, Fla., branch of the Cable Piano Company, died December 29.

**WOODWARD**—Mrs. Adelaide M., 69, died at her home, Port Chester, N. Y., December 25, of heart trouble. She was the wife of Harry W. Woodward, who years ago trouped with the Buffalo Bill, Sparks, Gaultelle, Charles Lee, Walter L. Main, Darry & Kemmell and other shows. Survived by her husband and three sons. Interment at Pennell, Hartsdale, N. Y.

**WOOTEN**—Carl D., musician, died suddenly December 27 at his home in Norcross, Ga. He is survived by his widow.

**YOUNG**—Elizabeth, 67, mother of Agnes Young (Mrs. Harry L. Clarke), passed away at the Victoria Hotel, Kansas City, Mo., December 28. Mrs. Young had made her home with her daughter and son-in-law for the last five years. Burial in Osage City Cemetery, Osage City, Kan.

**MARRIAGES**

**ANDERSON-DUNCAN**—Wilmer Anderson and Ciel Duncan, motion picture actress, were married at Yuma, Ariz., December 27.

**ABILDGAARD-FOSTER**—Niels Abildgaard, vocalist, of Portland, Me., and Laure Maa Foster, nonprofessional, were married December 31 at Des Moines, Ia.

**AUSTIN-PARLETTE**—Jane Austin, daughter of Ben Austin, general agent of the Al C. Barnes Circus, and Clyde Parlette, United Airliner representative, were married December 24 at Beverly Hills, Calif.

**BERG-CROSS**—Ben Berg, member of Buddy Fisher's orchestra, now playing at the Club Forest, New Orleans, and Sydney Cross, of Houston, were married recently in New Orleans.

**BLAINE-DAVIS**—Howard (Pinkey) Blaine, juvenile with George Sharp's production of *The Drunkard*, and Lois Davis, Pittsburgh girl, were married December 16 in Wellburg, W. Va. Company is current in Pittsburgh.

**COLLIER-STEVENS**—William (Buster) Collier Jr., stage and screen actor and son of Willie Collier, and Marie Stevens, formerly of the *Ziegfeld Follies*, were married at the home of Morton Downey, radio star, in Greenwich, Conn., December 31.

**CORDRAY-GROSE**—Don Cordray, of the announcing staff of WTAM, Cleveland, and formerly of WHBC, Canton, O., and Thelma Grose, of Canton, were married Christmas Day in that city. They will make their home in Cleveland.

**DANIELS-UEBER**—Marie G. Ueber, Fort Wayne, Ind., musician, was married (See MARRIAGES on page 53)

**George M. Bistany**

George M. Bistany, 47, born in Beirut, Syria, and well known in amusement circles in this country, died January 1 in University of California Hospital, San Francisco, from a combination of ailments.

Some years ago the Bistany family came to this country and located at Northampton, Mass. With his brother, Leo, George M. later entered show business. About 10 years ago he retired from the carnival field when he sold his interest in World of Mirth Shows, which he and his brother originated. He later specialized on trips to the jungles in foreign countries in search of rare wild animals. One of his outstanding importations was a monster orangutan which he exhibited at the Canadian National Exhibition, Toronto, a few years ago.

The last few years Mr. Bistany was curator and director of the Fish-hacker Zoo, San Francisco. During this time he made trips to Africa and the Sudan in search of animals. Recently a pet orangutan he had in the zoo died of poisoning, supposedly administered by a visitor, and grief over the loss possibly hastened his death.

He is survived by three brothers, Leo M., owner-manager Mohawk Valley Shows, Sarny, Northampton, Mass., and Joseph, Alexandria, Egypt, and one sister, Mrs. Farida Abu Dahir, of Syria. Burial was at San Francisco.

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ALL BAND AND ORCHESTRA INSTRUMENTS C. C. JENKINS CO., Decatur, Ill. ja12

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AT LIBERTY FOR 1935 season—Something new

in Fire Divina. It has never been attempted before. A real sensation. Write or wire MR. JAMES GILLIS, 78 Royal Ave., West Hamilton, Ontario, Can.

AT LIBERTY for indoor circus dates and vendable

circus units. HORACE LAIRD and his Merry Jesters. Four people. Can produce clown numbers for entire show. Address HORACE LAIRD, Box 128, Chester, Pa.

PROF. CHANER, Lecturer alone Side Show, 1935.

Novelty Acts if desired. New Grand Circus TROUPE 147 Bond St., Brooklyn, N. Y.

PUNCH AND MAGIC for side show, store show,

etc. BENNIE BERNARD, care Cassenti, 2766 W. 18th St., Coney Island, N. Y.

ROJAS DUO—Revolving Ladder, Swinging

Ladder, Loop finishes with Muscle Gym. Open for circus for coming season. Good acts, beautiful stunts, stick the season. Address Gibsonston, Pa.

AT LIBERTY COLORED PEOPLE

EXPERIENCED PIANIST—Lead, false, transpose. Want show, night club, beer garden or orchestra work. Consider an offer. State all and reply in first letter. TED ASHLEY, 122 W. 144th St., Apt. 8, New York City. ja12

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—SCENIC Artist, Stock or rep. Competent, experienced. Dye, oil, water color, scenery, banners, Play parts. CHARLES MONTGOMERY, Box 44, Fairland, Ind.

DONALD BRYAN—EXPERIENCED STOCK,

Reputory Art Theatre, Leads or Character. Double on Violin. 24 years, 5-11. Dark. Repertory preferred. 400 Valley View Rd., Springfield, Pa. ja12

NON-UNION SCENIC ARTIST WHO CAN

and will double parts. Age 32, with a background of twelve years' experience as actor and designer, including work at Cleon Throckmorton's Studio, New York. Just closed eight weeks stock engagement with Manhattan Players at Newburgh, N. Y., after a twelve weeks' summer engagement with same. If you want modern attractive productions at a reasonable salary, write or wire, telling all. JOSEPH L. HALL, care Players Theatre, Union, N. Y.

MISCELLANEOUS

COUPON DEAL SALESMAN, AGE 22, SINGLE, sober, well-mannered, desires connection with some operator. Have worked drug store sales in 7 Midwestern States. Address BOX C-313, Billboard, Cincinnati, O.

YOUNG MAN, 28, well educated, Previously had Hawaiian and Girl Show on road. Unfortunately lost everything. Capable organizing, acceptable salaries, public speaking, banding help, connection supervising details efficiently, secretary, etc. Will take anything legitimate. Also want to leave from old friends who are all dead letters. MICHAEL WEINTRAUB, 117 East 114th St., New York City

AT LIBERTY MUSICIANS

THIRD ALTO—BARITONE, Clarinet, Tenor, January 14. Union. No ride. Prefer sweet band. JDE PINDAR, Waltham Hotel, Jackson, Miss.

ALTO AND BARITONE SAX, CLARINET,

Violin, Flute, Sing, entertain, Young, sober, fast modern arranger and take off plenty. Soloist also. BUDDY MARTIN, 9036 Petoskey, Detroit, Mich.

AT LIBERTY—A-1 FIRST TRUMPET. WANTS

location quick, hotel, cafe. Sight read, intonation wide range, take off, take sober, dependable, double if necessary. State all. Strictly first-class essentials. W. HITCHCOCK, 155 Cold, Manchester, N. H. ja19

EUROPEAN MUSIC ARRANGER-CONDUCTOR,

female, experienced all lines. Write DORADA, Billboard, Cincinnati.

FIRST-CLASS CLARINETIST, ALTO AND

Tenor Saxos, thoroughly experienced all lines. Sight reader. Leave at once. Union. BOX C-297, Billboard, Cincinnati. ja12

TENOR SAX—DOUBLING CLARINET, YOUNG,

nat, swing or riff man. Sight read. 2020 Kensington, Kansas City, Mo.

A-1 STRONG EUPHONIUM—Baritone Soloist.

Baritone, name concert band and circus. Musician or director. Plenty references; have diploma. DECAHLO, 819 Walnut St., Macon, Ga. fe2

ALTO SAX, double Clarinet—Modern, good tone,

concert, at night and take off. Old-time bands also answer. Anytime. Cooch car. SAX, 6712 Deary, E. Pittsburgh, Pa.

ALTO SAXOPHONE—Clarinet, Baritone if necessary,

Trumpet. No job choruses or taking. Will join union. Please if far. References, reliable, single, age 26. Will travel. JAMES CURRIE, Murray, Ia. ja12

AT LIBERTY—Drummer. Read, talk, union,

Florida preferred, but will go anywhere. Can cut or no notice. Joy or cr or give your stamps or wires. RAY L. LONN, 511 E. Front St., Muscatine, Ia.

AT LIBERTY January 10th—Tenor Saxophone

doubling Clarinet and some Horn. Modern swing style. Tone, phrase, team and take off. All one team; are twenty-three; no boomers. BOX 522, Jackson, Miss. ja12

NOB RANKIN, (dance drummer, reliable, plenty

experience, modern arrangements, Italy Lively machine pearl drum outfit. Write or wire particulars at once. 508 Market St., Pocomoke City, Md.

VIOLINIST, Doubling Guitar, Banjo—Desire only

high-class engagements, preferably South for winter. Real Good Salary. HARRY HOHEN-SHILL, 1404 N. Raynor Ave., Joliet, Ill.

YOUNG LADY PIANIST doubles Violin. Ex-

perience and musical lines from concert to dance. College graduate. Ready to play compositions. TALITHA BOTSFORD, 1718 W. Church, Elmhurst, N. Y.

AT LIBERTY M. P. OPERATORS

PROJECTIONIST—Ten years on all projections. Do own repair and service. Really know sound systems. Very reliable; anything considered. CHAS. NAGEL, City Center, Neb. ja12

AT LIBERTY PARKS AND FAIRS

AMERICA'S BEST HIGH WIRE—THE Calvert outstanding high attraction. An act with drawing power. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. fe16

ARMSTRONG'S FAMOUS COMEDY FORD ACT

—Well known, one other act. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. fe23

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST, CAPABLE, RELIABLE, Florida location. ROCKY THILL, General Delivery, Jacksonville, Fla.

PIANIST—EXPERIENCED RELIABLE, DESIRES advanced all desirable take off, etc. Drive anywhere. WAYNE BORER, Marshall, Mich.

AT LIBERTY VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR FOR NIGHT CLUBS—Singer, sensational wardrobe. Was featured 6 months' run in Atlantic City, formerly Club Richmond, of New York. City class. Salary your limit. Write JOHNNY KAYE, care Billboard, 1564 Broadway, New York.

MAGICIAN FOR MED OR VAUDEVILLE—

Change for two weeks. Work in acts. Reliable managers only. SHRIMPLIN, Box 416, Alliance, O. ja12

AT LIBERTY—Man, wife and daughter. Playing

own Drama, Piano, Sing and Dance. Black in act; advance. We have amplifier, electrical effects, scenery, costumes, good paper, 2 cars, one pill man and cookhouse. Write or wire, stating full particulars in first. LE DAIR SHOW, Fairgrounds, Washington, Ga.

AT LIBERTY—Writer, Mollie and Pat King. 3

versatile people. Chorus for 2 weeks or more. Cowboy Singing with guitar. Paid for in acts; play own music. Best of Washington, D. C. Write or wire. WAVER KING, Paris, N. Y. fe20

AT LIBERTY—Team. Man does Black, Guitar,

and singing, Double Harmony Singing. Know all mod acts. Vaudeville or med. Have 100. HAZEL AND MAE, 712 Bank St., Dallas. fe20

AT LIBERTY—Well known radio act, King of

the Harmonica and Guitar, with Comedy Songs and Magic. Like to join versatile team with top to book independent. CAPT. HILLY ADAMS, Hotel St. George, Los Angeles.

HERE THEY ARE—Lammy's Bill and Ann

cannot ask for any better novelty. Something different; not an ordinary act, but a high-class attraction that is of merit and quality. The final headliner of the Mack Show and other vaudeville acts. A fine display and a fine act. Address 112 South Boulevard St., Tampa. ja20

PUNCH AND JUDY—Strictly first class, with

new acts. Do, Exquisite music and scenery. For theaters, department stores, exhibitions, etc. CALVERT, Billboard, New York. fe2

# TAMPERING QUESTION TO FCC

## Asked To Give Opinion and Relief For Protection of Wire Messages

Western Union General Attorney takes more definite stand in second statement on question of tampering with telegrams addressed to individuals with shows

By THE RAMBLER

A further step has been taken by the group of showfolks who are vitally interested in the question of tampering with mail and wire messages, addressed to individual performers and attaches of outdoor shows, as described recently in several articles exclusively in *The Billboard*. The entire question was submitted December 31 to the newly created Federal Communications Commission at Washington, D. O., which has the same absolute control over telephone and telegraph companies as the Interstate Commerce Commission has over interstate commerce. The Federal Communications Commission will go into session this month and will have as one of the first and most important questions to decide if a merger between the Western Union Telegraph Company and the Postal-Telegraph and Cable Company shall be allowed. It is hoped that in the terms of the merger decision the Federal Communications Commission will also lay down stringent rules about what constitutes "reasonable efforts" in the delivering of wire messages, this decision to be based upon the scope of our petition in the matter, which contains all details already quoted in the recent articles in *The Billboard*. A decision by the Federal Communications Commission is not expected before the early spring, but (See TAMPERING on page 49)

## "Snooky" Morales Makes Debut at Beaumont, Tex.

BEAUMONT, Tex., Jan. 8.—Large crowds attended Polack Bros.' Circus at City Auditorium this week. Show was sponsored for local charity by the Eagles' Lodge.

Concha (Snooky) Morales, 3-year-old daughter of Felix and Iva Morales, versatile tight-wire performers and acrobats, made her first appearance before an audience here. With her muscles flexed, she was held above her father's head and in other postures, and she ended the exhibition by turning a few somersaults. For Christmas "Snooky" received a little tight wire, mounted only a few inches above the floor, and a tiny swinging ladder.

Another juvenile performer with the circus is "Tiny," 15-year-old daughter of Rue and Laura Enos. Her specialty is the trapeze.

## Bob Fisher Rebuilds

CINCINNATI, Jan. 5.—Bob Fisher's Fearless Flyers, who recently lost their truck, rigging and wardrobe by fire, have rebuilt and have a new truck. They are again ready for the road.

## Trucks Being Overhauled At Kay Bros.' Quarters

MIAMI, Fla., Jan. 5.—Kay Bros.' Circus, William Ketrov, manager, which is in quarters here, had an excellent Christmas dinner, prepared by Dan Stewart. Twenty-four people are at quarters and everybody is busy, overhauling trucks and trailers. Tom Kennedy and Bud Robbins, Kay billers, are wintering here. Ralph Harrell, boss canvasser of show, will have charge of the Indian Village, until March 1. Frank Ketrov is breaking in a new Hudson (no women riders, please).

The following were recent visitors: Moxey, the Medicine King; Mr. and Mrs. Bryan Woods, owners of monkey circus; Mr. and Mrs. Miller (have dogs and ponies and are wintering here); Mr. and Mrs. Clint Barnes and son, Harold, somersault wire performer; Frank Hall (has his animals here); Bobby Broilier and wife, late of Roy D. Smith's Highlanders Band; Nettie Carroll and husband (Nettie had the Nettie Troupe of wire walkers).

## The Wallaces in New York

NEW YORK, Jan. 5.—Burt and Jeanette Wallace, with Famous Robbins Circus the past season, left Savannah, Ga., and arrived here for the holidays, which is a yearly event to which they look forward. They spent the holidays at the Long Island home of Mrs. Wallace's parents, Harry and Myrna Karsey, last season also on the Robbins Show. A surprise was given Harry Karsey on his birthday anniversary, December 27, and he was presented with a wrist watch by his daughter, Jeanette. A party of 38 attended the affair. The Wallaces will leave for Florida approximately January 15. They and the Karseys will again be with a circus this season.

## Spirit of Fraternalism

WASHINGTON, Jan. 5.—An example of the spirit of fraternalism which exists among friends of the circus was evidenced in the funeral of Ardell Leamans, at Alexandria, Va. Leamans, well-known former circus executive, died suddenly in Alexandria. Under the direction of Marshall King, friends of the circus took charge of all funeral arrangements, paying necessary expenses and arranging for services. As a result Leamans was not permitted to go to his grave unhonored and unsung.

## Recommends License Cut

Fee for circuses appearing at Canton, O., would be reduced by one half

CANTON, O., Jan. 5.—City Solicitor W. Bernard Rodgers, making good his promise of several months ago, has recommended to city council to amend the ordinance fixing licenses for circuses passed 18 years ago, which will reduce by one-half the daily charge for circuses exhibiting within the corporate limits of Canton.

Rodgers informed a representative of *The Billboard* this week that the new ordinance has been prepared and will be submitted to council within the next week or 10 days. Revamped legislation fixes the license for motorized shows at a maximum of \$25 a day instead of \$50, which the motorized shows have been paying for several years. Daily charge of different sized shows will be based on the seating capacity of the big top. However, under the proposed new ordinance any of the present-day motorized shows come under the \$25-a-day provision.

Rodgers also declared that the schedule of license charges for railroad shows also would be paid, with reductions comparing with the cut made in motorized show licenses. Railroad shows for many years have been paying \$100 a day for a "reader" under the existing ordinance. Rodgers believes the new charge will be \$50.

"After discussing with several circus executives last summer the license charges in many cities thruout the country, I concluded that the license here was too much," he said. "A reduced license charge likely will encourage more shows to play Canton in the future," he added.

## Billers Meet in Boston

CHICAGO, Jan. 5.—A meeting of the International Association of Bill Posters and Billers will be held in Boston next Monday for the purpose of considering a new agreement. The old agreement expired December 31, 1934. C. G. Snowhill, Ringling advertising manager, will represent the Ringling-Barnum, Hagenbeck-Wallace and Al G. Barnes circuses at the meeting, and Cole Bros.' Circus will be represented by Floyd King.

LEVI A. DYER has been at the home of his sister in Philadelphia since the close of the Ringling Show.

## Seal Acts Score At Celebration

KANSAS CITY, Mo., Jan. 5.—Mayor Smith's Christmas Tree Celebration and show at the American Royal Building on Christmas afternoon was a great success. The house was packed. Seal Bros.' three-ring circus, with performers, elephants, camels, etc., furnished the acts. There were three bands. Fruit and candy were given to each person on entering.

The program: Grand entry; military ponies; Aerial Delmar-Miss Bernice, trapeze; Kinko, clown; Mateo-Miss Ellis—Japanese barrel kicking and balancing; Buck Keegan-Oscar Davis—Australian whip cracking, trick and fancy roping; Amilia Mateo-Peggy Anderson, perftight wire; Captain Bowman, who permitted elephant to carry him around track by placing his head in elephant's mouth; Julia Mateomoto-Stetson and Exceller, contortionists; Misses Lalar, Nelson and Rita, aerial ladders; menage and dancing horses, featuring Golden Glow, Oriental dancing horse; Betty Delmar-Ketro, perch; Everett and Vera Corriell-Nelson and Nelson, head and hand balancing; Patsy Bordner, serialist; Dare-Devil Carlos, escape act while suspended in midair; Corriell Family, tumbling and pyramid building; elephants, with Elia, one of oldest performing bulls in country; Dynamite, bucking mule—clowns and boys from audience trying to ride it; Roy Knapp's rough riders; Keo, backward slide; Coriella, sliding on wire while standing on his head.

## Winnipeg Show Clicks

CHICAGO, Jan. 5.—Nettie Goldte, who booked the acts for the Winnipeg (Can.) Indoor Circus, which closed on New Year's Day, advises that the show went over big. Show included Carr Brothers, clowns; Erhardt Brothers, California Trio, Bert Does with the Flying Thrillers, the Dennis Curtis Attractions; Johnson and Dean, old-time performers; the Great Shuberts, contortionists, and Don Adams, cmsec.



FIRST MEETING of the Chicago Tent of the Circus Saints and Sinners, held at the Blackstone Hotel on December 18. Tent was organized by Fred D. Benham, national president of the CSSA. Many Chicagoans prominent in business and society are members of it. Thorne Donnicley is president.



**With the  
Circus Fans**

By **THE RINGMASTER**

**CFA.**

President, **FRANK H. HARTLESS**, W. M. BUCKINGHAM, 2800 West Lake Street, Chicago, Ill.  
Secretary, **THOMAS BANK**, Norwich, Conn.  
(Conducted by **JOHN SHEPARD**, Editor "The White Tops," 609 Fulton St., Chicago, Ill.)

Frank Hartless, Burt L. Wilson and John Shepard, all of Chicago, had luncheon and confab in Tap Room of Hotel Sherman on December 31. Wilson will be in Chicago until April 1.

While Harry Baugh, manager of Hotel Cumberland Circus Room in New York City, was eating his Christmas dinner some vandals entered the room and deliberately and maliciously scattered books, papers and souvenirs about the room, even throwing the typewriter on the floor. Luckily none of the pictures and posters were molested. Among recent visitors were Mr. and Mrs. Billy Garvic, Hartford, Conn.; Eddy McEddy, of Buck Carnival, and Mr. and Mrs. "Bugs" Raymond, CFAs of Norwich, Conn. Oscar Decker, old-time biller on the Robinson Show, presented Harry with an unusual picture. Doc Cann also presented the room with two fine pictures along circus and Wild West lines.

The editor of *The White Tops* has received commendations on the holiday issue. Much credit for appearance and general makeup is due to the W. H. Hohenadel Printing Company, of Rockville, Ill. That cartoon drawing by Karl K. Knecht for the front cover was superb. Other features were articles by Col. C. G. Sturtevant, Walter Scholl, Karl Knecht, A. J. Ironside and Wilbur Hall. Harper Joy donated the cuts for the elephant stampede writeup. Kelty, circus photographer of New York, furnished gratuitously the four large photos of circus groups. Thanks to the above and also to those members and friends who sent in holiday greeting ads.

Congratulations to *The Billboard* and its efficient staff on its superb and colorful 40th Anniversary Number. Delvaille H. Theard, of New Orleans, attended convention of law instructors in Chicago latter part of December. We accidentally met him on street in the Loop.

Burt L. Wilson, Chicago CFA, met Micky McDonald, of Barnes Circus, in Tulsa, Okla. At Joplin, Mo., he met Herb Hershby and at St. Louis he visited with Earl Shipley, Roy Barrett, Bill Harddig, Otto Griebling and wife.

A. B. Christie (Forepaugh Whittie) sent John Shepard a wonderfully preserved litho of the P. T. Barnum Great-est Show on Earth, Great London Shows, Sanger's Royal British Menagerie and Great International Allied Shows; P. T. Barnum, J. A. Bailey and J. L. Hutchinson, sole owners.

**San Antonio Items**

SAN ANTONIO, Jan. 5.—The Simmons Brothers, midcet clowns, formerly with the Robinson, Bob Morton, Christy and other shows, have come out of their retirement at Houston. German was quite an attraction for some weeks in the toy department of Sears, Roebuck & Company, San Antonio, and his brother Joe held a like position with Montgomery Ward at Fort Worth.

John Willander, of the Orange Bros. Show, has brought his ponies, dogs, elephant and other property into quarters here adjoining Beckmann & Gerety Shows.

Danny Odom is still going strong here in the amusement machine business, and Ben Austin enjoyed the holidays there with his family.

**Circus Acts in Cafe**

DETROIT, Jan. 5.—Romig & Rooney Circus is establishing something of a record by playing indoors in a cafe. The circus opened last week at the Green Hill Cafe at Saginaw, Mich. The spot seats about 1,400.

Entire range of one-ring circus acts was presented in the bill, including the menage numbers, trained mules, acrial and trapeze performers. Romig & Rooney Show moves back to Detroit, opening January 6 for three days at Granada Theater, with a series of local theater dates to follow.

**Shows in St. Louis  
Draw Thousands**

CHICAGO, Jan. 5.—The holiday circus staged at the Famous-Barr department store in St. Louis played to a total of 21,000 persons at 14 performances, according to reports brought to Chicago by circus fans who visited the store. Thousands more attended a similar show at the Stix, Baer & Fuller store there.

For years these St. Louis stores have featured a holiday circus around Christmas time and it has always proved a strong drawing card for the children. It is not a free show as in the department stores of Chicago, but a pay proposition. Twenty-five cents admission is charged and the show presented is worth the money. But it is arranged so that each child attending a show shall receive a gift worth 25 cents or more. Two exits are provided, one for the girls and one for the boys. At each is stationed a Santa Claus. There are stacks of Christmas packages, each marked for a child of a certain age. As the children file thru the exits they give their ages to the Santa Claus on duty and are handed a package with their corresponding age marked on it. These packages contain games and other articles suitable to Christmas time.

At the Famous-Barr store the show included Earl Shipley, Kinko, Roy Barrett, Bill Harddig and a number of other. Stix, Baer & Fuller had Rex de Roselli, Otto Griebling and wife, Jack Joyce with ponies from the Hagenbeck-Wallace Circus and various other acts, also two camels from the H-W Show. Excellent shows were given and, according to reliable reports, they served to greatly stimulate trade not only in the toy department, but also in other parts of the stores.

**"The Mighty Barnum"**

**Flops in Bridgeport**

BRIDGEPORT, Conn., Jan. 5.—The presentation of *The Mighty Barnum* at the Loew Majestic Theater here proved the "prize flop" of the season. The picture, which was supposed to depict the life of Bridgeport's favorite son, the late P. T. Barnum, was ballyhooed by a radio broadcast thru a special hookup, followed by a parade and the personal appearance in the city of Adolph Menjou and his wife, Vera Treadale. Menjou has the part of Bailey in the picture.

The picture, which starred Wallace Beery as Barnum, pictured him as a cheat, a drunkard and an immoral character, and also Bailey as a drunkard. Local papers filled their columns with condemnation of the libeling of P. T. Barnum and consequently the picture, which was supposed to run 11 days, was "pulled out" after a seven-day run, leaving a bad taste in the mouths of the local public and indignation against the author and producing company.

O. O. McINTYRE recently had a paragraph in his column concerning Wells Hawks. Stated that he is rounding back to form after a long illness that kept him to his room several years.

**Bertram Mills Offers Strong  
Program at Olympia in London**

LONDON, Dec. 28.—Preceded by the famous luncheon at which 1,500 guests, headed by Lord Lonsdale (chairman), Princess Alice, the Earl of Athlone, the Lord Mayor of London, and Ramsay MacDonald, the English Prime Minister, were present, Bertram Mills' annual Olympia Circus opened in London December 20.

As usual, Mills offers a strong international program, and at the opening show the lineup ran for three and a half hours. Undoubted hit and the biggest thrill of the program is the act of the Flying Concoctos, from the Ringling-Barnum Circus. Act causes a sensation with their double and twist somersaults from trapeze to easter and back again. The turn is the most daring and successful seen here for years.

Other sock hits are Adriana and Charlot, novel comedy trampoline and equilibrium act from Spain; the Three Rapsinis, sensational balancers on unsupported ladders, from Russia; Hagenbeck's Tigers, presented by Rudolph Matthes, from Germany; Louise Stephenson and her dogs, a British act; the Frank Jackson Troupe of rope spinners and knife throwers, from America; the Lal Four

**Peeping In  
On the Performers' Club  
of America**

By **BERT CLINTON**

CHICAGO, Jan. 5.—There is not as much activity in the club's gym as there was last year at this time, as most of the members are out on the road and are working in revues and vaude theaters.

A line from Victoria and Frank from Philadelphia states they are working around the East. Bobby and King are playing the Tabor Grand in Denver this week on their way back from the West Coast.

Treasurer Harry Sykes is with *Flaming Youth* revue on tour. G. G. Gray wrote from Fargo, N. D., that he is busy arranging details for Shrine show to be held there in February. Charlie Wilkins is playing a night club in Denver with his Wilkins and Wilkins act.

Eddie Bilicetti is wintering in Logansport, Ind. Hans and Rosita Claire and Geddis Trio are playing Erie, Pa., this week after playing an indoor circus date in Rochester, N. Y. Mitzl and her Six Lucky Girls are playing vaude engagements in the East.

The officers and the club extend thanks for the many season's greetings cards. Mann Bros. are back in town after being away for some weeks. Bluch Peters stopped in for a visit after an absence of some length.

Roisman's Alabamians are back in town for a few days and are rehearsing some new numbers. They leave shortly for the road. Lamont's Cockatoos are wintering in Tampa. Nolly Tate left for a string of vaude dates, opening at Keokuk, Ia. Machadon Bros. just arrived after playing some dates in the East. Cyee O'Dell can be seen in the gym daily keeping herself fit prior to opening on indoor circus dates.

Walter Powell is playing in and around Boston. Fowl and Victoria Lorenzo are kept busy around Chicago with their vaudeville act. The Three Rixfords stopped in for a visit while passing thru Chicago. Earl (Skates) Reynolds paid the club a visit this week while visiting his daughter here.

**Street Back at St. Marys, O.**

ST. MARYS, O., Jan. 5. — Captain Frank W. Street's Trained Animal Circus on December 24 completed a four-week engagement in the toyland department of Livingston Furniture Store, of Canton, O., appearing four times daily and attracting big crowds. The performance is composed of acts and routines by ponies, dogs, goats and monkeys, featuring the dog "Fochie." Show is now in quarters here and Street is repairing and repainting properties and truck and trailer for a winter tour to open in theaters and school auditoriums in Ohio and Indiana at an early date. Personnel of show: Street, trainer; A. H. Schurt, manager; Rex Huston, agent; Dave McCann, concessions; Bobby Case and Douglas McCann.

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CANOPY**

18 X 100 6 1/2-oz. White Drill, roped every third seam. Trimmed in blue. Top in three pieces. Overlaps over facing. Top only \$140.00. A Bargain Worth Buying Now and Laying Away Till Spring.



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MINSTREL  
MUSICAL COMEDY  
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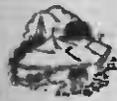
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**FOR SALE**

FIRST-CLASS MOTORIZED CIRCUS. Complete with 15 operations, all in perfect condition. Includes: 1000 lbs. of fireworks, including Drill; Performance of Ponies and Cage Animals. Large Show Company, including Circus Grand Stand. Show in Chicago. BOX NY-65, 1654 Broadway, New York City.

NOTICE TO THE PROFESSION: JACK AUBLEY with 15 horses, 100 friends and 1000 lbs. of fireworks, in connection with the GREAT LAKES LITHOGRAPH AND PRINTING COMPANY, Show Partners, 325 West Ohio Street, Chicago (an Affiliate of the Piquette Litho. Company of New York).

QUALITY SERVICE **HARLIE DRIVER TENTS** O. Henry Tent & Awning Co. 3970 SHEPHERD AVE CHICAGO, ILL.



## Under the Marquee

By CIRCUS SOLLY

**HENRY KYES**, cornetist, has been with Ringling Bros.' Circus Band, Merle Evans, director, for 12 seasons.

**MUSICAL MACK** and Williams are wintering in Oklahoma City. Mack's health is improving, he having had pleurisy.

**JOSEPH GRENDEL** and Pearl White are playing museums and vaude houses in the East. Will again be in side show of Ringling-Barnum this season.

**JOE BROWN**, chef, wintering in Washington, D. C., expects to be with one of the big ones the coming season. Was with Downie Bros. the past season.

**W. H. McDANIEL**, steward for Russell Bros.' Circus, is wintering at Dallas, Tex. Will remain there until the call is sent out.

**THE FAUSTS** (Billy and Marguerite) played with Okoloma Ranch Rodeo at McBee, S. C., December 31-January 2, as free attraction.

**JEROME T. HARRMAN**, general agent of Downie Bros.' Circus, is spending some time in Washington on business.

**AB JOHNSON**, clown, closed recently with the Mighty Haag Shows and has returned to his home in Chicago for the winter.

**NATE LEON**, last three seasons advertising banner and 24-hour man with Kay Bros.' Circus, is resting and taking the baths at Hot Springs, Ark.

**BUCK MAUGHMAN**, Canton (O.) showman, who returned recently from the South, where he was showing his midget horse, exhibited it for several weeks in Eastern Ohio department stores.

**"DOC" PALMER**, former owner of Palmer Bros.' Circus, is now managing a store show on Seventh street in Washington. Former Century of Progress freaks are featured.

**GEORGE AND ALICE SOHN**, the latter prima donna on the Hagenbeck-Wallace

Circus the past season, are back in Chicago for the winter after a visit to their home in Elwood, Ind.

**AL GATES** advises that C. D. Ludwig stopped at Cedartown, Ga., en route to Little Rock, Ark., where he is in a sanitarium. He has throat trouble.

**B. H. DAVIDSON** and Mayme Gilmore, who were married at Little Rock, Ark., January 1, will take a honeymoon trip to Old Mexico for a few weeks. Will be with a circus again this season.

**RUBE CURTIS** was at Jefferson Theater, Beaumont, Tex., New Year's week. He recently was at Shrine Circus in Birmingham, Ala., working the streets and doing come-in for Frank Wirth.

**CLIFF McDOUGALL** opened Christmas Day at Santa Anita race track and is in charge of the paddock. Will be there until circus season starts. Has 10 men on his pay roll.

**EAGLE Magazine** of January carried story, captioned *Clown Alley* (If You're Not Used to It, Honesty Is Sometimes the Worst Policy), written by Courtney Ryley Cooper. It was the same story that Solly read in another paper.

**JACK WIZIARDE** circus unit closed at New Dickinson Theater, Great Bend, Kan., on January 5. Wiziarde left for his home at Westmoreland, Kan., to arrange for a new unit to open next month. Vance M. Kinter and Clarence Auskings, agents, will book dates.

**LAWRENCE CROSS**, while in Des Moines, Ia., at Younkers Store during the holidays, addressed the Boys' Club of the Lincoln High School on the "Circus" and also entertained at annual banquet given by the Business and Professional Women's Club.

**DOC ELLET** and his aerial act, the Flying Ellet Sisters, worked at Palais Royal Gardens, Lansing, Mich., New Year's week, and on New Year's Eve doubled the midnight show at Gladner Theater. They were guests of Walter Wellington during their stay in the city.

**MEL COLBURN**, of Ringling-Barnum No. 1 Car, is seen daily on clubhouse lawn at Tropical Park Race Track, Miami, Fla. He went to Miami from Houston, Tex., where he worked in mutual department at Epsom Downs Track with Al Butler, contracting agent of R-B Show. Colburn will remain in Miami until circus season opens.

**OTIS LORETTA** (Loretta animal act) returned to his home at Corry, Pa., after playing a five weeks' engagement at May Company store in Cleveland, featuring Lady Moore, educated horse. Other acts on bill were Jack Gregory and Company; Ed Raymond, clown; Helghy's Dogs and Don Rachel, hucking mule and riding bear.

**JACK BAUGHMAN**, circus advertising solicitor, for some years on the Ringling Advertising Car No. 1, recently returned from his sixth trip to Egypt and the Mediterranean countries. Featured with Baughman's screen travogue is Pharo.

the Egyptian magician. The combination is playing under auspices in North and South Carolina, their fifth season in the Southland.

**WALTER L. MAIN** states that the Islam Grotto Circus, which was to have been held at Pittsburgh, February 2-9, has been declared off by the committee. He wants to thank those who answered the recent advertisement in *The Billboard*.

**TORAK R. MICHELLE** (Chimingo Singhalee, fireproof man), now playing museums, is planning to launch a side show this spring and either be with a circus or carnival. States that he will carry seven Robert Ripley "Believe It or Not" cartoon characters and three other attractions and that he will be in the show. His former partner in a circus, Robert Jackson, is now in the Orient.

**BETTY GREEN** (Koo Koo, the Bird Girl), has been engaged by Side Show Manager Lou C. Delmore, of Cole Bros.' Circus. It will be her eighth season under his management. Was with him six years on Sells-Floto and last season was at A Century of Progress, Chicago. Previous to appearing under Delmore's management, she was on Ringling Show under Clyde Ingalls.

**ELMER MYERS** returned to his old Kentucky Ranch near Sparta, Ky., to spend the holiday season and take a little rest. He has been contracting ahead of the Wonder Palace Museum in Western Pennsylvania for several weeks and again took up his duties on January 7. He again will be with a circus this season. Sparta was formerly the home and winter quarters of the Colorado Grant Show.

**HOUSTON PICKUPS**—Jess Adkins was a recent visitor, combining business with pleasure. Shell Bros.' quarters quiet at this time. W. H. Green has been visiting friends. Harry Villapontaux slated for a railroad show. Flying Valentines are wintering here. They have their rigging erected and have frequent work-outs. Rube Egan and wife are back in city. T. F. (Red) Everett has several propositions to handle concessions coming season.

**GEORGE B. REARICK** opened at the New Arrowhead Gardens in San Bernardino, Calif., with his dance band, 11 men and two entertainers for an indefinite engagement. He had been clowning on Al G. Barnes Circus the last four seasons, but will not be with a circus this year. Will take his band on a hotel engagement in the Northwest. Danny McAvoy, who was seriously ill in the Albuquerque (N. M.) hospital, is spending the winter with Rearick and will again be on road this season.

### Harold Christy Back

**HOUSTON, Jan. 5.**—Harold Christy, after bringing in Lee Bros.' Circus, immediately went out with one of the Christy indoor attractions and is now back getting things lined up for an early opening. Bob Norton has charge of training quarters. G. W. Christy is doing considerable resting.

## Circus Saints and Sinners Club

For the Troupers—and a Home



Arthur (Bugs) Baer, well-known humorous columnist, will be the Fall Guy at the Dexter Fellows luncheon at Gotham Hotel on January 30. The entertainment committee is planning some funny stunts to give Bugs a good drubbing, and we learn that he in turn is working up a clever comeback.

The reproduction of the first issue of *The Billboard*, which appears in the 40th Anniversary number, has a special interest for the C.S.S.C. The paragraph about J. T. O'Mealla, head of the Billposters at that time, happens to be the father of Harry O'Mealla, president of the O'Mealla Outdoor Advertising Company, who is a member of the Dexter Fellows Tent.

We have just received the December-January issue of *White Tops* and we want to congratulate Johnny Shepard for this fine piece of work. We liked best of all Col. C. G. Sturtevant's article, *Business Women of the Circus*. We hope the manager, proprietor, secretary, treasurer or what-are-you of the Hale Bros.

Show will be able to maintain the fine pace he has set for himself.

The executive committee of the Dexter Fellows Tent meets this week for the purpose of making further plans for the big benefit which is to take place at Madison Square Garden on April 11. The proceeds of this opening night of the Big Show will go towards the purchase of the Home for Old and Indigent Troupers. All of the committees are well headed up and certainly a great house is expected. Madison Square Garden, we are informed, seats nearly 15,000 persons.

The W. W. Workman Tent held its usual Christmas party at the Hotel John Marshall on night of December 29. This was the most successful social event of the year. There was music, dancing and a varied program of entertainment. There was plenty of fun and plenty of pledges to make 1935 a banner year for this Tent. We are sorry we had to miss this affair, for this annual party is an event long to be remembered.

F. P. PITZER, National Secretary.



## The Corral

By Rowdy Waddy

**MANY OF THE HANDS** put in winters working at stockyards. Let's hear from them, all of them.

**SATURDAY** (this week) the start of the rodeo in connection with the Stock Show in Denver.

**TEX COOPER** and wife, Lela, and Baldy Miller lately arrived in Hollywood from Chicago and have signed with the Tom Mix Wild West for the coming season.

**ABE LEFTON**, Eddie Woods, Smokey Snyder, Turk Greenough and Pete Knight and wife left California by automobile for the Denver Rodeo. ABE again at the mike there.

**SOMEONE** wrote a complaint about a manager of a rodeo staged in the Eastern section of the country and signed it "A Stranded Cowboy"—which made it "no veno" for any specific comment in print.

**IT ISN'T** too early for official announcements of summer rodeos. Contestants are right now eager for them. Every year there is a scamper for "Fourth" spots, with 75 or more staged within a week.

**PENDLETON** is to add two features of the pioneer era for its Westward Ho parade this year. One a handcart used by pioneers to haul their belongings across the plains, the other, two buffaloes from a ranch in Oregon.

**THERE ARE** many people who would like to see Col. W. T. Johnson stage one of his real contest rodeos for the entertainment of winter tourists and Floridians at Miami. Whether the Colonel would get local inducements and support is another matter. There's a lot of amusement "politics" (indoor and outdoor) in Florida.

**CONTESTANTS**, Indians and Cossacks who remained in Australia when others returned to the United States after the Wild Australian Stampede are now touring the Commonwealth of Queensland in a show managed by W. Stewart McCall. Those in the troupe include Johnnie Schneider, Clay Carr, Perry Ivory, Ned Winegar and George Marcel, Iron Eyes Cody and High Eagle and four Cossacks.

**BILL (KANSAS CITY) CORKLE** infoed from New York City that he was heading to a warmer climate, also that he had met Waite Johnson, who was injured last June when trampled by a steer while with Jim Eskew on Long Island. Corkle states that Johnson's hands became partly paralyzed, but the last couple of months he has been in care of a specialist who is getting him into shape. Bill says: "That Anniversary Number of *The Billboard* was a wow, and I don't mean perhaps!"

**PLANS** for the annual Tri-State Rodeo at New Harmony, Ind., to be staged next August, are being made by Fred Gentry and J. L. Case. New chutes and additional seats are included in the construction program. Also a dance hall will be located on the grounds. Practically the same officials will be in harness this year: Fred Gentry, president; Lee Case, manager and owner of live stock; Mrs. Fred Gentry, secretary-treasurer; Alfred Gentry, superintendent concessions, and Harry F. Butler, publicity director.

**ACCORDING** to the booklet recently issued by the Rodeo Association of America the following won RAA State championships last year: Arizona, Everett Bowman; California, Leonard Ward; Colorado, Joe Welch; Idaho, Jack Bell; Indiana, Hub Whitman; Iowa, a tie between Buster Brown, E. Pardee, John Bowman and Andy Curtis; Montana, Burrell Mulkey; Nevada, Clay Carr; New Jersey, Goldie Butler; Oregon, Oral Zumwalt; South Dakota, tie between Earl Thode, Jake McClure and Carl Bevis; Washington, tie between Pete Knight, Cleve Kelley and Tommy Zahn; Wyoming, Irby Mundy, and Canada, Herman Linder.

**HOLLYWOOD "PICKUPS"**—Tex Austin, who is wintering here with Mrs. (See CORRAL on page 41)

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# PICKUP ON WAY IN MONTANA

## Cook Co. Fair Revived in Chi

Henry A. Erlinger head of new organization—many extra activities for 1935

CHICAGO, Jan. 5.—Cook County Fair, inactive the past year, will be revived in 1935 and there will be various other activities on the grounds, according to plans announced by Henry A. Erlinger, general manager of the new fair organization.

Fairgrounds will open on May 12 with AAA-sanctioned auto races, with four other speed events to follow. Contracts have been signed with Robert A. Leunis for production of the Thearle-Duffield fireworks spectacle, *Last Days of Pompeii*, for nine nights, June 29-July 7. Mr. Leunis will have as an associate in the spectacle management Earl F. Newberry, formerly with Thearle-Duffield; George A. Hamid and Ralph A. Hankinson.

Cook County Fair has tentatively adopted dates of September 7-15. Henry A. Erlinger will head the new fair setup and Earl F. Newberry will be in charge of speed and amusements. Robert A. Leunis will be director of exhibits and midway. The fair will have an elaborate program of horse and auto racing, Horse Show and a novel grand-stand program, night and day. Substantial prize money will be offered agricultural and live-stock exhibitors, Mr. Erlinger said.

Negotiations are pending for several sporting and amusement activities that will keep grounds in use during the summer. The new general manager organized and managed the Horticultural Show at A Century of Progress in 1933. He said the new fair organization is in no way connected with the former body which operated the grounds in 1932-33.

## Sarasota Pageant Is Given New Life

SARASOTA, Fla., Jan. 5.—Sarasota's Pageant of Sara de Sota, dormant the past three years, is having new life breathed into it by Sarasota County Junior Chamber of Commerce with aid and counsel of prominent showmen.

Orville F. (Curley) Stewart, of the Ringling Circus organization, will be director general, having been given a leave of absence by General Manager Sam W. Gumpertz. The Jaycee committee, under direction of Tommy Glenn Jr., has conferred several times with Mr. Gumpertz as to possible participation of the Ringling organization.

Free acts and other attractions will be recruited from circus people if Mr. Gumpertz will give consent. Bennie Krause, Krause Greater Shows, has a contract to promote Sarasota County Fair in connection with the pageant. The fair, with usual attractions, including big tops for agricultural and other exhibits, will be on February 10-23. Pageant of Sara de Sota will be staged on February 23 and 24.

Frank Peit, who has done floats for the Coney Island Mardi Gras and other festivals, including Asbury Park (N. J.) Baby Parade, and who had a big part in former pageants here, said he has contracted for a number of floats for the parades.

## Perry Reed Is Convalescing

LINCOLN, Jan. 5.—Secretary Perry Reed, Nebraska State Fair, is improving after an operation about a week ago. It is believed he will be able to attend the annual meeting of the Nebraska Association of County Fair Managers here in the Cornhusker Hotel on January 14 and 15.

HARVEY AND DALE visited Merrill Brothers and Sister recently at their home in Lakeland, Fla.



GEORGE F. FIEDLER, president of Wisconsin Association of Fairs, who has resigned as secretary of Seymour Fair after 23 years of service. He has been appointed relief administrator for Outagamie County. During his incumbency Seymour Fair has been built up into one of the outstanding Badger annuals.

## Setup for Quebec To Remain Intact

QUEBEC, Jan. 5.—City officials are so satisfied with results of the 1934 Exposition Provinciale that the same organization has been authorized to proceed with the 1935 event, August 31-September 7.

The 1934 report proved satisfactory, considering that the fair was organized in two months and that uncertain weather marked the week.

The following board will remain in charge: President, J. E. Gregoire, mayor of Quebec; vice-president, Alfred Marois, president of Quebec Board of Trade; comptroller, P. N. Verge, city treasurer; secretary-manager, Emery Boucher; directors, Almo Dery, manufacturer; Frank Byrne, president of Breeders' Association; Adrien Morin, chief, husbandry branch, Quebec government; J. S. Ste-Marie, director of experimental farm, Ste-Anne de La Pocatiere.

The board announced that it would proceed immediately for a more pretentious exposition this year.

## IAFE Government Relations Body Interprets Some Code Questions

The following report of the government relations committee of the International Association of Fairs and Expositions has been submitted to Secretary-Treasurer Ralph T. Hemphill, Oklahoma City, by Chairman Milton Danziger, Springfield, Mass.

The committee on government relations during 1934 was concerned principally with the following:

Exhibition Code: Many inquiries had to be handled, giving interpretations of the code of fair competition for the exhibition profession. Considerable correspondence was carried on with the legal division of A Century of Progress Exposition, Chicago. Following the Chicago meeting in 1933, A Century of Progress agreed to comply with the provisions of the code. Because of the extensive operation of A Century of Progress the problems were naturally complex. A Century of Progress and all the exhibitors willingly complied with the spirit of the code, and as far as the co-ordinator knows there have been no violations.

United States Department of Agriculture: Your committee has kept in close contact with the Department of Agriculture, conferring with officials on mat-

## More Fairs Are To Be Operated Than in Any Season Since 1931

Improvement in conditions in North Rocky Mountain region is shown by figures of Manager DePue, Great Falls—plan earlier dates to escape unfavorable weather

GREAT FALLS, Mont., Jan. 5.—Reflecting general improvement in business conditions in the Northwest more fairs will be operating in the north Rocky Mountain region this year than at any time since 1931, according to Harold F. DePue, secretary of Rocky Mountain Association of Fairs, composed of managers and fair officials in Montana, Northern Wyoming and Northern Idaho. A few years ago 27 fairs were operating in this State. The number dwindled during the depression, shrinking to six in 1934. Prospect for 1935 is that fully double that number will be in operation, according to Mr. DePue. Fairs which operated in this State in 1934, in addition to North Montana Fair here, of which Mr. DePue is manager, were Chouteau County Fair, Fort Benton; Blaine County Fair, Chinook; Hill County Fair, Havre; Phillips County Fair, Dodson, and Valley County Fair, Glasgow.

### Just Under the Wire

CINCINNATI, Jan. 5.—Rube Liebman, of Barnes-Carruthers, Chicago, was among those present at a frigid outdoor out-of-season fair in Devils Lake, N. D., on December 27 and 28. 81-rr! The Rube postcarded that on the day he arrived there it was 8 below zero! Ramsey County Fair management announced in newspaper ads that directors had instructed that a fair be held before 1934 passed, "the idea being that the fair should be kept alive until such time as conditions will permit of a real old-time exposition again. So we will do the best we can with what we have and keep out of the red."

## N. Y. Racing Saved By Change in Dates

SYRACUSE, Jan. 5.—Dates of the 1935 New York State Fair have been changed, announced dates, August 31-September 7, having been discarded for August 25-September 2. Trouble over racing dates and purses forced the change, and approval by Commissioner of Agriculture Charles H. Baldwin is only a formality.

John H. Cahill, racing superintendent, will go to the Grand Circuit meeting in Indianapolis to get circuit dates between Coshen and Indianapolis events allocated to the State Fair, thus saving racing for the expo. The five biggest purses of last season's meet were turned over this year to Indianapolis.

Motorcycle races will be August 31, Saturday, and auto races on September 2, Labor Day. Grange and agricultural elements have been dissatisfied with the plan to move the fair ahead.

## Shrine Head Sees Expo Work

SAN DIEGO, Calif., Jan. 5.—California Pacific International Exposition, opening here on May 29, was termed "a conspicuous example of civic achievement and a project that has measurably added to San Diego's prestige thruout the nation," by Dana S. Williams, imperial potentate of the Mystic Shrine of North America, following a tour of the exposition grounds. Accompanied by G. Aubrey Davidson, chairman of the exposition board; Frank G. Belcher, president, and Elwood T. Bailey, public relations director, Mr. Williams and party were conducted thru the exposition grounds in Balboa Park.

## Minnesota Has Over 7 Grand Net After Much Improvement

ST. PAUL, Jan. 5.—Net profit of \$7-387.76 for Minnesota State Fair last September was revealed by the State agricultural society in its annual report to Governor Floyd B. Olson.

This profit was recorded despite expenditure of \$31,000 in permanent improvements last summer, including construction of a conservation building, new entrance to street car gates, grading of several streets and general landscaping of grounds.

Attendance figures showed 452,614 visitors, or 25,000 more than in 1933, according to J. V. Bailey, of Newport, society president.

## Duffield Is on West Coast

CHICAGO, Jan. 5.—Charles H. Duffield, head of Thearle-Duffield Fireworks Company, is on the Pacific Coast attending to several business deals. His brother, Frank P. Duffield, is on a business trip to New York.

COLUMBIA, S. C.—Paul V. Moore, secretary of South Carolina State Fair, has been reappointed by Governor Blackwood to the board of trustees of South Carolina School for Deaf and Blind, Cedar Spring.

VAN WERT, O.—Van Wert County Fair is free from debt for the first time in four years, reported Secretary Nolan E. Stuckey, having paid off a \$1,500 note from profits of the 1934 event.

WITH THE Trotters



By EDWIN T. KELLER

No story of any racing season is complete without mentioning the doings of that group which appears just as regularly as the racing season itself and that in many instances dominates the picture—the turf bargains. The turf bargain hits the headlines almost with the opening of each new campaign and from then until the final curtain he is in the picture. He is the object of much rebuke during fall and winter sales, but in the end a good number of them invariably pop up to have the final laugh.

A flock of low-priced stars came out of the late 1933 sales to appear the past season and do surprising things on race days, many of them to develop into season's world champions and to have their names written beside the elite of horsemanship. There should not be any doubts as to which one of this big group that performed during 1934 was the outstanding member. That honor goes to Tara, 3, 2:03 1/4, "Queen of Fair Oaks," beautiful horse estate of the well-known wrestling promoter and sportsman, Paul Bowser, Lexington and Boston, Mass. Not only was she the daughter of Volomite, 2:03 1/4, the year's outstanding turf bargain, but she ranks as one of the greatest that ever passed into an owner's hands.

Many Turf Bargains

It was at the 1933 New York sale that Bowser and his trainer, Red Baker, stepped into the ring and led the then two-year-old pacing filly out for just \$475. She had raced well that season for Will Caton on the pace; in fact, she was the leading record filly of the year. But nobody except the Bay State sportsman seemed to fancy her very much. Taken to Fair Oaks Farm, Trainer Baker shifted her over to the trot and his job of converting the former pacer ranks with the best known in harness history.

Her active campaign is now history. Defeated only once all season, many rated her as the equal of any of the great group of three-year-old trotters racing, and one that would surely have landed the Hambletonian stake in Goshen had she been eligible. She took a world's record for a handicap race at the opening Grand Circuit meeting in Cleveland

and then in mid-August at Middletown (N. Y.) Fair she lowered the half-mile track record for fillies of her age and gait from 2:07 1/4 to 2:06 1/4, doing so in a race on which day she looked more than capable of trotting a half-mile track in 2:05 or a tick better.

Following the season's close Owner Bowser refused \$15,000 for his filly. She is to be extensively staked in the rich aged events of 1935 along the Grand Circuit. Fair Oaks Farm stable ranked as leading privately owned stable of 1934, for besides Tara it boasted of two other world's champions, Calumet Dubuque, 2:01 1/4, four-year-old gelding champ among pacers, and Hollywood Boris, 2:02, who won honors for four-hat trotting in a race over a half-mile track.

Ranking close to Tara is the two-year-old gelding, Greyhound, 2, 2:04 1/4, raced by Sep Pailin for E. J. Baker, St. Charles, Ill. The colt was picked out of the Indianapolis sale a year ago for \$900 and went on to the top among the year's champion trotters and as the world's champion trotting gelding, and right now he appears on the scene as the favorite for the 1935 Hambletonian.

Oldsters in Limelight

Other baby bargain performers include Prizedale, 2, 2:07 1/4, bought for \$75; Hussar, 2, 2:08 1/4, \$225; Fontaine Fox, 2, 2:08 1/4, \$100; George Washington, 2, 2:08 1/4, \$350, and defeated only once; Zillah Hanover, 2, 2:06 1/4, \$525, and top trotting filly of the year; Chica, 2, 2:09, \$225; Athlone's Sally Boy, 2, 2:08, \$100, and Arlington, 2, 2:10 1/4, \$400.

But the juveniles were not the only ones. Many aged performers, whose best days one could hear around the sales ring were about a thing of the past, were also in the limelight. Leader here was Johnny Walker, 2:04 1/4, one of the toughest half-mile track pacers of the year, picked up in Indianapolis for \$535. The same sale saw Morley Frisco, 2:01 1/4, going for \$625, yet he went on to win a string of 10 races. Tod Wilson, 2:05 1/4, one of the tough trotting warriors of the year over the minors, who was thought well of, sold at \$775. Daniel Hanover, 2:01 1/4, went under the hammer in New York for \$310, yet was one of the few pacers to win more than one heat in better than 2:05 over the half-mile ovals. Del Hanover, 2:02 1/4, was another in New York, going for \$300, yet trotting to a fast record and foreign Allice, 2:01 1/4, out in a world's record contest in Toledo in July.

One of the greatest bargains of the year turned up among the stallions, when Guy Abbey, 3, 2:06 1/4, that Henry Knight, Chicago, had picked up for \$1,400 at the Calumet Farm dispersal, was sold during the Lexington meeting last fall for \$20,000 to Walnut Hall Farm.



Fair Grounds

LINCOLN, Neb. — Otoe County Fair board voted to hold a fair in 1935. Plans are to make it the biggest since the show's inception four years ago. It will be held in Syracuse, Neb.

AUBURN, N. Y. — Steuben County Fair in 1934 paid its way and turned \$365 into the treasury. The society retired notes of \$2,400, spent \$1,100 in permanent improvements and has present indebtedness of about \$6,700 as against anticipated State aid of about \$5,000. Receipts were \$24,577 and expenditures \$24,212.

ADA, Minn. — A. C. Pederson, secretary-treasurer of Norman County Fair, reported a successful year. With outstanding indebtedness balanced and all bills paid, more than \$600 is in the treasury.

THIEF RIVER FALLS, Minn. — About 40,000 persons attended the 1934 Pennington County Fair. Secretary Robert J. Lund reported. The fair was a success from every viewpoint. The board built race barns last summer and paid in cash for construction and materials. Repairing bleachers, painting buildings and possibly extending city water mains to the grounds are on the 1935 program.

FREDERICTON, N. B. — Surplus of \$3,800 was reported by Fredericton Exhibition Association from the 1934 fair. It was decided to continue renting the fair plant to the dominion government as a base, including living quarters for men on government relief work.

Fair Meetings

Virginia Association of Fairs, January 14 and 15, John Marshall Hotel, Richmond. O. B. Ralston, secretary, Staunton.

Nebraska Association of County Fair Managers, January 14 and 15, Cornhusker Hotel, Lincoln. Chot G. Marshall, secretary, Arlington.

Ohio Fair Managers' Association, January 15-17, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

North Dakota Association of Fairs, January 15-17, hotel to be selected. Fargo. H. L. Finke, secretary, Minot.

Louisiana State Association of Fairs, January 18 and 19, New State Capitol, Baton Rouge. R. S. Vickers, secretary, Donaldsonville.

South Texas Fair Association, January 21 and 22, Plaza Hotel, Gonzales. George J. Kempton, secretary, Sequin.

Western Canada Fairs Association, January 21-23, Port Garry Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Western Canada Association of Exhibitions, January 21-23, Port Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Maine Association of Agricultural Fairs, January 22, Elks' Home, Waterville. J. S. Butler, secretary, Lewiston.

Illinois Association of Agricultural Fairs, January 23 and 24, St. Nicholas Hotel, Springfield. S. S. Vick, secretary, Marion.

Michigan Association of Fairs, January 23 and 24, Hotel Fort Shelby, Detroit. Chester M. Howell, secretary, Saginaw.

Massachusetts Agricultural Fairs Association, January 24 and 25, Hotel Northampton, Northampton. A. W. Lombard, secretary, 136 State House, Boston.

Texas Association of Fairs, January 25 and 26, Baker Hotel, Dallas. Ed C. Burris, secretary, Lufkin.

Association of Agricultural and Industrial Fairs of the Southeast, January 24 and 25, Winter Haven, Fla. E. Ross Jordan, secretary, Macon, Ga.

Western Fairs Association, January 25 and 26, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento.

Pennsylvania State Association of County Fairs, January 29 and 30, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Wisconsin Association of Fairs, January 30-February 1, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Association of Tennessee Fairs, February 5, hotel not yet selected. Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 19, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Fair Elections

TARBORO, N. C. — Coastal Plain Fair Association elected Ben G. Mayo, president; Rawls Howard, W. W. Eagles, vice-presidents; Dr. James P. Keech, secretary.

IONA, Minn. — Murray County Agricultural Society elected E. L. Engenbretson, president; O. A. Portman, vice-president; B. I. Weld, treasurer; C. J. McKenny, secretary; Ed Swenson, director.

HUTCHINSON, Minn. — McLeod County Agricultural Association re-elected Theodore Plik, president; Charles Sencsall, vice-president; C. A. Moore, treasurer; George Umland, secretary.

PORTLAND, Ore. — Hillman Lueddemann was re-elected president of Rose Festival Association. Six new directors are E. A. Burkitt, Ray Carr, Homer Goehler, C. P. Keyser, Clarence D. Porter and W. G. Schuppel.

PORTLAND, Ind. — Jay County Fair Association elected James B. Cummins, president; William R. Smith, John S. Hardy, vice-presidents; S. E. Hudson, treasurer; S. E. Hudson, Irwin Black, Ray F. Gilpen, Mike Ankrom, William R.

Smith, George Whitaker, A. S. Klet, John Hurdy, Orville Easterday, Wayne Brunson, James Cummins, Orlien Holzapflic, Murl May and Fred Freeman, directors.

MILLERSBURG, O. — Holmes County Agricultural Society elected: President, T. D. Glasgo; vice-president, Bort Glagau; secretary, Harry Logsdon; treasurer, Fred Schnell; concession manager, F. A. Snyder.

ST. JAMES, Minn. — Watonwan County Agricultural Association elected N. J. Nelson, president; George S. Hage, vice-president; Thomas Offordahl, treasurer; E. C. Veltum, secretary; G. T. Crowley, director at large.

LISBON, O. — Columbiana County Agricultural Society re-elected: President, O. W. Heim; vice-president, Lawrence H. Copeland; secretary, H. E. Marsden; treasurer, J. Ellsworth Rice.

LITTLEFORK, Minn. — Northern Minnesota District Fairs' Association elected C. A. Anderson, president; E. E. Polkinghorne, vice-president; K. W. Morris, treasurer; George Dahl, secretary.

WILMINGTON, O. — Directors of Clinton County Agricultural Society re-elected Dr. Frank A. Peelle president. Other officers named are Harold Hook, vice-president; Frank Skimming, secretary; O. G. Griffith, treasurer. Hook succeeds Frank Kunnleutt and Skimming replaces Erskine R. Hayes.

ALEDO, Ill. — John Pinkerton was re-elected secretary of Mercer County Agricultural Society. Courtney Willis was named president. Guy Vanatta will replace Tom Spear as general superintendent.

AUBURN, N. Y. — Steuben County Agricultural Society elected as president Melvin A. Klock; vice-presidents, William Craig, E. S. Moore, William McMichael, John McIntyre, Aaron Putnam, Noah Herrington, Charles Robie, William Chamberlain; secretary, John M. Farr; general superintendent, Clarence Carey; treasurer, James Faucett.

MEDINA, O. — Medina County Agricultural Society, re-elected F. M. Plank, who has served as secretary since 1917; J. V. Einhart, president; B. E. Hartman, vice-president; Paul Jones, treasurer.

THIEF RIVER FALLS, Minn. — Pennington County Agricultural Society elected Hans Anton president to succeed Emil Griebstein, who became first vice-president; S. E. Hunt, second vice-president, and Leon Kalther, treasurer, succeeding H. S. Dahlen. Robert J. Lund was re-elected secretary.

ADA, Minn. — Norman County Agricultural Society elected S. E. Olson, president; A. Remark, vice-president; A. C. Pederson, secretary-treasurer; R. D. Pfund and A. A. Habedank, directors.

VAN WERT, O. — Elmer H. Ireland was re-elected president of Van Wert County Agricultural and Fair Association; F. J. Geisler, vice-president; C. A. Carlo, treasurer; Nolan E. Stuckey, secretary.

HICKSVILLE, O. — DeLancey County Fair elected J. O. Longworth, president; J. J. Lower, vice-president; M. H. Beverington, secretary; Ross Swisher, treasurer.

FREDERICTON, N. B. — D. W. Oltz was re-elected president and C. L. Sypher secretary of Fredericton Exhibition Association.

ST. JOHN, N. B. — St. John Exhibition Association re-elected George D. Ellis president and G. William Frost secretary-treasurer.

CANTON, O. — J. E. Holm was re-elected president of Stark County Agricultural Society; W. T. Sheckola, vice-president; Ed S. Wilson, secretary; A. G. Smith, treasurer; David Brenner, superintendent of police; G. L. Trubey, marshal, and C. O. Betz, superintendent of gates. Smith and Betz are now officers.

MARYSVILLE, O. — Union County Agricultural Society elected: President, Thomas Lockwood; vice-president, L. A. Taylor; treasurer, J. E. Clevenger; secretary, William C. Moore.

MADISON, Wis. — Julius Krobs was re-elected president of Dane County Fair Association; Joseph Rothschild, vice-president; R. G. Nuss, secretary; William Bida, treasurer. Directors voted to exclude all except Dane County exhibitors.

FROM "A" TO "Z"

Run down the alphabet of better acts—right from "A" to "Z". Hamid has them all and furnishes them for your show at a reasonable cost.

GEORGE A. HAMID Inc. General Amusement 1560 Broadway, New York

CONCESSIONAIRES ATTENTION Exhibition and Golden Jubilee Celebration Dates Around July 1 WANTED HIGH-CLASS Rides and Shows (Possibility of Circuit) Communicate IMMEDIATELY A. E. RUSSELL, Secy., Mgr. Exhibition Board Lethbridge, Alberta, Canada

Bids wanted for Carnival FOR SOMERSET COUNTY FIREMEN'S CONVENTION AT CONFLUENCE, PA., IN 1935. (July) at Dan's Base. Contact: IRVIN M. FORTNEY, Secy., Confluence, Pa.



By CLAUDE R. ELLIS (Cincinnati Office)

BILLY NELSON, Chelsea, Mass., won a 5-mile roller-skating race New Year's Eve in Armory Rink, Manchester, N. H., in a field of 10 in 15 minutes and 40 1/5 seconds. Larry McFarlane, Concord, N. H., finished second, one lap behind Nelson. Joe Jackson, Manchester, was third. In a one-mile amateur race Fred Forrey, Lowell, Mass., was winner in 3 minutes and 16 seconds. Iver Mason finished second. Track was 14 laps to a mile and very fast. About 400 skaters attended the party. Nelson is to race Pat Fleming, New Hampshire champ, on January 20.

FOUR WHIRLWINDS, American roller skaters, are touring Italy with the Circus Knie.

WITH THE NEXT Olympic Games only a year ahead the roller skaters are still on the outside. However, roller skating's offspring, basket ball, has made the goal. Basket ball was first played on roller skates.

AMONG DEATHS tardily reported was that of Luther Hauser from York, Pa. He passed during July from tumor of the brain. Luther went to the West Coast and made many friends who will regret to learn of his demise. He left his widow and one child.

OUTSIDE of the 21-day marathon race in Dreamland Park Rink, Newark, N. J., and the 24-hour race in Reading, Pa., the season of 1934 was devoid of anything startling in the speed line.

THE MOVIE, Happiness Ahead, has an excellent scene taken in Rollerdrome Rink, Culver City, Calif., with the entire company on skates and featuring the Three Whirlwinds. Some of the male operators of rinks might obtain good ideas by paying visits to the Rollerdrome and to Chez Vous, Philadelphia, both operated by women.

RECENT visitors to Riverview Roller Rink, Belmont and Western avenues, Chicago, reports Floor Manager E. E. Shepherd, were Al Kish, Toledo, and Cecil Milan, Wheeling, W. Va., rink operators, who were guests of Stanley Swigon, of the Chicago Roller Skate Company; Al Hoffman, who formerly operated Music Hall Rink, Cincinnati, entertained there by Joe Laurey; Mr. and Mrs. Al Kempf, Cleveland, and the Ramblers, skating act, playing a Chicago night spot. Mr. Shepherd is collecting for his scrapbook printed matter from other managers on waiting and trick and fancy skating. Organist Joe Springs, of Riverview Rink, wonders whether other rink organists,

not broadcasting, are having difficulty in securing professional copies of new music from publishers. Riverview and the sister rink, White City, were profusely decorated and had big Christmas trees during the holidays. There was a farewell party in the rink for Dan Rosenberg, one of the employees, who left to take over another rink in Chicago.

"THERE SEEMS to be little activity in roller hockey, which gave promise of being a box-office winner early in 1933-'34," remarks E. M. Moorar, YWCA Rink, Coatesville, Pa. "From reports, it got too rough and some managers cut it out. I believe that what the public wants right now in roller rinks is good music and someone to entertain with a good old-fashioned exhibition of skating. Bands would help a lot. The short run of the Armory Rink in Cincinnati was a surprise to many, as it has not had a big rink since Music Hall days. Perhaps a band would have helped there. Bert English and Frank Vernon have not been heard from for some time. They are both good promoters and should be able to promote letter paper and postage to answer old friends' letters. This goes for Rollie Berkheimer, Columbus, also."

F. R. YOUNG, patentee of the first portable rink, is still active and was last heard from in Vandalla, Mo., with a brand-new top. His paper, Circus Rink News, carries plenty of local ads, as well as many spicy sayings from Frank's fertile brain.

WHITE CITY Roller Rink, Chicago, celebrated its 15th anniversary and there was heavy attendance to see the skating act of the Comets, Johnny and Vi Mitchell and William Fallon. White City Roller Club held its election with the Progressive ticket, Carl Buhler, president; Josephine Saunders, vice-president; Mary Harris and June Donnan, entertainment committee, and Howard Novotny, athletic director, defeating the Independent ticket made up of Mike (Red) O'Brien for president and Kay Buckley for vice-president. Business held up well during the holidays, reports Manager Fred Martin.

### More Oldtimers

By CLARENCE J. MELODY

President, National Skating Association, Detroit

In reading the article on Forty Years of Roller Skating by E. M. Moorar in the 40th Anniversary Number of The Billboard I was reminded of some other high-class rinks, conducted with system and up-to-date methods and by widely known managers.

Julian T. Fitzgerald was one of roller skating's outstanding boosters and a writer who did much to elevate the skating craze when it marked one of the most popular sports in America. Peter J. Shea's management and operation of rinks thruout the Middle West for years was recognized among the profession as being of the best. Season after season he gave patrons original novelty features and attractions and was never known to have had a poor year all the time he was in the business. He made money for himself and associates. If we had more like him in rink business today conditions would be more encouraging and much better.

Another successful manager and operator was Hilbert English, Buffalo. At one time he owned and operated 10 high-class rinks about the country when roller skating was at its best. His income was enormous and he was reported very wealthy at one time. He did things on a large scale, spending great sums to make his rinks attractive. Such famous skaters as Jessie Darling, Nellie McIniece, Katie May Bradley, Barry Brothers, Genno and Patterson and others of great renown appeared in Mr. English's rinks.

Then we will recall E. M. Barnes, who operated rinks in London, Eng., and in America. He had personality and knew the rink business thoroly. Another outstanding figure in the 19th Century was H. F. Crawford, an American promoter and owner of rinks, who made \$1,000,000 building and operating the finest rinks in England and over here.

Then there were Buck Plain, Chicago, and the late Joe Munch, Milwaukee, considered among the 10 best American rink managers. The late Harmon, Charles McCormack and Fred Nall were outstanding managers and achieved great success.

### LAKE GOVERNMENT

(Continued from page 39)

would not be exempt from the provisions of the exhibition code.

According to your charter of incorporation approved by James K. Vardaman, September 3, 1904, and recorded by Joseph W. Power, secretary of state, January 9, 1905, Section 4, of the aforesaid charter states:

"That said corporation is hereby authorized and empowered to organize, operate and conduct a fair, carnival, etc., in the conduct of which it may demand and collect privileges and fees and charge admission in and to the grounds, and may carry on any and all other business that may be conducted for profit or for amusement within the grounds, etc."

Section 10 provides for a capital stock of \$10,000 divided into 200 shares of \$50 each, etc., which places the corporation on a basis of a profit stock company.

Approval is given by James K. Vardaman, governor, December 28, 1907, and recorded by Joseph W. Power, secretary of state, December 31, 1907, permitting: "amendment to the charter of incorporation of the Mississippi Cotton and Corn Carnival Association, changing the name to the Mississippi Industrial Exposition Company."

Approval is given by E. F. Noel, governor, December 10, 1910, and recorded by Joseph W. Power, secretary of state, December 30, 1910, permitting:

"to have the charter of the corporation amended so as to change the name from 'Mississippi Industrial Exposition Company' to 'Mississippi State Fair' and to change the authorized capital stock from ten thousand dollars (\$10,000) to thirty thousand dollars (\$30,000)."

Your letter of November 30 states that the Mississippi State Fair was purchased by the city of Jackson in 1916, but, that you 'operate under the old charter,'

It appears that when the assets of the Mississippi State Fair were purchased by the city of Jackson in 1915 there was no change in the corporate status of the Mississippi State Fair.

The fact that the Mississippi State Fair is owned by the city of Jackson comes within the purview of Article 24, Regulation 43, relating to the taxes on admissions, under the Revenue Act of 1928, as amended by the Revenue Acts of 1928 and 1932 which state:

"The fact that the authority charging admissions or receiving the proceeds thereof is the United States or an agency thereof, or a State or territory or political subdivision thereof, such as a county, city, town or other municipality, does not make such admissions exempt. The act specifically provides that the taxes on admission shall be paid by the person paying for the admission. It is not, therefore, a tax on the person or authority selling the admissions or receiving the proceeds thereof."

From the foregoing it will be realized:

1. No reimbursement can be made to the Mississippi State Fair for admission taxes allegedly illegally collected by the government because it was a tax "paid by the person paying for the admission" and not a tax on the Mississippi State Fair.
2. In order to be exempt from the provisions of the admissions tax your charter must clearly and unmistakably give proof that no profit inures to the benefit of any stockholder. The fact that you are carrying on an educational enterprise is not sufficient. The fact that you have not paid a dividend or other profit sharing will not suffice. In order to claim exemption you must invalidate your present charter, and if you desire to remain as an instrumentality of the city government, the city government must give legal notice or action thru its proper municipal authority that you are organized as an agricultural fair, that no profit shall inure to any person or stockholder, and stating the educational or charitable purposes of the institution.
3. The fact that you have a "free

gate" but have other pay features still brings you under the purview of Article 24 of Regulation 43, previously quoted.

The question may be raised that your present condition is merely a technicality. This may be so. On the other hand the United States government must protect its interests not only in the spirit of its laws but in their legal construction. For the government not to do so would make it possible for organizations to circumvent the intent of revenue laws, with a resultant decrease of revenues, imposing additional hardships on the people as a whole.

I regret the necessity of giving you this adverse opinion in your present difficulty, but from my knowledge and study of government rulings I know that under your present form of incorporation no relief can be secured from the United States Government.

May I suggest that you take immediate steps with the legal department of the city of Jackson to have your present charter of incorporation invalidated and further have the Mississippi State Fair made legally an instrumentality of the city government.

If I can be of further assistance to you, please let me hear from you. Very truly yours,

MILTON DANZIGER, Chairman Government Relations Committee, December 11, 1933.

Miscellaneous: There were numerous miscellaneous matters and correspondence handled which will be omitted from recitation so the report will not be too lengthy. It is safe to assume if the membership had to engage legal advice in many of these matters, and provided the attorneys were familiar with the subjects, it would have cost our fair's many thousands of dollars.

Respectfully submitted: Milton Danziger, Chairman; Fred A. Chapman, President; Dr. H. W. Waters, Vice-President; Ralph T. Hemphill, Secy.-Treasurer; William B. Boothby, Member; P. T. Strieder, Member.

### CORRAL

(Continued from page 38)

Austin, is expected to have some interesting news soon in connection with rodeos. . . . Eartha Blancett was guest of Leonard and Mary Ward for Christmas dinner at Van Nuys, Calif. . . . Mary's son and parents were also guests. . . . Eddie Woods spent Christmas as guest of Smokey and Mrs. Snyder at Brea, Calif. . . . Yakima and Mrs. Camutt entertained at their home Pete Knight and wife. . . . Bonnie Grey witnessed the opening of the Santa Anita race track near Pasadena. . . . Hugh and Mabel Strickland, with their daughter, April, had Christmas dinner at home in Burbank. . . . Lloyd and Helen Saunders enjoyed Christmas dinner at their new home in Burbank, not far from the Stricklands. . . . Paris Williams was confined to her home during the holidays, because of her broken ankle and dislocated elbow, sustained at the recent hombra. Christmas week found Bec Ho and Weaver Grey are wintering in Alhambra. Christmas week found Bec Ho making appearances with his "crooning coyote" at a Los Angeles theater. . . . The holidays found Vern and Edith Tantlinger with homefolk in West Hollywood. . . . Fred Burns, president, and Orle Robertson, secretary, of Riding Actors' Association of Hollywood, are making plans for a big year for the association. . . . Turk Greenough spent a rather lonesome Christmas in Hollywood, with his wife in the Santa Monica Hospital for a major operation—she was able to return home for New Year's. . . . Hosea Steelman, Dolores and Hank Steelman had Christmas dinner with Mrs. Steelman at their Glendale home. . . . Hazel McCart enjoyed the season with homefolk in the mountains near San Bernardino. . . . Jack Knapp has taken an apartment in Hollywood.

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RICHARDSON BALL BEARING SKATE CO.

Established 1884.

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The Best Skate Today

CALLIOPE SALE

Act Quick

25% reduction. Immediate delivery for Shows and Rinks.

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57-75 MEN'S NEW WHITE SUEDE SKIN SHOES. All Sizes. Special Price in Boston Lots. WEIL'S CURIOSITY SHOP. 20 South Second Street, Philadelphia, Pa.

For Health's Sake Roller Skate

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Physicians recommend roller skating as the most healthful exercise. Develops mental joy and physical strength.

CHICAGO ROLLER SKATE CO. 4427 W. Lake St., Chicago, Ill.

# OLDTIMERS FLOCKING BACK

## NAAPPB's 'New Deal' a Magnet

Special field representatives are working—Baker and Hodge optimistic

CHICAGO, Jan. 5.—A new spirit of optimism and determination to put over the new National Association of Amusement Parks, Pools and Beaches, born in Toronto on November 24, is pervading the industry from California to Maine, declares Secretary A. R. Hodge, Kenilworth, Ill.

At the suggestion of President Harry C. Baker, New York, the secretary is launching a new membership drive. All of the oldtimers whose faces have not been seen around recent NAAP conventions are being urged to come into the new organization and their response to date is reported most gratifying.

All members of the NAAP at the time of dissolution are likewise re-enrolling and co-operating with the secretary's office by individually going after their neighbors for membership, it is reported. With this co-operative spirit success is assured, believe leaders in the organization.

Special Field Representatives Paul H. Huedepohl, Portland, Ore.; A. W. Ketchum, St. Louis; Rex D. Billings, New York, and Harry A. Ackley, Pittsburgh, have been appointed and are already at work in their respective territories.

This list is to be augmented in the near future, and it is President Baker's ambition to have a score of representative and aggressive men driving hard for a good-sized membership for the new organization before opening of the forthcoming season.

## Goliath Mascot in Campaign For A. C. '36 Legion Meet

ATLANTIC CITY, Jan. 5.—State American Legion officials, Caledonian Band, Atlantic City, and officials of Steel Pier participated in a unique ceremony on December 23 of making Goliath, veteran Pier sea elephant, mascot of the local post and convention committee which is endeavoring to bring the Legion convention here in 1936.

C. Richard Allen, department commander of New Jersey, officiated at the affair, which was arranged by Harry Orlow, of the Pier exploitation staff. A large crowd gathered. There was a parade up the Boardwalk by the Caledonians in their Scotch highlanders' uniforms and Legionnaires in their parade dress. State and city Legion officials were present.

## Passing of Euclid Builder

CINCINNATI, Jan. 5.—William McLeavy, whose death in Cleveland is reported in the Final Curtain in this issue of The Billboard, as boss carpenter in Euclid Beach Park there reconstructed numerous buildings from the Buffalo Pan-American Exposition in the park. He had been retired several years.

## Euclid Rushing Funhouse

CLEVELAND, Jan. 5.—Construction on a Funhouse, the first of this type of attraction to be built in Euclid Beach Park, is progressing rapidly, with many workmen going at top speed. Much confidence in the new attraction is expressed by General Manager Harvey J. Humphrey.

ATLANTIC CITY—Evelyn Ann Gravatt, 3-year-old daughter of Mr. and Mrs. Frank P. Gravatt, of Steel Pier, is reported recovering after battling a blood condition which caused her to be rushed to Atlantic City Hospital. Dr. John A. Kolmar, Philadelphia specialist, who discovered infantile paralysis vaccine, and three other doctors are in attendance.

## Morro Hulk No Longer A Menace to Big Hall

ASBURY PARK, N. J., Jan. 5.—The resort breathed much easier this week when Asbury Park Convention Hall was put out of danger for the first time since beaching of the ill-fated Morro Castle less than 50 feet from one end of the big structure. Weckers with tugs succeeded in dragging the hulk 200 feet seaward just before one of the season's heaviest nor'easters set in. A shift of about 300 feet more, engineers believe, will place the boat, Asbury Park's big attraction during the '34 season, in deep water. The resort's big fear during the time the ship was grounded was its possible toppling over, which would have crushed one end of the hall.

## Winterizing Spots Clicks in Pittsburgh

PITTSBURGH, Jan. 5.—An experiment in winterizing amusement parks is being tried here for the first time with highly favorable results in view.

Kennywood and West View parks installed roller and ice-skating rinks, offering nightly sessions of the outdoor and indoor sport. Business has been on the up in both spots, with names of the parks in circulation thruout the cold season.

The current skating policy, which is clicking with park customers, looks like a fixture.

## O'Malley, of Playland, Favors Stands' Ownership by Parks

Refreshments should be handled by operating companies, he contends, to insure profits and quality—tells of results of this policy at Westchester County's spot

NEW YORK, Jan. 5.—Herbert F. O'Malley, director of Playland, Rye, N. Y., the largest amusement park in this country, and operated by Westchester County Park Commission, came out flatfooted for operation of refreshment stands by park management themselves in his address on Refreshment Stands—Park vs. Concession Ownership and Operation before the recent annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Royal York Hotel, Toronto, on November 27. "It seems to me that this subject involves, initially, a consideration

of the relative positions occupied by a park owner and a concessioner," he said.

"Due to the difference between parks, I am obliged to stick closely to general principles and my views are naturally influenced by conditions at Rye.

### Sees Two Extremes

"The park owner has a large, permanent investment and his primary interest is in the success of the enterprise as a whole. Ordinary business sense dictates that his park should contain a well-balanced smoothly working organization with the least possible conflict between the units. The concessioner, on the other hand, occupies the position of a tenant for an indefinite period, usually with a comparatively small investment and primarily interested in the productivity of a single type of business.

"We can imagine two extremes in park organization, one in which the park operates everything and the other in which all the productive units are operated by concessioners. In the first case the park owner has entire control of the business methods and operating policies. He has a larger investment, but he obtains the entire revenue. In the other case the business operations are conducted by many individuals in many ways; a unification of policy is difficult, if not impossible, and the profits are divided.

"At Playland we have some fine concessioners, but nevertheless there are occasions when differences of opinion and conflicts of interest occur and we are obliged to compromise our ideas in the interest of general harmony.

"The successful operation of any business enterprise depends upon two primary requirements:

"1. The amount of capital needed for the fixed investment.

"2. The ability to properly conduct the operation.

### Park's Best Equipped

"The question of whether the refreshment facilities or any other features of park operation should be conducted by the park or by concessioners depends mainly upon who possesses the better financial or mental equipment. We have concessioners because we lack either the capital or the special knowledge required to conduct the business. In my opinion, if the park owner possesses the required capital and has or can hire the necessary talent the answer to our question is obvious—the park should conduct the operation.

"So much for general theory. I have been asked to talk on refreshments and while I cannot tell you what to do, I can tell you what has been done at Playland. We operate all of the refreshment stands, but we do not operate the restaurants. Our refreshment department comprises a central commissary. (See O'MALLEY on page 48)

### "Bright Spots"

If the writer of a letter lauding the article by Henry Wagner, Eastwood Park, Detroit, on "Bright Spots" in The Billboard of December 1 will send his name and address to the editor of the Parks-Pools Department in Cincinnati, the statement of his ideas will be published. It is of interest and merit and has been omitted so far only because of The Billboard's policy against unsigned communications.

## Vancouver Pool Biz Holds

VANCOUVER, B. C., Jan. 5.—Following complete redecoration, Jack Reid reopened Crystal Pool with a grand splash party and dance. Special rate for children during the holidays was 10 cents from 10 a.m. to 4 p.m. The pool is heated to 80 degrees and there is faster circulation of water. 500 gallons a minute, a tank change every four hours. Provincial government's daily and weekly tests give 100 points. Manager Reid reported good business during the holidays and looks for it to hold to normal thru spring and early summer.



GOLIATH, THE STEEL PIER SEA ELEPHANT, and veteran of many a circus season, became another kind of vet when made mascot of American Legion Post No. 2, Atlantic City. Photo shows C. Richard Allen, department commander of New Jersey, officiating, assisted by Goliath's trainer, James Bargatine.

## Better Amusement Year Is Seen By Mayors Along Jersey Coast

ATLANTIC CITY, Jan. 5.—Extending greetings to residents of their resorts, mayors of Atlantic City, Ventnor, Margate and Ocean City this week forecast continued improvement in economic conditions, with more attention given to amusements by the country in 1935. They based forecasts upon an upward trend in 1934 and on the good season enjoyed, especially by Atlantic City, after it went out for big with both lists.

Mayor Bacharach Atlantic City, was especially optimistic that amusements here would get back on a boom basis this year.

"We can look back to accomplishments of 1934 with considerable pride. We have gone thru trying days and have come out ahead. I am sure 1935 will top even the record season just passed," he said.

Mayor Sweigart, Ventnor, said: "We can be justified in looking forward to a better year and it is up to us. Work

looks for all; we should co-operate to present a good picture to the prospective all-summer visitor." Mayor Jeffries, Margate, had a similar message.

Mayor Harry Hradley, Ocean City, said: "Private enterprise in Ocean City may look for a big improvement and increased popularity, with the strides taken last year as a basis. While no big improvements are planned, we have unimpaired credit should emergency arise."

Revising earlier estimates, Mayor Bacharach revealed that more than \$500,000 will be spent during 1935 in "selling Atlantic City to the world." Reviewing work of the press headquarters, he said success had been greater than anticipated, although only \$44,000 was spent. Budget to be up for hearing in a few weeks has \$100,000 for advertising, with hotel and amusement estimates totaling about \$400,000, \$25,000 for special events, \$60,000 for papers and magazines and remainder for press commission.



**The Pool Whirl**

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard.)

**THREE-DOTTING IT**

Well, the Miami-Biltmore tank stole a march on other Florida pools with that swell national publicity last week. . . . But reading about Eleanor Holm, or rather Eleanor Holm Jarrett, made me think of the AAU and its recent convention. . . . And when I think of the AAU I always feel that organization is always doing something in the field of swimming to make true followers of the sport ill. . . . At any rate you may recall that at its confab last month the bigwigs of the Amateur Athletic Union declared Eleanor Holm Jarrett unstained by professionalism. . . . This despite the fact that Miss Holm, or Mrs. Jarrett, has made a number of motion pictures and has otherwise allegedly broken the official standings of an amateur swimmer.

When Martha Norellus was put on the carpet some years ago for swimming in the same pool with a professional, merely for her own enjoyment and not in competition, she was immediately ousted from the AAU. . . . Of course, the amateur authorities apparently regretted their move, for I understand they made a number of overtures to Miss Norellus to return to amateur ranks. . . . This was after Martha had won the Wrigley Swimming Marathon in Toronto. . . . If there are to be amateur swim rules, let them be understandable and not ambiguous. . . . And if one swimmer is to be let off after breaking the rules another one shouldn't be condemned.

Now for the New York pool men who phoned last week just as soon as they received their copies of *The Billboard* to inquire as to the whereabouts of that Knickerbocker indoor pool. . . . You needn't fear the competition, boys, as the tank is a very small one, situated right off Columbus Circle. . . . It's been up many years, the apparently no one in the swimming business has heard of it before. . . . And I wonder how many know that the Park Vendome indoor natatorium, New York city, is now housing a real honest-to-goodness nudist cult. . . . Right in the heart of the big city, no less. . . . But then, what with the current popularity of these nudies, who knows but all you swimming pool fellas may be running nudist cults in 10 or 20 years from now? . . . All of which, come to think of it, is not a bad idea of combating that opposition from municipal tanks. . . . For can you picture anything as impossible as a community running a nudist cult?

Seriously, tho, take my tip and follow the advice of Messrs. French and Potter, who presented papers at the pool men's convention on how to fight the municipals. . . . Spruce up your tank like a young lady out to steal a bean from another girl and you'll get the business away from 'em. . . . Wonder how many remember the "Swimming Pool Splashes" which used to be run on this page before this column was born. . . . Incidentally, George Kofac, former Olympic backstroke champ, just phoned to tell me that he may take charge of the Crossinger Pool in Ferndale, N. Y., next summer. . . . They tell me there's going to be a great demand for water acts next summer, and I should like to hear from aquatic exhibitionists interested in doing a daily turn in an outdoor New York pool.

Wonder how Wilbur S. Mayers, Fairmont, W. Va., is making out with his floating pool. . . . Redondo Beach bathhouses, near Los Angeles, open during the winter season at 10 a.m., whereas in summer they are open as early as 8 a.m., and one wonders why the difference. . . . And I might mention these attractive-looking portholes around the sides of the Long Beach (Calif.) Plunge, for I don't think I've ever made reference to this natatorium, which California swimmers tell me is quite darty. . . . See where the Pin-Mor tank, Kansas City, Mo., uses the slogan "Perfect Decorum at All Times," which doesn't strike me as being just the thing to say, as it tends to bring up a point which might not otherwise be in the minds of patrons. . . . Still the manager of that pool, Ray Rice, if he is still in charge

there, knows his business, and who am I to complain? . . . London Terrace indoor pool, New York City, received its official AAU sanction last week to run so-called authorized meets. . . . And while back on the subject of the AAU (sic), did you know that St. George indoor tank, Brooklyn, is fighting to change the name of its Dragon Swimming Club to St. George Dragon Swimming Club? . . . All of the swell publicity the club has been receiving thru its record-breaking champion members has been wasted, for no credit whatsoever is being given to the St. George. . . . The AAU claims it will be commercial if the Dragons are to be tabbed St. George Dragons, and so I ask you, why doesn't the national pool organization form its own swimming body to govern its meets and swim clubs? . . . How about it, you officials of the National Association of Amusement Parks, Pools and Beaches? . . . And dot's all for this week.

**Seashore Breezes**

By WILLIAM H. McMAHON

ATLANTIC CITY, Jan. 5.—Altho rain spoiled the Mummies' parade scheduled in Philadelphia on New Year's Day, it was of considerable help here in keeping the crowds down for the rest of the holiday period, with the result that amusements scored unlooked-for big at matinees. Weather cleared at noon to bring out crowds. . . . rail officials reported travel heavy. . . . three flesh houses reported big midnight show biz. . . . Steel Pier had winter ballroom jammed for party, with floor show, etc. . . . Million-Dollar Pier went over the 1,700 mark with basket ball on New Year's Day. . . . hotel men, jubilant over size of holiday crowds, pointing to it as good sign for '35.

Words and Music, Inc., proved one of holidays' best bets at Steel Pier, with SRO on late Sunday night shows. . . . and first production to work here without mikes. . . . This show served also for return of Jose Lombardi, music director, late of this city, who got enthusiastic hand.

Margate City Hall won first prize in Light Festival—entire parkway done over with thousands of lights and decorations drew hundreds of motorists. . . . new automatic baseball machines clicking in great shape at Auditorium coin-operated amusement machine arcade there proving popular with hockey game fans.

Bing Crosby singing contest staged by Steel Pier bringing out record number of entrants. . . . Eddie White emceed part of pier holiday bill and never seems to run out of new ones. . . . Al Steinberg, p. a. of Auditorium, elected head of school hockey league. . . . Million-Dollar Pier basket ball team ties for Eastern league first half championship. . . . Ted Riley, local pitcher, returned to Philly stands.

**With the Zoos**

TRAVERSE CITY, Mich.—Teddy, 410-pound black bear, was shot by State Police at request of municipal zoo officials. He had become so unruly that his cage was no longer strong enough to hold him. Teddy was pioneer of the zoo, first animal to be taken there, and the one about which the zoo was built.

AERON—Population of the municipal zoo, Perkins Park, has been increased by three raccoons and a porcupine. The "coons" were gifts of J. E. Johnson, Park Superintendent. W. W. Miller reported, and the porcupine came from Vernon Wiseman, Akron.

OKLAHOMA CITY—Two more candidates were nominated for Oklahoma City's most useful citizen of 1934, bringing the total to 25. Leo Blondin, Lincoln Park zookeeper, and C. F. Urachel, oil man, are latest nominees. E. G. Green said Blondin has "brought happiness and cheer to countless thousands of children who could visit the zoo during the season and he has taken his show to crippled children and shut-ins. A happy and wholesome childhood is something to be sought in these busy days and Leo Blondin is doing a splendid job in bringing this about." Urachel, oil man and kidnap victim, was nominated because of the aid he has given officials in suppressing crime.

**NAAPPB**

Manufacturers and Dealers' Section

By R. S. UZZELL

BALTIMORE—John J. Carlin is enjoying the fruits of his courageous effort in turning a summer dance hall into an ice-skating rink and hockey field. Many know how this is accomplished with a provision for reconversion into a dance hall when opening the amusement part of the park for spring business.

If you do not know the process Carlin will tell you without compensation to him except the satisfaction he will find in passing along the results of a bold experiment. He, as might be expected, can suggest valuable improvement.

**Carlin Sets Pace**

He has not ample seating capacity. When building the dance hall this idea of putting it to other use had not occurred to him. The hockey field must be of regulation size. This has left a narrow margin for seats. He had a \$2,200 house the last Sunday of the old year after turning away over 2,000 people. Had he been able to advertise sufficient seating capacity he could have counted \$5,000 in cash for the one game between his Orioles and the Atlantic Sea Gulls. This was after a forenoon session of two hours and an afternoon session from 2 to 6, open to the public for general skating.

He has developed efficient facilities for resurfacing the ice for each skating session and again in the evening for the hockey game. He had three hockey games scheduled for the week, with skating each day and each evening except when the hockey game takes his field. He will be sorry to have spring arrive, as the winter sports make him more money than the summer amusement park.

He finds the hockey adjunct abundantly justifies his support of a hockey team as a member of the amateur league. We do not wish to repeat or we should redescribe the method by which he makes his dance hall play this dual role. Now that he has successfully led the way and invites his friends to come and avail themselves of his experience, others are sure to follow.

Why let the whole amusement park remain dark and idle for eight months of the year when it can be put to profitable use? If John Carlin can make ice on his dance floor in Baltimore, why can it not be done in Kansas City, Dayton, O.; Atlanta or Louisville?

**Publicity Possibilities**

Leonard B. Schloss is a publicity agent of long experience, and in his day a successful one. He says if we go to Washington with a convention he will guarantee to have Mrs. Roosevelt address us and have our picture on the White House lawn with the President. Does anyone claim this would not get publicity? Then we could have a sight-seeing trip unequalled in America. Does anyone have other suggestions?

When the Coaster was opened on the exposition grounds at Wembley the Prince of Wales was placed in the front seat of the forward car, top hat and all. That picture was published all over the world.

When we have larger conventions and real exhibits we can make much of including distinguished characters to ride on or patronize our offerings. How much would Jones like to get "snapped" selling a hot dog to Will Rogers, or George Cramer get "shot" with Henry Ford riding the Loop-the-Loop? These things can and will be done. We must get Brisbane to comment on the wholesome benefits of a good amusement park to a community.

It is only by offering a new and valuable program that we can enlist the renewed support of members who have dropped out because they felt value was not being received. Let us get them as curious about our new activities as they

are over a new model which is promised in autos.

**Better Year Presaged**

A complete amusement park is a costly plant. These days of demanded efficiency in industry do not overlook amusements. We can render a timely service in leading our parks to a profitable winter existence. If they will heed our advice we can see more demands on Canada for hockey players, where the best are now produced. This does not mean we cannot produce them; it only means we have not been doing it. Like baseball players, they must start early. We are just getting started.

The inquiries for new and used attractions are coming in now with greater volume and frequency than since the first part of 1929. It presages a better business for 1935, not only for the manufacturer, but also for the resorts.

You surely will make no advance if you sit still. Abraham Lincoln said the way to resume specie payment was to resume. They did and made it go. It is time for all of us to resume. We wish you a good business summer.

**Long Island Patter**

By ALFRED FRIEDMAN

FROM ALL AROUND: Holiday celebrators who were counted on to make a successful New Year's Eve for roadside places came thru. As a result, night-spot owners were able to recoup from their early season setbacks.

B. S. Moss property at Far Rockaway has been sold to make room for a new post office. . . . Long Island State Park Commission announces that tolls are in effect on routes leading to Jones Beach. It'll be a means of obtaining funds for the \$5,050,000 loan advanced by the R.P.C. Nassau Drama Guild getting active.

Johnny (Great Neck) Johnstone, WOR publicity boss, tosses parties at his imposing place on the Island. . . . George (Willard Theater) Cann, of Woodhaven, is recovering from effects of a long stay in the hospital.

Station WGBB, Freeport, planning big things for the spring and summer. . . . Two-story bathing pavilion, refreshment stand and a bungalow at Blue Point Bathing Beach went in flames and burned to the tune of more than \$5,000. Wind helped to make the conflagration do the damage it did. . . . Ice-skating rinks, an experiment on the Island, fail to lure. . . . Hempstead Armory coming back and doing things after a long layoff.

Nautibus Beach Club (Atlantic Beach) did things up in gay fashion for New Year's Eve, jamming in close to 1,000 people. . . . Auto parking in many sections of the Island will create plenty in the way of wrath from motorists, who are the only ones not being consulted in plans to tax for space usage.

ROCKAWAY BEACH: Rockaway Beach Board of Trade making a survey in answer to a complaint that there are too many places in the area licensed to sell beer and liquor. . . . Faber Brothers, who got their start here, are branching out to far-flung locations in the coin-operated amusement machine biz. . . . Playland had a Christmas tree for the first time in years.

Rockaway Chamber of Commerce will publish a monthly magazine, George Wolpert editing. . . . Plenty of work has been accomplished by emergency relief workers on the Boardwalk this winter.

LONG BEACH: With the turn of the new year many local folks are planning to trot off to Miami Beach. The locals start coming back about the first of March. . . . One of the local papers took a terrible crack at the concession gentry here, charging that it does not make for propriety in the community, and what a comeback the concession gang is planning! . . . Whisk Kaine, the flasher feller, is holding forth for the winter months at Radio City, but hopes to be at Long Beach long before Decoration Day, which is curtain-raising time here.

CINCINNATI.—Details of the death of George Bistany, director of Fishhacker Zoo, San Francisco, and former outdoor showman, are reported in the Final Curtain in this issue of *The Billboard*.

1935  
**Auto-SKOOTER-Water**  
THE RIDE THAT ENJOYED GREATEST POPULARITY AND BIGGEST NET PROFITS AT "A CENTURY OF PROGRESS," CHICAGO, ILL.  
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# ANNUAL HASC WEEK TOPS

## Most Successful Combined Meets

Novel feature for floor show—Ladies' Auxiliary active—banquet guests

KANSAS CITY, Mo., Jan. 5.—At the conclusion of the Heart of America Showman's Club Banquet and Ball, Exhibitors' Convention and New Year's Eve Party, the Ladies' Auxiliary Luncheon, the Bridge Party and the numerous other gatherings, it was the consensus that this annual week of festivities was the most successful ever staged here. It was considered a splendid accomplishment on the part of the committees. Some details of the banquet-ball appeared in last issue. Many of the delegates and visitors have departed for their homes or other places of residence during the winter.

### Novel Floor Show

Clyde Davis and his Night Club Revue presented a floor show at the banquet that surpassed anything yet given and the novel feature of the show was that the entire cast was made up of carnival performers, some from the Royal American Shows, Hennies Bros.' Shows, J. L. Landes Shows, United Shows of America, Beckmann & Gerety's Shows and Dodson's World's Fair Shows. The singing and dancing acts, the comedy and other routines pleased the most critical.

The Ladies' Auxiliary was very active as usual. Starting with its bazaars on December 26, later, consecutively, its luncheon, bridge party and its election of officers. At the bridge party, held December 30, prizes were awarded Bird Brainerd, Lucille Parker and Margaret Haney. The annual luncheon was held in the Crystal Room of the Phillips Hotel. Corsages were given to visiting ladies. Mrs. Viola Fairly acted as toastmistress. Mrs. Grace Goss, of St. Louis, won the \$10 membership drive award, which she returned to the club as a gift. The following ladies were present at the luncheon: Hattie Hawk, Mary Francis, Viola Fairly, Margaret Haney, Helen B. Smith, Grace Goss, Bird Brainerd, Catherine Oliver, Virginia Laughlin, Miriam Rupley, Dorothy Hennies, Irene Lachman, Lella Von Gunton, Elizabeth Yearout, Myrtle Duncan, Gertrude Parker Allen, Etta Smith and Mrs. O. W. Parker.

While a number of out-of-town auxiliary members left the city late this week, there is still on hand a satisfying number to attend the installation of officers. (See ANNUAL HASC on page 47)

## Warm Weather Favors Paris Street Fair

PARIS, Jan. 5.—With mostly warm-weather days, the rides and shows at the Street Fair on Montmartre got a good break. Midway extended along the main stem of the Montmartre cabaret and theater district for nearly a mile. Only big rides were a couple of Auto Scooters and three Caterpillars. Plenty of shows, including two large menageries, two motordromes and several illusion, girl and freak shows. There also were kiddie rides, museums and many concessions. A big portable school and a "Red Cross" booth for the show people were located on the midway. Fair runs thru the holiday weeks.

During the holidays rides, shows and concessions were also installed in practically all the big squares and open spots in Paris, and when weather was not too bad got a good break from the crowds that couldn't afford the night-spot prices.

## Catherine Oliver Elected President the MSWC

ST. LOUIS, Jan. 5.—At the first winter meeting of the Missouri Show Women's Club held Thursday in its rooms at the American Annex Hotel, the following officers were elected for 1935: Catherine Oliver, president; Kathleen Riebc, first vice-president; Daisy Barry, second vice-president; Vera Hancock, third vice-president; Grace Goss, secretary; Norma Lang, treasurer; Mabel Pierson, chaplain. Board of governors: Marietta Vaughan, Mary Frances, Gertrude Lang, Jane Pearson, Hattie Hawk, Judith Solomon, Anna Porter, Ciella Jacobson, Nell Allen, Daisy Davis, Millicent Navarro and Vera Barlow.

It was decided at the meeting to hold a Valentine Dance on February 16 in the Gold Room of the hotel.

## Poundses Back South

CINCINNATI, Jan. 5.—Charles Pounds and wife, Minnie, of Mighty Sheesley Midway, left yesterday on their respective return trips to North Carolina, after spending the holidays with their son, Clarence, who is attending a suburban high school. Mrs. Pounds lately visited several weeks among relatives in California. Charles is affiliated in an executive capacity with the Ray O. Alvis' Walkathon now in progress at High Point, N. C. While in this vicinity they were guests of Mr. and Mrs. C. J. Worley at Pine Hill Dairy Farm, Sharonville, where Clarence resides while attending school.

## Conklin to West Coast

CHICAGO, Jan. 5.—J. W. (Paddy) Conklin, president of the Showmen's League of America, is taking a short vacation on the West Coast. He will visit Vancouver, Seattle, San Francisco, Los Angeles and New Orleans before his return to the Middle West. Conklin said he probably would cancel the trip he had planned to take with his family to Hawaii in order that he may be able to attend most of the winter meetings of the League. He will thus be able to officiate at 10 of the weekly meetings during the first half of his term as president. President Conklin is already at work on plans for the big spring Theatrical Night show, date of which probably will be announced next week.

## Showfolks Wedded On New Year's Eve

LITTLE ROCK, Ark., Jan. 5.—With the building at 513 Main street, which is housing the International Congress of Oddities this week, packed to the doors for a New Year's midnight show, Mayme Gilmore, snake enchantress, and Brady Davidson, ticket seller, were married by Justice J. George Leopold.

Ray Marsh Brydon was best man; his little daughter, Rae Rosalie, acting as ring bearer. The impressive ceremony was conducted with the entire personnel of the show surrounding the bridal party. The couple received many gifts and a real New Year's celebration was enjoyed by all present. Guests of honor included Mr. and Mrs. Herb Duval, Mr. and Mrs. Bob Crawford, parents of Major Mite, Chief of Police Bennett and newspaper reporters. The Arkansas Democrat of January 1 carried a two-column picture of the wedding, in addition to a cleverly written human-interest story.

## Mr. and Mrs. Roth in Cincy

CINCINNATI, Jan. 5.—Mr. and Mrs. L. E. Roth, whose Gibson's Blue Ribbon Shows are wintering at their home city, Columbus, Ind., visited relatives and acquaintances here this week on a motor trip. While at The Billboard Mr. Roth advised that he plans to notably enlarge his shows for next season. He will make a trip to the Southeast in the near future.

## Lippman on Marks' Staff

RICHMOND, Va., Jan. 5.—Eddie Lippman, last two seasons with Max Gruber's Shows, will be manager Marks Shows, of which John H. Marks is owner and general manager, the coming season.

## Crafts Adds Motor Units

41 trucks, 21 trailers and a service car will make up transportation fleet

SAN BERNARDINO, Calif., Jan. 5.—Now that Mr. and Mrs. O. N. Crafts have returned from their extensive airplane trip work at winter quarters of Crafts 20 Big Shows has started in earnest. Four new semi-truck trailers have been purchased. These are huge affairs, 33 feet in length. For the coming season the transportation fleet will consist of 11 A. C. Mack trucks, 4 A. B. Mack trucks, 14 semi-trucks, 6 Graham-Dodge trucks, 5 Ford V-8 semi-trucks, 1 White truck, a service car and 21 trailers. The California licenses will amount to better than \$3,500.

The season will again start at the National Orange Show here in February for which Mr. Crafts has secured and paid for outright all the midway and the concession space outside of the Orange Show building. Roy E. Ludington, manager for Mr. Crafts, will have charge of the concession space. Mr. and Mrs. Ludington have purchased Sam B. Dill's paintal housecar, complete with all furnishings, and will use it as their home during the coming season.

At present here are 30 men working in quarters. Sam Hinson is master mechanic, with W. J. Boyd as first assistant. On the trucks and trailers pneumatic tires are replacing solid tires and modern air-brakes are being installed. There is the same color scheme as the past 11 years, yellow background with red letters and black outline. There will be 63 pieces of regular rolling equipment and with the various individually owned living wagons, trucks and trailers of independent showmen and concessioners the show will make a highly diverting spectacle on the highways during the season. With the early opening possible in California the show can stay out 40 weeks, to close early in December near winter quarters.

The show has purchased an additional Big E1 Wheel. Owing the trucks makes it possible to haul sawdust many miles and in consequence the midway always presents a most attractive appearance. John (Spot) Ragland and Lou Korte have opened a shooting gallery on the principal street of San Bernardino, also have some 200 pin games working in adjacent territory. O. N. Crafts has his Waco cabin plane at the airport at Riverside.



MEMBERS AND GUESTS of Heart of America Showman's Club at that organization's 15th annual Banquet and Ball, held December 28 at the Coates House, Kansas City, Mo.



Showmen's League of America

CHICAGO, Jan. 5. — Vice-President Jack Nelson is doing the honors in the absence of President Paddy Conklin and all meetings are of extreme interest.

The New Year's Eve party had a nice attendance, which stayed until the wee hours of morning, and all who were there pronounced it a huge success.

A letter from President Conklin advises that he will spend a few days in San Francisco.

Brother Ben Beno is in Georgia and says he will stay there all winter.

Brother Morry Brod, evidently tired of the South, arrived just in time for the New Year's party.

Harry Illions dropped in for chat with boys.

C. W. Goehman and O. L. Corkrum, of Hagenbeck-Wallace Circus advance, were callers at the rooms during the week.

W. H. (Slim) Havis recently had a good visit with his old pals Ed Hook and Sam J. Levy and did not leave the League rooms until after midnight.

A card from Brother and Mrs. Lew Dufour advises that they are having a wonderful trip and evidently not anxious to make early departure for home.

Other messages received were from E. P. Carruthers, Max Goodman, Al C. Hartmann and Louis Herman.

Another application received during the week was that of Sam Gordon. This makes one more for Brother Maxie Herman. He says he is out after the prize.

The spring Theatrical Night committee will now get busy and will be heard from often as soon as arrangements are completed.

Past President Sam J. Levy chairman of this committee.

The ritual and by-laws committees are both busy and their final reports will soon be forthcoming.

Applications of Al Goldstein, O. J. Callaghan, M. H. Smith and Wallace Sackett were presented at last week's meeting and all were elected to membership.

CHICAGO, Jan. 5.—The Ladies' Auxiliary, Showmen's League of America, met in its rooms at the Hotel Sherman for the regular bi-weekly social affair.

Mrs. Al Lato was hostess of the evening and it was another pleasant party. Those in attendance were Mrs. Ed Wall, Marrie Brown, Mrs. Murdon, Mr. and Mrs. J. J. Cor, Mrs. Cora Yeldam, Mrs. H. Bell, Mrs. Ed Hook, Mrs. P. Caraky, Mrs. J. Chase, Mrs. M. Singleton, Alice Streibach, Mrs. W. White, Mrs. H. E. Yardley, Mrs. H. Stevens, Mrs. Lou Keller.

Next week will be the time of the regular business session, and President Lou Keller reports a prize for the membership drive, donated by the old standby Harry Coddington. The ladies are making effort to increase the membership and are in hopes that this will be a banner year.

EDITH STREIBICH, Press Committee.



Pacific Coast Showmen's Assn.

LOS ANGELES, Jan. 5.—Activities of PCSA during the holidays were mostly on the social order. The club had a lot of visitors. However, at the meeting of New Year's eve there were 34 members present.

Harry Seber, past president, and Past President Joe Diehl participated in conducting the meeting, other officers being absent. None of the grillers were present, and it was a quiet meeting.

The end-of-the-year financial statement had been prepared and gratification was expressed at the fine report made. The club is in a stronger financial condition than for years.

The Cemetery Fund is at a new high, and there are the most members in good standing than for several years.

A splendid buffet lunch was served after the meeting, to which ladies of the Auxiliary were invited.

There was open house New Year's and many members visited the club.

With the newly elected officers to be inducted into office January 7, at which time Archie Clark succeeds S. L. Cronin as president, quite an affair has been planned, out of compliment to President Cronin and as a greeting to Archie Clark when he takes up the gavel.

The past year PCSA has done much

that was worth while aside from the social activities. The slogan, "An organization dedicated to the best interests of showfolk, for their happiness and well-being, and dignifying the outdoor show world," has been lived up to.

Los Angeles

LOS ANGELES, Jan. 5.—All the troupers encountered say that the holiday festivities and spending of money in this area were the best in years.

Santa Anita Park drew immense throngs. All the beaches had special holiday events and all the boys did well.

The Walkathon at Long Beach has been drawing fine crowds.

Concessioners were everywhere in evidence and they all did better than for some time.

Orville and Mabel Crafts entertained at San Bernardino.

Archie Clarke had friends from Alabama as guests. Herman Katz, of Cincinnati, brother of Mrs. Clarke and who was a guest of the Clarks, left for home Thursday.

John R. Castle, of United Shows of America, was a holiday guest.

Frank Capps, of Baker-Lockwood Manufacturing Company, Kansas City, spent the holidays in and around the city.

Charles Duffield, of Thearle-Duffield Company, Chicago, is visiting here.

Bill Getrus, in from Brooklyn, will sail for the Orient on January 27. Expects a two-year trip.

William Pink is leaving for Jacksonville, Fla., to join Royal Palm Shows.

Harry Bernard, back from Blythe, Calif., says the Silver State Shows, operated by Glen Miller, did a fine week there.

Will Wright is combining business with pleasure and is promoting a new idea to the Coast.

Felix Burk again moved. This time to the Bristol Hotel colony downtown.

Says he can't get enough interested in a winter checker tournament, so is sponsoring a "Liars' Club," a prize to be given the person telling the "tallest story." So far the honors rest with Al (Big Hat) Fisher.

Harold Froehman is back from a three months' tour of the Orient.

Joe Glacey was in an auto accident. Car demolished and he received severe cuts.

Incidentally, Joe goes to Manila on contract with Stewart Tate to handle publicity for a hypnotist.

Whitey Claire, back from trip to San Francisco, will soon sail for the Orient.

Cal Lips, with the Copenhagen Flea Circus, doing an act for a newswheel.

Don Moore plans to open the Congress of Novelists about January 26.

O. Olsen had a very good holiday business with novelties.

George Silver and the concession boys who made the Tournament of Roses at Pasadena on New Year's did a very good business.

Doc Hill is back from "prospecting" tour.

Louis Bissinger is located in San Francisco.

There is every indication that the San Diego Exposition will be a fine spot for the boys, practically all space for concessions contracted.

Mrs. Ida Hunsaker will continue the business Walter built up.

Jack Smith is her assistant. Professor Alko and Pantha are at the Ceeli, also Harold Anfanger.

Banard and Blake Launching New Show

MERIDIAN, Miss., Jan. 5. — R. O. Banard and Roy Blake will launch the Banard & Blake Shows in the spring.

According to report, the organization will be financed by M. Ross, who will be with it on tour.

Banard will have charge of the office and Blake will be superintendent of concessions.

Al H. Fine will officiate as contracting agent, altho will headquarter here as he will continue his Mississippi Fair and Dairy Association event. Work on the show has been started at the fairgrounds here.

Powers-Sands Launching Show

OWENSBORO, Ky., Jan. 5. — D. W. (Doc) Powers, well known in the carnival field of amusements, and Rube Sands, operator of Rube's Bathing Pool and Amusement Park, are preparing to launch the Powers & Williams Shows in the spring.

Powers as general manager and Sands as assistant manager. Mr. Sands will have his rides and some concessions with the show.

Mr. Powers will continue with the winter engagements of his store show and also attend to bookings for the carnival while en route. George O. Bowlds has been engaged as secretary-treasurer.



Heart of America Showman's Club

ROCHESTER, N. Y., Jan. 5.—Activities around the ACA office have attained a sudden spurt in momentum and we are getting under way the things which we, as well as the members of the association, desire to accomplish during this year.

Jack V. Lyles, general agent Johnny J. Jones Exposition, has been in communication with us relative to the meeting in New York City to be held in the near future with the Traffic Committee of the General Freight Committee of the Eastern railroads.

With the assistance of Robert Lohmar, promised us in Toronto, we are hopeful that the committee will see the carnival world's point of view and reduce rates and abolish the unjust demurrage charge.

Plans are also being made to attend the Albany, N. Y., meeting of fair men on February 10. We would appreciate it very much if those who plan to attend would write us.

Letters of explanation and membership applications are going forward to the several shows listed in the last issue; likewise letters are being sent to members of the association asking their views on the new financial plan suggested at the Toronto meeting.

Copies of the minutes of the three-day meeting at Toronto are available to members of the association and those desiring copies are asked to communicate with the ACA office.

There are also a few copies of the minutes of the Chicago (1933) meeting available.

In connection with the proposed plan of dues payment for 1935 and the future, it will be remembered that the plan provides for the issuance to each member show a certificate which can be posted in the office and a membership card to each person connected with the member show.

We will appreciate it very much if the members give us their views on the form and content of both the certificate and membership cards.

Chop Suey

By W. H. (BILL) RICE

TAMPA, Fla., Jan. 5.—Some number the Anniversary issue of The Billboard. About the biggest thing I've ever seen, unless it was a police book. The best of all was that dandy picture of W. H. Donaldson.

What a friend he was! Met him first in the Stag at Cincinnati. I had run away from school and joined the T. K. Burke Circus at Covington, Ky.

W. H. was then selling paper for his dad. This was the spring of 1893. Next time I was on my way to join the Frank Gaskill Carnival in Owensboro, Ky., in the spring of 1901, and I think he told me at that time he had just bought out his partner's (Hennegan's) interest in The Billboard.

However, in later years he was always good for a "wire touch" when I was in need. Last time I ever talked to W. H. was at the Showmen's League ball in Chicago when he gave Will Rogers that wonderful editorial.

My old friend, Tom C. Rogers, and his wife, Yucamia, have a big service station with camp in Tampa.

The big event Christmas night was the party given by Lil Carson Sheppard, over 60 were present.

Not that it matters, but I was a charter member of the Pacific Coast Showmen's Association and the one that put the word "Pacific" in the title.

Also charter member of the SLA organized by the late John Warren, both before and after the big "dlem" at the Wellington Hotel.

While on the subject, Tom Allen, the late W. J. Kehoe, and myself organized the New Year's Ball in the old "Hole in the Wall" that resulted in the Heart of America Showman's Club at Kansas City.

In fact, Allen and I put up the money for the tickets and program, and Sam Campbell, manager of the Coates House, took the big gamble in hiring the orchestra and furnishing the banquet.

However, it went over with a bang.

Comes a letter from "Lazy" Brown (he even cops my letterhead, just too tired to make up his own): "Dear Bill and Ivy: Received yours just now. Glad to hear from you and glad to know you made the grade at Evansville. Not hearing from you I presumed that you had to take it on the 'Arthur Duffy' out of Evansville—so am glad to know I was wrong. You will pardon me for copping your letterhead. I'm funny that way.

Archie Clark and wife were here the other day. Archie is our new president

of the PGSA. Today Doc Zieger and 'Big Hat' Fisher drove in to remain over the holidays visiting friends and relatives.

I see Mr. Foley most every day. Fine gentleman and doing very well with his endeavors (that last word may be spelled wrong, but let me put you next to something right now—the stenog, a swell blonde, was just looking over the list of your many accomplishments and said it was okeh—but psyllium is the way to spell that seed you mention on the left side of the three-shot you use for stationery—you spell it—psyllium seeds—Bill, Bill, Bill! And you a college egg, or at least always saying so. It takes a third-grader like me to dig up your mistakes).

When you write let me know if my friend, Cliff Wilson, is at Tampa. It's a shame about the cold weather raising hell with the citrus, vegetables and flowers down there—I am as much worried about that as I am on the national debt, and I have commended to feel that if France doesn't pay off there will still be a grab joint and candy floss with each and every carnival just the same.

Miko Golden is doing very well with a store show here. Austin King is running it for him. Cronin writes he will be up here on business right after the first of the year.

Donny Halahan opening a big swell sport-land store on Market street in a wonderful location. Please tell all of our friends we send our kindest regards and best wishes."

Ray Hoover, the little high diver, here for the holidays.

Relative to the reprint of How the Street Fair of Today Was Born, by George L. Hutchin, that was in The Billboard in 1902, the town was Alliance, O.

The Big Number so big I haven't read it all, but will add a few more comments when I get to it.

Philadelphia Pickups

PHILADELPHIA, Jan. 5.—Matthew J. Riley spent several days in the city this week. Is now busy looking after the interests of his new connection with the Strates Shows.

Harry Kleban, since closing with William Glick Shows, has been handling pen sales in Harrisburg and other places. Reports having had a nice holiday business; will open shortly with a store in Brooklyn.

Mr. and Mrs. Harry Hearson passed thru the city on their way from Chicago to their home in Atlantic City.

Wendell Kunz, of Austin & Kunz Palace of Wonders, spent the holidays with the family at Hampton, N. H., returning here this week.

Max Goldberg spent a day in the city looking over the museums on his way to Montreal, where he will open a museum.

Mervin Rogers will open a museum in Lancaster, Pa., shortly and will feature the Rogers Midgets. They closed a holiday engagement at Gimbel's department store Christmas eve.

Mrs. Davis Recovering

LAKELAND, Fla., Jan. 5.—Mrs. John B. Davis, wife of the general agent of the Metropolitan Shows, is convalescing after five months' illness.

Mrs. Davis left the show last July 20 to undergo treatments and an operation at Atlanta, Ga. She recently returned to the company here and she is now on the road to recovery.

1500 KENO (LOTTO)

Made up in 15 Sets of 100 Cards each. Wood Markers. One Winner in the entire series. \$3.25 per Set of 100 Cards.

BINGO CORN GAMES

FROM 25 TO 100-CARD SETS. 25-Card Set \$1.00, 50-Card Set \$1.50, 75-Card Set \$2.00, 100-Card Set \$2.50.

All Sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample, etc. Send for Free Sample Cards and Price List. We pay postage except O. D. appears. Instant delivery. No checks accepted. Established 10 years.

J. M. SIMMONS & CO., 100 North Dearborn Street, CHICAGO, ILL.

CALLIOPE SALE

Act Quick. Calliope Sale New and Rebuilt Calliope, Latest 1934 Models, Right Calliope and Calliope on 3 Hanks. Immediate delivery for Showmen.

TANGLEY CO., Muscatine, Iowa

**SEWARD'S 1935 HOROSCOPES**  
 Samples, 15c.  
 SEWARD'S Full Line of Books on Character, Delicacies, Numerology, Etc.  
 A. F. SEWARD & COMPANY, 1270 Robey St., Chicago, Ill.

**WHEELS**  
 Park Special  
 30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.  
**\$12.00**  
**BINGO GAME**  
 75-Player, complete, \$5.25. Including Tax.  
 Send for our new 1935 Catalog full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artistic Flowers, Novelties.  
 Send for Catalog No. 284.  
 Heavy Convention Walking Gen. Dr. Machinery. Finish.  
 Price Per Gross, \$24.00.  
**SLACK MFG. CO.**  
 124-126 W. Lake St., Chicago, Ill.

**ASTRO FORECASTS AND ANALYSES**

1935. COMPLETE FOR ALL READINGS.  
 Single Sheets, 2 1/2 x 4, Typewritten, Per M. \$5.00  
 Analysis, 3-p., with Blue Cover, Each. . . . . .50  
 Analysis, 3-p., with White Cover, Each. . . . . .15  
 Forecast and Analysis, 8-p., Fancy Covers, Ea. .05  
 Samples of the Readings, Four for 25c.  
 No. 1, 34-Page, Gold & Silver Covers, Each. .30  
 Wall Charts, Heavy Paper, Size 28x34, Each 1.00  
 Gazing Crystals, Ouija Boards, Planchettes, Etc.

**NEW DREAM BOOK**  
 416 Pages, 2 Sets Numbers, Clearing and Polishing, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, \$0.15  
**EGYPTIAN DREAM BOOK**, small size, 64 Pages, No Numbers, Sample. . . . . .05  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-Page Booklet, Beautifully Bound, Samples, 25c.  
**FORTUNE TELLING WITH CARDS**, Same Binding, 24 Pages, Samples, 25c.  
**HOW TO BECOME A MEDIUM**, Same Binding, 30 Pages, Sample, 30c.  
**ZODIAC FORTUNE CARDS**, Fine Set of 30 Cards, 50c.  
 Shipments Made to Your Customers Under Your Label.  
 Our name or ads do not appear in any book.  
**SIMMONS & CO.**  
 109 N. Dearborn Street, CHICAGO.  
 Instant Delivery. Send for Wholesale Prices.

**1935 Astro Forecasts**  
 1-4 and 27-page Readings, Apparatus for Mind-Readers, Mental Magic, Spirit Effects, Buddha Papers, Books, New Personal Character Analysis Sheets for Graphology, Numerology, and Personal Appraisal. Send for our Giant Illustrated Catalogue and Sample, NELSON ENTERPRISES, 188 South Third, Columbus, O.

**ELGIN WATCHES, \$1.65 Each**  
 (8-Jewel, 16 Size, New Yellow Cases.)  
 7-JEWEL, 16 SIZE ELGINS & WALTHAM, \$2.35.  
 FLASH CARNIVAL WATCHES, 50c Each.  
 Price List.  
**CRESCENT CITY SMELTING CO.**  
 Old Gold and Silver Buyers and Refiners  
 113 N. Broadway, St. Louis, Mo.

**USED PROPERTY FOR SALE.**  
 \$ 1.85 Chicago Fibre Rink Skates.  
 \$ 5.00 Electric Hot Dog and Roll Machine. Cost \$50.00.  
 \$35.00 Electric Holcomb & Hoke Butter Crisp Popcorn Machine.  
 \$24.00 Concession Tent, 10x14, with Side Wall.  
 \$20.00 Electric Portable Trunk Flasher, 35 Numbers.  
 We buy Films, Concession Tents, Candy Fibres, etc. Pay Cash. **WELLS' CURIOSITY SHOP**, 20 South Second St., Philadelphia, Pa.

**GREAT SUTTON SHOWS**  
 OPENS APRIL 6, OSCEOLA, ARK.  
 Will furnish new Orange and Black Tents and Panel Fronts for Shows. WILL BOOK any big Ride that can load in box cart. Can always use clean Concessions. We do not use a rate, coupon or merchants' tickets on Rides. We do not carry gas joints. We will play at least ten Fairs.  
 F. M. SUTTON, Osceola, Ark.

**GREAT SUPERIOR SHOWS**  
 Now booking Shows and Concessions for the 1935 Season. WANT General Agent. Address all mail 642 Reynolds Street, Augusta, Ga.

**WANTED**  
 1935-SEASON-1935.  
 Ripley Subjects—Clowns—Acts of Merit, George K. Ringlin, Punch Allen, Mike Butch, Joe Odell, O. C. Dixon, Richard Jump, Barney Nelson.  
**JOHNNY J. JONES EXPO.**  
 821 MILLER, Pittsburgh, Pa.  
 627 Smithfield Street.

**WANTED**  
 Human Oddities or Unusual Freaks  
 For one night only, Sunday, February 8. Write to LEO HANLEIN, 21 E. Main St., Columbus, O.

**MIDWAY CONFAB**  
By THE MIXER

"MASTER 1935" seems a healthy "youngster."

It isn't leap year, but here's hopin' that the new arrival leaps into outstanding popularity!

HARRY E. HUNTING now has his Chairplane ride with the David A. Wise Shows in Georgia.

WHAT ABOUT innovative features for the new year? Now's the time to plan them.

REMEMBER the old-time Noxin Hippodrome Shows? Dave (Noxin) is said to be doing okeh with a hotel in Florida.

REPORT HAS IT that Mrs. Rubin Gruberg and daughter, Edith, are slated for a trip to Europe.

D. S. DUDLEY has had his show in quarters at Mankins, Tex., about a month. Opened last March and closed in December.

RALPH A. MILLER, last season with Dehnert's Golden Rule Shows, has a roadside inn near Wind Gap, Pa., this winter.

FRANK McKENNA, late of Sol's Liberty Shows, and his wife are wintering at Aurora, Ill. The Mixer was informed last week.



WALTER AND MARJORIE KEMP, of Lion Drome note, and the airplane Walter purchased at Birmingham, Ala., last November 5, and which he flew to Mobile and on to Royal American Show quarters at Tampa, Fla.

MR. AND MRS. O. J. BEATY recently paid a visit to the winter quarters of Famous Dixie Shows at Memphis while en route to Kansas City.

HARIO AND MARIO, knife throwers, and Capt. Cook, strong man, are helping to entertain the audiences at Kruzo's Museum in Milwaukee.

IF BILL RICE ever returns to Los Angeles, the "ribbing" between Bill and some members of the "Grid Club" of the PSCA will indeed be good listening.

MIL0, veteran showman, and his Irish terrier canine, Whiskers, are in Florida on a publicity enterprise. Last four years they were in California.

W. H. WHITTON, formerly on the advance of Johnny J. Jones Exposition, is back at the Palace, Akron, O., doing outdoor advertising.

M. JACKIE MILLER, who recently left the Central States for the West Coast, stopped at Joplin, Mo., for several weeks. Worked there a week at a night club.

While at a city in Georgia recently members of David A. Wise Shows were treated (?) to a "drunk" providing his own riding device. With people scattering from his path, speeded his automobile down one side of the midway, thru the Chairplane fence, swung it around and knocked over the ticket box of that device, then back the other side of the midway.

Planned making an about-face toward Kansas City, probably later to Chicago to take treatment for teeth and eyes ailments. Was in a fireworks explosion at a park several years ago.

LARRY HOGAN, s. n. Beckmann & Gerety's Shows, and Bob Leunis, of the Speedway Shows, were visitors to carnival men in Detroit last week while passing thru the city.

WHO HAS SEEN "I. Collier Downs" lately? Doubtless many West Coast folks have met him but didn't recognize him as years ago writing under that moniker.

JOHNNY J. JONES JR. motored from Florida Military School, accompanied by his mother, Eddy Jones, to Augusta, Ga., and had Christmas with Mabelle Kidder and family and other friends.

NEGOTIATIONS are about completed between a certain carnival owner-manager and a certain Western movie star (who has been with outdoor shows) toward a carnival, circus and Wild West combination for the coming season.

BACK TO his various kinds of advertising for the winter at Miami is W. H. (Duke) Brownell. Duke was special agent with West's World's Wonder Shows last season. He has a number of road fellows in his company at Miami.

VERN E. THOMPSON, of D. A. Thompson & Sons, is in Texas with a balloon ascensions crew. Will play a few dates in Mexico during January and February. Russell Maloy, with a Thompson crew, left Chicago for the South last week.

MR. AND MRS. L. S. MILLER, who were spending the holiday season in Memphis, gave a Christmas dinner in



MR. AND MRS. O. N. CRAFTS (right), of Crafts' 20 Big Shows, and James Roe, pilot. Photo snapped at Havana, Cuba. The Crafts recently made a round-trip eastward from California in their cabin plane.

their apartment and had as guests Mr. and Mrs. W. A. McCauley and Ross Crawford.

AMOK, HEAD HUNTER, last season in side show of Ringling-Barnum Circus; summer of 1933 in the big freaks show at A Century of Progress, Chicago, and who appears in museums during winters, writes that he enjoys reading of people he has worked with in this "column."

The body of Bennis Smith was laid to rest in the Jewish Cemetery at Kingston, N. C., December 27. Services were conducted by a rabbi and a Baptist minister. Two weeks were consumed in making arrangements for a decent burial for the "Boy From Kingston." Jewish citizens contributed to the fund when they felt certain that Bennis was of their race.

DINTY MOORE and wife spent Christmas at Miami, and Mr. and Mrs. E. C. May visited friends at De Land, Fla. All returned to Cocoa, Fla. Moore and May have been working salicboards. E. H. Smith (Texas Smithy) recently arrived at Cocoa.

PAUL F. CLARK has staged several promotions in the South, at Pensacola, Mobile and Montgomery. Paul spent Christmas week with relatives at Memphis and left for Florida, where he had some advertising promotions under contract.

FRANK ZORDA, with Morris Miller's traveling museum, tells of Mr. and Mrs. Littleton, of F. H. Bee Shows and who are spending the winter in Jackson, Miss., entertaining 18 showfolks on Christmas at their apartment. The Miller museumites were in Jackson that week.

Help!  
A postcard inquiry from a certain city in the Southwest reads: "Inform us as to who of the carnival owners is the most prominent and talked-of in America today." (Press agents already contacted, or negotiating jobs, please lay off providing answers).

CHARLES KYLE spent a few days in and around Pittsburgh recently. Says he visited the Walter L. Main Jr. and Tom Scully museums, both of which were spotted on Liberty avenue in the downtown district. Kyle has been playing his Boulevard de Parse Girls in the East.

AFTER LEAVING Florida a few weeks ago Alice the Alligator Girl spent the holidays with her sisters, Mrs. G. P. Griffin, Raleigh, N. C., and Mrs. R. E. Knight, Cary, N. C., while her manager, J. P. Flippo, and Bill Macey spent the holidays at Flippo's home in Roanoke, Va.

GEORGE W. HILEMAN, formerly with Sheeley, Miller (Morris), Ketchum and other carnivals, also with various circuses, off the road last three years, has of late been in U. S. Veterans' Hospital, Castle Point, N. Y., for treatment for t. b. George has greatly improved and expects to be able to troupe again next outdoor season.

WILLIAM H. BAHNSEN and the missus recently moved their house trailer from Cocoa to Melbourne, Fla., and were guests of Mr. and Mrs. Art Ratliff. Art and his wife (Mollie), former midway folks, located at Melbourne about 10 years ago, and Art built Midway Tourist Camp, with which—thru sales, taking back and again selling—he placed his household on "Easy Street."

FROM A BEACH SPOT near St. Petersburg, Fla., came some "pickups"—Capt. James O. McVey has established training quarters for his monkey circus and movie dog, Silver Wolf. . . . Doc White and Madam Zeida and their son, "Balshoo Red" White, of side-show note, also wintering here, also the Lewis Entertainers. . . . Curly and Betty and

**RIDE ON SEENERS**

If you desire to be relieved of Power worries consider an ELI Power Unit. Compact-Practical-Economical.

**ELI BRIDGE COMPANY**  
 Northwest St., JACKSONVILLE, ILL.

**THE NEW KIDDIE AIRPLANE SWING**  
 Suitable for Parks and Carnivals.

Seating capacity 18 children, weight about 2,000 pounds. Machine is actually driven by the speed of the propeller, giving the children the impression of riding in a real plane. Description and prices upon request.  
**SMITH & SMITH**, Springville, Erie Co., N. Y.

their two daughters, Gertrude and Feggie. Curly and Red caught 41 pounds of fish one morning on clothespin bait. P. S.: Doc White almost caught one.

**RUSSELL DONNELLY**, formerly with Johnny J. Jones Exposition five seasons, Morris & Castle, Royal American and both Rubin & Cherry organizations, has been in West Baltimore General Hospital, Baltimore, since last May. Donnelly states that he has received only one letter since being at the hospital, hence would appreciate letters from his showfolk acquaintances.

**PADUCAH (KY.) "PICKUPS"**—R. J. Lennon and party of friends passed thru recently while en route from the South to Pittsburgh. . . . Mr. and Mrs. E. E. Farrow, of Famous Dixie Shows, spent an afternoon here, coming from Fulton, Ky., where they spent Christmas with relatives. . . . Ralph Bishop, boxing promoter, has been arranging several cards here and in Illinois.

**W. C. (WAFFLES) HOZE** and his family, aboard their "home on wheels," have been touring in Florida for a few weeks but are headed for home, Ludlow, Ky. W. C. says they found nice tourist camps and friendly people everywhere in Florida, and added: "This is a fine State for climate, bathing, etc., also a good place to spend money but not to make it."

**ONE OF THE "little folks"** on the Cash Miller roster had a most wonderful time New Year's Eve. He "wore himself out" after the museum's closing for the night midst the Cincinnati streets and cafe revelers. So tired, he rested over a fender of a parked auto before re-entering the show shop. But maybe it was a stunt of his clowning. Lescoe, he answers when someone says "Naxie."

**HAVING READ** the announcement of the death of Bennie Smith in a recent issue, S. J. Arnold, Atlanta, wrote in part: "Mrs. Arnold and myself knew Bennie for 16 years and he was always welcome at our home with his wit and cheery smile. He was never too tired, nor too busy, to help on a program at U. S. Veterans' Hospital, No. 48, at the Home for Incourables or at any other benefit shows where he could make somebody happy."

**"PICKUPS" FROM AUSTRALIA**—Unprecedented cold weather for about three months greatly interfered with outdoor shows. . . . Arthur Greenhalgh and E. H. Jackson have been at Melbourne, the carnival company playing the outskirts of the city. . . . After doing a circuit of towns in Victoria the Glass-Blowing Westwoods went to Melbourne. . . . Nellie Tyrrell, American fat woman of the Greenhalgh carnival, rested a few days in Melbourne. Her husband, who manages the show, has made many friends over here.

**HOUSTON PICKUPS**—Doc Waddell, general p. a. of Big State Shows, keeps in trim during winter as well as summer. At least breaks into local print with some good readers and makes public appearances at banquets, churches and other gatherings. . . . Houston has become quite a winter spot for showfolks of the Midwest. Many are seen daily on the streets. . . . Christmas was not only an occurrence among the showfolk here, but was an outstanding event, long to be remembered. . . . Tommy Hart, of Beckmann & Gerety's Shows, in town, as also is Jess Shoat, of the same show.

An advertisement of a firm in an amusement paper published in England had the following introductory paragraph: "From the day that George Washington laid the foundation stone of the Constitution of the United States it has been the maxim of the American people thus—If we rest we rust—if we rust we bust. No rest—no rust. No trust—no bust. But this does not apply to English people, as we know that 99 per cent of the people in this country are honest and that is why we offer our easy payment terms. Seize this golden opportunity now. Why delay?" (Nice little "pat on the back," what? Was the reference to America helpful or necessary—d'you think?) In another column on the same page of the paper was another ad which stated in part: "Wanted To Buy. Wanted To Buy. GANCSER CAR." (And the "another" ad didn't specify a "ganster car" from the United States was the kind wanted).

Shirley Roberts, of Rubin & Cherry Shows, also wintering here.

Showfolks can themselves, thru co-operation with each other, drive box-office jumpers, banner-money grabbers and the various other human causes of complaint from their ranks. Even changing names wouldn't work to the "bad boys'" advantage (they wouldn't resort to facial surgery). There have been some cases of "I morally paid myself off." There have also been many instances of downright rascality, leaving good showmen holding the bag. About 90 per cent of such fellows don't "get out of the business," as they suddenly "decide." They keep traveling, with other shows. There should be more "Sorry, I don't think we need you around this show," no matter how important positions malicious run-away fellows from other shows might be holding. With the changings of midway personels and showfolk visitors they are surely slated for being recognized.

**Hennies Bros.' Shows**

**HOUSTON, Jan. 5.**—"Full steam ahead" is the order given by Harry W. Hennies, as there only remain two months in which to complete five new fronts, building three new attractions and paint all trucks, trailers and other equipment. Five weeks of work, by eight men, have been already put in at quarters, and the force is being increased to 14. Lawrence MacFarland, master mechanic, has the following on his crew: G. L. Davis, Leo Dondubner, Joe Black, Joe Crouch, Lawrence Westergard and Alfred Selme. The chief electrician, R. C. Borros, has been notified to report, to wire up the new fronts and go over the electrical equipment. Word has been received from Orville Hennies and Noble Fairly, who are taking care of the bookings in the North, that they have their still dates contracted up to the middle of June and will attend the Minnesota Fair Association meeting this month. Mrs. Orville W. Hennies left several days before Christmas to meet her husband and spend the holidays in Kansas City. Earl Stroud has been supervising and helping with the building of a handsome and well-appointed house trailer for Miss Florence. The boys around quarters have enjoyed wrestling matches held Friday nights at the City Auditorium, promoted by Morris Segal. Mr. and Mrs. Harry Hennies, Mr. and Mrs. Joseph S. Scholbo and Louis Eisman have also been guests of Mr. Segal. Johnny Bejano, who has been storeroom showing with his side show this winter, dropped in for a few days. Billy Streeter will be one of the special agents of Hennies Bros.' Shows this year after being on "Uncle John" Francis' staff for many years.

**Crowley's United Shows**

**RICHMOND, Mo., Jan. 5.**—Work at winter quarters slowed down a bit during the holidays but will now continue at a good pace until opening time in the spring. Manager Crowley and Roy Goldstone attended the Heart of American Showman's Club festivities in Kansas City, and while there Mr. Crowley purchased a kiddie auto ride from Allan-Herschell, bringing the total number of rides to 10.

A Christmas dinner was enjoyed by everyone in winter quarters and all received presents. W. J. Dunne has been playing storerooms in this vicinity to success. Word from Mike Chcoma is that he will be here for the season's opening with his stable of athletes. Recent victors included R. B. Thompson, electrician for the coming season; Mr. and Mrs. J. C. Williams, H. R. Hopkins and Gilbert Dale. **WALTER DALE.**

**Cetlin & Wilson Shows**

**GREENSBORO, N. C., Jan. 5.**—Activities have really started in winter quarters here, and from appearance of it the show will be notably different for the coming season. With the exception of the two new panel fronts that were built last season, all shows will have new fronts. New canvas has been ordered from the Dize Tent and Awning Company.

Everyone in quarters spent a very pleasant Christmas. Gifts were exchanged. Mr. and Mrs. Speedy Merrill were hosts to a nice Christmas party, with Mr. and Mrs. John W. Wilson, Mr. and Mrs. I. Cetlin, Mr. and Mrs. Buck Denby, Harry Dunkle, Mr. and Mrs. Art Eldridge, Art Spencer, George Hirschberg and Mr. and Mrs. Burt Miller as guests. A real time was had by all. The entire party went to the walkathon until the wee sma' hours of morning. A real Christmas dinner was served the boys in

**SOUTHERN DISTRIBUTING CO.**  
 JOBBERS OF  
**CARNIVAL GOODS AND CONCESSIONAIRE'S SUPPLIES**  
 Beacon Blankets, Beacon Shawls, complete line of Plaster Hats, Swaggers, Canes, Gents' Parade Canes, Reach Bouncer Baseballs, Straw Mats, Flying Birds, Toss-Ups, Lash Whips, Lace Billfolds, White Handle Knives. (SLUM ITEMS.)  
 25% Deposit required on all Orders, Balance C. O. D. All Goods F. O. B. Knoxville.  
 P. O. Box 1270—Street Address, 124 S. Gay Street, Knoxville, Tenn.

**J. R. EDWARDS SHOWS OPENING APRIL 27th**  
 WANT Cook House, Corn Cane, legitimate Concessions of all kinds. Shows of Merit with own transportation. Reasonable rates.  
 FOR SALE—16 by 14 Cook House. Will book same.  
 CAN PLACE Sensational Free Acts.  
 WANT Ride Help, Truck Drivers preferred. Useful People in all departments. Want to hear from Joe, Anthony and James Fish. Address all mail and wires to J. R. EDWARDS, Wooster, O.

**FOR SAN DIEGO EXPOSITION**  
 Will Sell All or Part of the Following Exclusive Privileges:  
 PALMISTRY, SHEET WRITERS, JAM AUCTIONS, NOVELTY BALLOONS.  
 For Full Particulars Write, Wire or Call  
**NATE T. EAGLE** 227 West 45th Street, (Phone: CHickering 4-7100), NEW YORK CITY.  
**STANLEY R. GRAHAM** Administration Building, Balboa Park, SAN DIEGO, CALIF.

**THE COLEMAN BROS.' SHOWS**  
 TO OPEN AT MIDDLETOWN, CONN., APRIL 25.  
 WANTED—Rides, Shows and Concessions. All Shows open. Rides that do not conflict. Have Merry, Ferris and Chairplane. Wheels and Crind Stores open. Must be Merchandise Concessions. All Wheels open. Will Book or Buy Kiddie Auto. Tracks, Skis and C. Wheels save stamps.  
 THOS. J. COLEMAN, Manager, 508 Main Street, Cody Bldg., Middletown, Conn.

winter quarters, with Frank Massick doing the carving.

Visitors have included Frank West, Mr. and Mrs. John M. Sheesley, Jack V. Lyles, Paul Botwin and wife, William Heppling, Doc Reh, Eddie L. Eger, and Johnny Claburn stopped while on his way home to spend the holidays. Dave Mills and Art Perrin (the radio boys) are playing theaters now with Ernest Chandler's Revue. Among fair contracts signed in this territory is the Greater Greensboro Fair for the third consecutive year. Mr. Wilson and Mr. Dunkle will be leaving shortly for an extended trip thru the East. Mr. Cetlin and the writer will take in the South Carolina fair man's meeting. Several novel show ideas will be in vogue for the 1935 tour.  
**GEORGE HIRSCHBERG.**

**Marks Shows**

**RICHMOND, Va., Jan. 5.**—Beginning the new year right, Manager John E. Marks and Jimmy Rafferty have returned from a successful booking trip. All of the new canvas purchased has been delivered by Kenny Moore except the top for the Side Show, which will again be managed by Slim Kelly. The rides are being repainted and the fronts for the five new shows are nearing completion. Eddie the Midget arrived ahead of the Kellys and is busy giving the monkeys their daily workout. Elaborate preparations are being made in Richmond for the entertainment of the delegates to the Virginia fair men's convention on the 14th and 15th. This city will be a mecca for carnival managers that week, with representatives of Rubin Gruberg, Johnny J. Jones Exposition, Max Gruberg, Art Lewis, Jimmy Strates, Frank West, Cetlin & Wilson, John M. Sheesley, Kaus United Shows, Jim Bruce, Blue Ribbon Shows and other carnivals expected to be in attendance.  
 Slim Brett is strutting his stuff in his new Chevrolet. . . . Junior Wyman, assistant manager the Flying Dragon, is a new arrival at winter quarters. . . . New arrivals also include Jimmy (Shorty) Anderson, Merry-Go-Round foreman. . . . An excellent feast was put on for the "innmates" Christmas. . . . Slim Leatherman, Ferris Wheel foreman, is acting as chauffeur for John Marks.  
**BAN EDDINGTON.**

Among those present at the banquet (and nearly all of them at the New Year's Eve Party) were: Mr. and Mrs. Cliff Adams, Gertrude Parker Allen, Lloyd Anderson, Hazel Angel, Mr. and Mrs. Edward Armfield, J. E. Bandry, C. E. Bradley, Kathleen Bradley, Mr. and Mrs. O. G. Buton, C. J. Chapman, Norris B. Cresswell, Matt Dawson, Mr. and Mrs. O. H. Devey, Mr. and Mrs. Harry Duncan, Mr. and Mrs. Noble C. Fairly, Mr. and Mrs. John Francis, G. H. Good, Mr. and Mrs. Charles Goss, Clyde Greenbaum and J. E. Gregory.

**Max Goodman Taking Long Business Trip**

**NEW YORK, Jan. 5.**—Max Goodman, president Goodman Concession Company, is scheduled to leave here tomorrow for Chicago on the first of a series of fair meetings and business engagements which will last about six weeks.  
 From Chicago Mr. Goodman will proceed to Minneapolis; Fargo, N. D.; Win-

ipeg, Can.; Winter Haven, Fla., and Nashville, Tenn., in that order.

**ANNUAL HASC**  
 (Continued from page 44)  
 ficers party and reception given by the newly elected president, Mrs. Margaret Haney.

**Banquet Attendance**  
 Among those present at the banquet (and nearly all of them at the New Year's Eve Party) were: Mr. and Mrs. Cliff Adams, Gertrude Parker Allen, Lloyd Anderson, Hazel Angel, Mr. and Mrs. Edward Armfield, J. E. Bandry, C. E. Bradley, Kathleen Bradley, Mr. and Mrs. O. G. Buton, C. J. Chapman, Norris B. Cresswell, Matt Dawson, Mr. and Mrs. O. H. Devey, Mr. and Mrs. Harry Duncan, Mr. and Mrs. Noble C. Fairly, Mr. and Mrs. John Francis, G. H. Good, Mr. and Mrs. Charles Goss, Clyde Greenbaum and J. E. Gregory.

Mr. and Mrs. R. E. Haney, Mr. and Mrs. Lawrence (Moxie) Hanley, Mrs. Lois Hart, Mrs. Daisy Hennies, Mr. and Mrs. Orville Hennies, Mr. and Mrs. Dave Hogan, Larry Hogan, Mr. and Mrs. G. W. Hollingshad, George and Hattie Hawk, Glenn and Freda Hyder, Ed (Slim) Johnson, Mr. and Mrs. J. L. Landes, J. W. Laughlin, Mrs. Virginia Laughlin, Mr. and Mrs. C. I. Levin, Willie Levine, Hazel Lewellyn, W. G. Lewellyn and Don Lutton. C. A. McMahon, C. C. Mabry, Paul G. Megge, Ivan L. Miskelon, Mr. and Mrs. J. Neise Miller, Mrs. Mac Miller, Taylor Miller, M. M. Millsap, Jack Moon, Mrs. Irene O'Hara, Bob O'Hara, Catherine Oliver, Mrs. G. W. Parker, Paul Parker, Mrs. C. E. Pearson, C. M. Phelps, Marie Phelps, Mr. and Mrs. C. B. Rice, Mr. and Mrs. L. V. Riley, R. R. Robinson, J. F. Rodabaugh and Ben O. Roadhouse.

Emil Schoenberger, Hyman Schrelber, M. W. Sellner, Dorothy Shannon, J. O. (Buster) Shannon, R. A. Sharp, Mr. and Mrs. H. S. Smith, Harry C. Somerville, Gene and Nora Suggett, Lee A. Sullivan, Ned E. Torti, Mrs. Doc Turner, Mr. and Mrs. Rudy Von Gunton, Ernest R. Ware, J. M. Welch, G. E. Wellinghoff, John Wendler, Elizabeth Yearout, George Ross, Harry Altshuler, Merriam Ripley, J. Harry Thompson and Jack Wright.

The souvenir program of the banquet and ball was a most attractive booklet, with orange-colored cover and silk tassel ornamental binder. There were about 40 display advertisements, ranging from two-inch single column to full-page spaces. A unique feature was two pages of names of "Show People We Know," arranged by the general chairman, G. J. Berni. Also besides the menu the program contained a brief history of the HASC, names of the banquet committee and also names of officers and past presidents of both the Showman's Club and its Ladies' Auxiliary.

## MUSEUMS



### Miller Playing Downtown Cincy

CINCINNATI, Jan. 5.—Cincinnatians and other visitors to the downtown section of the city this week have had opportunity to partake of a change in their entertainment menu, a "something different" from practically a year-round amenity. Cash Miller's Oddities opened an indefinite engagement in a storeroom in the 600 block of Vine street last Sunday. It is Miller's third appearance in this city. Two years ago his show was located about a block further up Vine street. Last winter he had a Ripley "Believe It or Not" Odditorium in a large storeroom on West Fifth street.

Because of choosing a storeroom much smaller than his equipment properly requires, in order to be located in the heart of the business district, Mr. Miller could not erect his portable individual booths and drapery adornments for his attractions. Instead he has made the best possible showing in the available space by having one platform, on which the oddities, all living, are presented. The license-permit is for three months, but being a traveling organization the stay will probably be for a couple of weeks or a month. So far business has been fair, which is all that could be expected in consideration of the week following the holidays and Christmas-money spendings.

Among the features are Hopie (Darling Wander), the frog boy; Agnes Schmidt, rubber skin girl; Earl (Smoko) Hall, man with two mouths; La Goldie, lady sword swallower; Lillian McGregor, pulling small wagon with eyelids; John Williams, elephant skin man; Zola Holcomb, bearded lady; Maxie Susser, clown fire eater; Sam D. Eddy (Determination Eddie), handless wonder; Dave Francis, iron-tongue man; Bob DeLano, mechanical man; Leo, ossified man (A. E. Collins, manager); Hozy and Esther Wheeler, African pygmies; P. Henri, man from Mars. Four other attractions booked to join within two weeks.

Cash Miller is manager; Mrs. Cash Miller, secretary; Frank Winchell, publicity; George Gordon Johnson, Joe Wheeler, Ed Peyden and Harry McGregor, on front and door; Buddy Bard, Chief Hill, ticket takers; Virginia Lee, Mae Hall, Rose Poliquen, nurses; George Lee, utilities; Silm Walker and Blacky Coetello, commissary.

Among visitors this week were George Steinar, Mr. and Mrs. Charles H. Pounds, James McCortley, Curly Shepard and wife, Soldier Mack, H. E. Smith, J. F. McGarry and wife, Mr. and Mrs. Harry Coffin, Jack Schultz, R. K. (Curly) Johnson, W. R. (Red) Stump, Frank (Pep) Ayotte, Lucille Adams, Jack Adams, all showfolks, and E. Walter Evans, Al C. Hartmann, Charles Wirth, Frank Joerling, Bill Sachs, Claude R. Ellis, Charles Blue (and wife), George Englebreth and others of *The Billboard*.

### Brydon Congress of Oddities

MEMPHIS, Tenn., Jan. 5.—Ray Marsh Brydon's International Congress of Oddities had a good week's business here under auspices of the Elks-Memphis Commercial Appeal Charity Fund. From here the show went westward. The spacious storeroom at 93 North Main street was the location. Ossified Harry celebrated his 70th birthday on Christmas Day. Cecil Vogel, now manager Loew theaters here, staged a special party for the troupe to witness *The Mighty Barnum*. Mrs. Walter De Lenz, after a vacation with relatives in New York, rejoined genial "Rube," the gay deceiver. Jack Halligan, manager of Leona, mentalist, and Ray Marsh Brydon were made life members of the "40 and 8" of Post No. 2, American Legion. Perry Marshall replaced Virginia Dare in the commissary department. Johnny and Willie Carpenter, Ethiopian dwarf entertainers, returned after spending the holidays with homefolks. Capt. Marion Orves, late of Sam B. Dill's Circus, is now in charge of Snookie III, Leo-Leona has replaced Roberta-Roberts. Mr. Brydon, with Jack McCleod, drove to Milwaukee from Nashville and returned with a Studebaker "home on wheels" for Snookie, fitted with special bed, trapeze, tight rope and sleeping quarters for his trainer. Rae Rosalie, three-year-old

daughter of Mr. and Mrs. Brydon, appeared in department stores with Snookie, the chimpanzee, Larry Johnson, sword king, with his wife and baby joined at Nashville. Hugh Chapman's Highlanders replaced Royal Scotch McCleods, who left for Detroit to all night club engagements. Mlle. Leona Young, human pin cushion, succeeds Plumhoff. Doc Seward, lithographer, replaces Earl Deglopper. Floyd King left to start his activities for Cole Bros. Circus, his place being filled by T. J. O'Brien as general press agent, while Ray Cramer succeeds W. Hartman as auditor and general manager. Owen (Silm) Webb has taken the place of Ben Harrison as master mechanic. Mrs. Webb (Elizabeth) replaces Eva La Tour as the star of Mysteries of Bagdad, Eva becoming personal maid for Leo-Leona. Recent visitors included Mr. and Mrs. Sam Wireback, Mrs. Rubin Gruber and party, Max Linderman, Herb Duval, Mrs. Cecil Vogel, Mr. and Mrs. James A. Cayce and Mr. and Mrs. Phil C. Travis.

WILLIAM J. HILLIAR.

### Philadelphia Houses

PHILADELPHIA, Jan. 5.—All museums enjoyed excellent business this week, especially New Year's afternoon and evening.

The Austin & Kuntz Palace of Wonders has changed some of its attractions and the bill now consists of the following: Chief White Eagle and Princess Iona, impalement act; Amok, bead bunter; Bluey Bluey; King Kong Jr., trained chimp; Jolly Ethel, fat girl; Prince Ramachandra, rubber man; Gentle, pinhead; Mme. Zindra, mentalist; Billy Tirko, juggler; Huber, armless cater-tainer; in the annex, Freda-Van.

Eighth Street Museum has an entire new bill this week, with some novel entertainment, Miss America, with a beautiful aluminum frame setting, in poses plastique; "girl who defies death in a bloodless operation," presented by Al Paulette; Original Singalese, fire worshiper; King Family, novelty musical act; in the annex girls now are Princess Kay, feature dancer, and Smiles and Betty Maxwell. Bill Hasson and Pat Redding still holding down the front.

South Street Museum has an exceptionally strong bill, with Adam and Eve, trained chimps, in their second week; Leopold, leopard boy; Dentine, magician; Mme. Olivette, bag puncher; Skeeter, mascot; Mme. Verona, mentalist; Capt. Siegfried, tattooed man; girls in the annex, Rita Testa, Babe Bardina and Ellen Miller.

### Marine & Firestone's

CORSCIANA, Tex., Jan. 5.—Marine & Firestone's World's Fair Museum moved here from Dallas, where it had a nice business. Opened here December 30 for a 10 days' engagement at 110 South Beaton street, in the heart of the theater and business district. Publicity and stories have appeared in *The Daily Sun* and newboys were guests of the show on opening day.

There was a beautiful Christmas tree and a wonderful Christmas dinner, which were enjoyed by all the personnel. The dinner was served under the guidance of Mrs. Firestone. The day was called a holiday by the management and all took advantage of the opportunity to visit local theaters.

Late arrivals include C. Nortoy, scenic artist, and Francesco Lentini, three-legged man, and George White, ossified boy, are en route to join. There are now 44 people on the roster.

A. J. BARRY.

### Carl Lauther's, Traveling

WILKES-BARRE, Pa., Jan. 5.—Closed in Richmond, Va., on Christmas Eve. Had a very successful two weeks' engagement. Saturday of the last week brought forth one of the best day's receipts in Mr. Lauther's museum career. Leo Schafer, of William Gilek Shows, joined as general agent. Everybody all smiles to see "Smilla's Lee" back after the closing of the show on Christmas Eve a regular old-fashioned party was held, with Mrs. Fieda Olson (mother of Mrs. Lauther) in charge. Plenty of good things to eat and square dancing kept the folks to the wee sma' hours of morn. Christmas all the personnel were guests of Mr. and Mrs. Lauther at a real dinner,

with turkey and all the trimmings. Museum was profusely decorated with holly and a large tree was set up for the four children. Mr. Lauther was called away Wednesday to Jacksonville, Fla., by the serious illness of his mother, and Mrs. Lauther went to Miller's Tavern, Va., for an extended visit to the old home-stead.

The museum opened here last Saturday for a two weeks' engagement. Located in a storeroom 65 feet wide and 230 feet long in a favorable location and with the show augmented by three new attractions, it is one of the most pretentious storeroom shows ever seen in this section. Sixteen individual platforms, with two extra added attractions, and the admission has been held up to 25 cents with good business.

ROY B. JONES.

### Scully-Omar-Este Opens in Pittsburgh

PITTSBURGH, Jan. 5.—Tom Scully, who has been on tour with his museum since October 1, has joined with Joe Omar and Madam Este and opened an elaborate show at 819 Liberty avenue here, in the heart of the city, on New Year's Eve.

The storeroom is beautifully decorated. Everything is a wonderful flash. The museum is under the management of Tom Scully, who has secured the following lineup of attractions: Lady Lotretas, doing illusions and jig-saw puzzle box mystery; Charles Hensen, strong man; Mimi, lady sword swallower, also a neon tube; Lady Olga, bearded lady; Diablo, man immune from pain; Prof. Garneau, tattoo artist; Tam-Tam, leopard-skin boy; Musical Johnson, water glasses, saw and other novelty instruments; Madam Delray, rag pictures and a dove act; Shorty Fincher and his Krazy Billie Billies Orchestra, and Don McIver, magician and inside lecturer. Bert Berger is the chef. On the front are Jack Moran and Tom O'Boyle. In the annex the writer, Dr. Frank La Marr, has his well-known underworld exhibit, "Hell 'n' Back."

Business was good all week and the museum will probably stay indefinitely in the city. DR. FRANK LA MARR.

### Miller's, Traveling

MONROE, La., Jan. 5.—After a two weeks' stay in Jackson, Miss., the Miller Museum, Morris Miller, manager, came to Monroe for an engagement under auspices of American Legion and, with heavy billing, it is the best stand since the opening week. Lady Evangeline (Mrs. Ward) has been doing well with her palmistry. Dewey Stein and wife left for home for the holidays. Goldie Pitt and wife are putting over the sword box in fine shape. Morris Miller has been meeting many old-time friends. Star DeBelle is still here as all-round man. The show has a very neat appearance, the attaches in nice wardrobe. From here the show is headed to Texas. FRANK ZORDA.

### O'MALLEY

(Continued from page 42)

a cafeteria stand serving the picnic grounds; six grill stands serving frankfurters, hamburgers, sandwiches, drinks, etc.; one dairy stand; six vending stands, selling pop corn, candy and miscellaneous package articles, and two stands where pop-corn cakes and salt-water taffy are made and sold.

"There is probably no element of our business which is more important to the success and general welfare of the institution than that which has to do with satisfying the hunger and thirst of our patrons. There is nothing which makes a greater or more lasting impression than good food, well served, and nothing which is harder to laugh off than a moldy roll or a green frankfurter.

### Sound Policy Needed

"No part of our business deserves more careful attention by the operator who wants the public to stay with him and come again, and no part in which a sound policy is more essential. After this policy is established the refreshment operation becomes largely a matter of ordinary merchandising.

"After several years of concession operation at Playland Frank Darling believed it would be to the general interest of the park to take over the management of the refreshment stands. At that time it was decided, and most wisely, to handle nothing but the highest quality of food products that could be obtained. The cost of these products was a matter of secondary importance and we have never

handled anything merely because it was cheap. Despite any extra quality value, our prices to the public are the same as those generally prevailing in our vicinity for equal or inferior articles.

"I will not bore you with the details of the preliminary tests and investigations which have been made to determine quality, but will give a few illustrations of our efforts to establish and maintain a high-grade business.

### Emphasis on Quality

"Periodically, throughout the operating season, the representatives of a laboratory inspect the stands, as well as, incidentally, all other food operations; take samples of food for test and give me a report of the findings. If anything is not up to standard, corrective measures are applied immediately. Last season before we made arrangements for bottled soda I sent the products of eight manufacturers to this laboratory and our source of supply was determined by this test. We use nothing but the highest grade of creamery butter for all cooking and in making buttered pop corn. We use frankfurters that are hickory smoked (not pickled) in the size of eight to the pound and serve them on toasted rolls. Hamburger sandwiches are clear, lean beef served on toast. The meat is the same size as the toast. We sell the highest grade of certified milk in bottles and our ice cream must test at least 14 per cent butter fat and so on.

"Quality is paramount. We have believed that good food and service would make this business a success and perhaps we have gone to extremes. However, I doubt that many concessioners, whose interest, after all, is limited to a single phase of the park operation, would have had equal faith in the fundamental soundness of this policy.

### Not Only for Profit

"During this meeting I have expressed the opinion that amusement parks will continue to compete for a share of the amusement dollar as long as they render a real service to the public. I do not believe that success can be achieved by concentrating on immediate profits alone, but that we should endeavor to maintain a favorable position in the public mind and obtain a financial return commensurate with the service rendered.

"As applied to refreshments this then raises two questions:

"First: Is our refreshment operation thoroughly satisfactory to our patrons and an asset to our parks?

"Second: Are we obtaining an adequate return from this business?

"As far as Playland is concerned, in answer to the first question, I can say that the reaction of our patrons has been most favorable. We receive innumerable compliments and practically no complaints. The people attending outings use a large amount of food, and while this is not conclusive, our picnic attendance has steadily increased, indicating that the refreshment department has been no drawback.

### Playland Better Off

"To answer the second question: After giving our people the best food we could and during the two seasons of our operation we have made 30 per cent after deducting the direct costs and depreciation. Considering the difficulties of organizing a new department, the prevailing conditions and our policy, we look upon this as a creditable result, although it is, of course, not the maximum attainable. In company with some other parks we are today operating below capacity and due to the physical arrangement this results in considerable inefficiency. However, I haven't seen any concessioner who would pay us 30 per cent regardless of operating policy and I estimate that we are at least \$20,000 better off by taking over the operation of this department.

"As I said at the outset, conditions vary greatly, and there is no single plan of organization which will fit all parks. Ask yourselves the two questions just mentioned. If the answer to either of them is 'no,' I advise you who are now operating thru concessioners to carefully consider the advantages of park operation and its effect on both policy and earnings. To you all, regardless of present organization, I heartily recommend as a sound business principle the highest quality food service."

SALT LAKE CITY. — Hogle Gardens Zoo had a good year, according to President Robert Murray Stewart, Salt Lake Zoological Society. A plan whereby the zoo obtains animals has met with much success. Captain Ralph McCollum and a party are out tracking mountain lions with a view of trading some for other animals.



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**BLADES** Full Line of Besting Needs. Goodyear, Tiptop, Station, Fuller, Golf, Watertown, Etc.

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Prices F. O. B. New York. Samples at Wholesale. Postage Extra. Deposit Must Be Sent on C. O. D. Orders.

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**SELL AND GIVE AWAY**

one each of 2 UNUSUAL VALUES!

Another winter wonder in Favorite's parade of values. Had cold, make big cash. **FAVORITE LINIMENT, FAVORITE COUGH SYRUP**—The Famous Cold Remedy. 50c. Returns 75c each to your customer. With every distribution sale you give away a **FREE** Weather Heat Pack, worth \$1.50 (or more). Heat heat 10 to 12 hours. No hot water, no electricity, practically no upkeep. Your combined cost for Liniment, Cough Syrup, Heat Pack only, 60c—brings you \$1.50. Write or wire.

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Also known as Whis Bang or Auto Burglar Alarm. It is the greatest fun-making novelty created. "You laugh until you cry," it screams, smokes, whistles and shoots. We are also manufacturers and contractors of high-class display fireworks for fairs, parks and all outdoor celebrations. It might pay to get in touch with us.

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**THIS AMAZING BANDAGE BREATHES 400% PROFIT**

Two-Second Demonstration. Amazes all who see it. Will not stick to hair or skin; elastic, strong, light. Send 25c for two full size samples, or write for full details.

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**NEW PATENT PILESS CURTAIN STRETCHER!**

Pays Agents up to \$10 A Day

Saves time—eliminates ironing. Stretching curtains up to 48 inches wide—any length—in a jiffy. No pins to cause injury and tear costly curtains—no heavy wooden frames. Just two triple cut-impregnated rods and a button. Can't rust—lasts a lifetime. Surprisingly low-priced. Mrs. Warren Demonstration card up to \$10. **PILESS SAMPLE Offer.** Write **EVANS MANUFACTURING CO.,** Dept. 5015, Cincinnati, O.

**Free SAMPLE OFFER**



By GASOLINE BILL BAKER (Cincinnati Office)

**JOE MORRIS** sends in a breezy one from New Orleans. Joe says: "A pipe stated recently that this town was closed. Someone is mistaken because New Orleans is wide open. It is true that those here are not getting much, but 10 of us are managing to get along okeh. Some of us are working street corners, some doorways and others on a lot. Dave Rose is here blowing his head off with whistles on a lot, and his wife, Billie (who, by the way, is some trowper), is getting real money with rad and X-rays. Keep it up, Billie; I enjoy seeing your husband take a licking from you because he is a real money getter himself. I met my old friend George Sanders here recently. He was selling chances on an automobile and seemed to be doing quite well. I have read so many pipes about the Ragan sisters in New York that I made it a point to see them when there last summer. They are both fine trowpers and I enjoyed meeting them immensely. When Mary discovered that I was not acquainted with those of the profession around New York she introduced me and pointed out several good spots to work. Thank you, Mary; I hope I can repay you some day. I hope this finds all the boys and girls with a b. r. large enough to keep them all winter."

**"MET MY OLD FRIEND"** writes Tom Doc George M. Reed here. "I met Tom Kennedy from Indianapolis. Tom continues: 'The Doc is working a chain store and seems to be doing all right. That chatter about a Columbus doorway being closed because someone left a box of glass is all a big laugh. Passed thru Columbus yesterday and noticed someone working the same doorway. There is no one working this town (Indianapolis) except a fellow with blades who has been in the same block for two years. Looks like all the J. C. L.'s are working X-rays with Gillas. It is unusual that Johnny McLane has never met anyone who knew Zip Hibler. For Johnny's benefit and others too, I will say that Hibler was trowping with the old John Robinson Circus long before the illustrious Johnny McLane was born. Zip hails from a small Ohio town and has circled the world twice. Where is James E. Miller? Did he freeze his fingers in Chicago?'"

**"AM BACK IN MAINE"** pipes Hoot McFarland from Woolwich, "and Florida has seen the last of me for a long, long time. I did manage to get out of the South without calling on the transient relief agencies, but it was a close call. Didn't win a dime and dropped all I had. I did do well Christmas week up here. Met many fine and able workers all thru the South, but they were all working hard to get a new dollar for an old one. The early bird is supposed to get the pancakes. But I have opened at 6 a.m. on the tobacco markets, before daylight, lit the old banjo torch to keep warm and still didn't get the cakes. And those who saw me knew it wasn't my fault. I tried hard enough to get it but it just wasn't there."

**DOC FLOYD R. JOHNSTONE** . . . pipes from Oklahoma City: "Just a line to let you know we are putting in the holidays here. There are certainly plenty of boys of the pitch fraternity in these parts. Doc Elmer Kans has closed his show and will open early in the spring. Roy Butler and Doc Lind are working Northern Oklahoma and dropped in for a visit recently. Doc Pierce, the Impolax Man, is holding down Western Oklahoma and reports good business there. Bill Mossner just got in from Chicago and says he has discarded the overcoat idea, as he will drive to Sunny California and won't need it. Plenty paper boys are in over Christmas, such as Dad Sellers, Gabe King, Joe Newtown and crew. Toby Johnson and the missus just arrived from Georgia. They say they had enough of Georgia and Alabama. Bob Laidlaw is up and at 'em every day and besides knives he has added a liniment package that he claims is made out of eggs.

But then Bob has his own ranch and can do it. Tex Parker and Beverly have opened a novelty store on Robinson street and have a picture and tattoo department in same. The big party of the year in these parts took place at a local hotel and lasted to the wee hours, with Bill Mossner acting as emcee. And Bill put it over, as he always does. Plenty hot. I am reading the 40th Anniversary Number of *The Billboard* and it has taken me three nights to get to page 242. This big issue is sure a pip. It's what the docs call the \$5 size."

**"SURE ENJOYED READING"** . . . The Pipes department in the 40th Anniversary Number," tells Dave Rose, New Orleans. "Sid Sidenberg's description of the past and present was a real masterpiece and well worth the space given it. Have known Sid some time and pitchmen should be proud to have such men in our ranks. Men that really take an active interest in their fellow men. Of course, Sid and I differ on our views of organization, but I say that everyone has a right to his or her own opinion. I also noticed in one of the other pipes that Pipes is a department for clean entertainment and not a spot wherein to throw anyone on the pan. That was a pipe from years back. But it is a good one for some of our men today. The ones who habitually try to wise-crack and toss a little not-always-eclectic slander at others. A person never gains friends or prestige by knocking or criticizing j. c. l.'s. Another thing, I don't believe pitchmen need to wake up. I have seen them up at all hours of the day. We are not living in the era of Paul Revere. I hope that instead of knocking one another and giving bum steers as to open and closed towns that we all pull together and help each other. I think that would be a good resolution for all of us. I am especially referring to the pipe from New Orleans some time ago which stated that this country was closed. As a matter of cold fact it is wide open. New Orleans, in fact, is about the only town of half a million population or thereabouts that is open on street corners to pitchmen. So why be jealous of one another? Why not tell the truth. Such men aren't pitchmen very long. Wonder where Al Miller is. Pipe in. Al."

**I. W. HIGHTOWER** . . . drops us a line to info that his observation is that Miami has raised the bars for pitchmen and that most Florida towns are unworkable. Hightower advises all to steer clear, and says that he is only fishing and swimming.

**AMONG KNIGHTS OF** . . . the tribes and kielster fraternity in St. Louis are Al Burke, still at the old stand; Gordon Sage, Dodo, Doc George Long and White, with med at the French Market. Harry Corey reports a good year with his jam store. Karl Krueger is expected back any time and is reported to be driving a new Plymouth.

**BILL MOSSNER** . . . pipes from Oklahoma City that Doc Floyd R. Johnstone and the boys seem to be keeping the wolf away. Am jumping to Salt Lake City and then to Sunny California. Will winter at the usual spot in Long Beach. The missus is doing the driving and I am holding the dog!! Saw quite a few around here but only one who was getting anything and he was Doc Johnstone. Will shoot a pipe from Salt Lake City. Maybe I'll meet Tom Sigourney en route."

**"I HAVE BEEN SELLING"** . . . house to house for some time and like many other canvassers read *The Billboard* to watch for new products," tells Floyd Andrus, Corinth, N. Y. "To my greatest joy I read an article in Pipes recently about Ray Sherwood and his best friend, the dog, Jo. I am glad to say that Ray is a New Yorker, a veteran and one grand fellow. I was about ready for the county home when he brought me some articles from Gellman Brothers and I have since become independent

and am sure indebted to Ray Sherwood. Pitchmen who come thru New York State should not pass up the small towns. This town, for instance, where the International Paper Company is located."

**THOMAS L. REYNOLDS** . . . pipes from Woodville, Miss.: "I hope everyone had as happy a Christmas as we did here. Several oldtimers, among them Sharp, Mr. and Mrs. Barnett and son, Dr. Woods, Mr. and Mrs. Finch and several of the natives. We all danced, played cards and had a general big time."

**SOME OF THE BOYS** . . . in Memphis are Karl Krueger, Joe Clark, Edward St. Mathews, Carl Seigel and Billy and Edward Conners. Memphis is absolutely closed and the boys are working out of town, according to reports.

**"DID YOU EVER** . . . consider the plight of a med pitchman contracting an illness himself?" asks A. W. MacNeill from San Angelo, Tex. "If you have not I want to inform you that it is a tough spot to be in. Working moral and efficiency are reduced, and due to the many and frequent changes of scenery a resident doctor does not have sufficient time to observe the case in order to make a detailed diagnosis. After five months of intermittent sickness, during which time I was forced to go back to a doorway grind joint, I have finally found the basic cause of my trouble, have been taken care of and am about ready to climb back on the high joint. Seems I needed the

**ITS NEW PLUNGER FILLER VAC**  
ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.  
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458 Broadway, NEW YORK CITY.

**IMPORTANT CORRECTION**

Through a typographical error, Pistol Action Automatic Gas Lighters advertised in the December 29th issue of *Billboard* at \$3.00 per Gross, should have been at

**\$7.00 per gross**

At this price they are a sensational buy. Supply limited. Order at once to insure delivery.

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**AGENTS WANTED**

To sell our Silver Handed Embroidery needle. A marvelous device with which a woman can work all kinds of beautiful designs on most any fabrics. Just show a woman what it is capable of producing, and a sale is assured. Try the agency and find out for yourself what a money maker it is. **WRITE FOR TERMS TO AGENTS.**

**HOME ART & NOVELTY CO.,**  
1160 Ferwell Ave. Dept. C Chicago, Ill.

**ELGIN—WALTHAM WRIST WATCHES**  
Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargains in Case Watches and Diamonds in the Country. **W. SPANER & CO.,**  
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**SLUM JEWELRY \$1.00** 25% WH. W. H. GROSS ORDERS

Waldemar Chales, Assorted, Doz. . . . \$1.50 & Up  
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ROUTES

(Continued from page 32)

Jackson Boy (Masuro) Chicago.
Jackson, Irving & Reed (State) New York.
Janley's, Five (Valencia) Jamaica, N. Y.
Jarrett, Ari (Oriental) Chicago.
Johnson, Grace (State) New York.
Johnson, Sam (Riverside) Milwaukee.
Joyce, Jack (Loew's Orph.) Boston.
Kahne, Harry (Valencia) Jamaica, N. Y.
Kane, Helen (Uptown) Chicago.
Keene Twins, Vic & Lamarr (Pal.) Minneapolis.
Klein Sisters & Lynch (Orph.) Minneapolis.
Kennedy, "Chief" (Starbro) Chicago.
Ladent, Frank & Partner (Plymouth) Worcester, Mass.
Lamberli (State) New York.
La Marr, Walter & Co. (Plymouth) Worcester, Mass.
Lang, Sandy & Co. (Pal.) Minneapolis.
LaVola, Don (Shrine Circus) Pine Bluff, Ark. (Shrine Circus) Springfield, Mo., 14-15.
Lawrence Family (Blju) Bangor, Me.
Leater, Anne (Paradise) New York.
Lewis & Ames (State-Lake) Chicago.
Lewis & Moore (Globe) Bridgeport, Conn.
Lewin, Ted (Castro) New York.
Libonati, Jess Trio (Tower) Kansas City.
Living Jewels (Met.) Brooklyn.
Lowe & Hite (Missouri) St. Louis.
Loyal's Dogs (Mich.) Detroit.
Lynn, Lewis & Hale (National) Louisville.
Mack Bros. & Bobby (Tower) Kansas City.
Mack, Freddy (Roxy) New York.
Mack, Tommy, & Co. (Roxy) New York.
Manning & Jan (Winter Oortzen) Berlin, Germany, 11-13.
Maras Continental Revue (Lyric) Indianapolis.
Marvey, Gene (State) Newark, N. J.
Mason, John & Mary (Pal.) New York.
Masters & Gantler (Globe) Bridgeport, Conn.
Mason's Rhythms (Mainstreet) Kansas City, Mo.
May, Bobby (Loew) Jersey City, N. J.
Mella, Kirk & Howard (Met.) Brooklyn.
Melton & Irmanette (Loew's Orph.) Boston.
McKen, Hal, Revue (Valencia) Jamaica, N. Y.
Merchie, Jackie (Academy of Music) New York.
Miller, Louise (Pal.) Minneapolis.
Montmartre Nights, Bert Leslie's (Riviera) Knoxville, Tenn. (Ritz) Tuscaloosa, Ala., 14; (Academy) Selma 15; (Ritz) Anniston 15; (Tiger) Auburn 17.
Moody, Louise, Vanity Fair Revue: Tulsa, Okla.; Oklahoma City 15-17; Dallas, Tex., 18-20.
Morris, Joe. & Co. (Mainstreet) Kansas City, Mo.
Morrison, Alex (Loew's Orph.) Boston.
Mosser's, Jack E., Street of Dreams (Rivoli) Douglas, Ga., 9; (Ritz) Valdosta 10; (Ritz) Hilton 11; (Carolina) Hickory, N. C., 14-15.
Murray, Edith (Cates Ave.) Brooklyn.
Murray, Lee & Sinclair Sisters (Pal.) New York.
Naah & Fately (Ambassador) St. Louis.
N. T. O. & Paradise Revue (Fox) Washington, D. C.
Nazzaro Jr., Nat (Missouri) St. Louis.
Nelson, Marjorie (Missouri) St. Louis.
Norman, Duke, Revue (Globe) Bridgeport, Conn.
Noah, Mary (Riverside) Milwaukee.
Oliver, Vic (Academy of Music) New York.
Olson & Johnson Unit (Orph.) Memphis.
Olympic Boys: Pine Bluff, Ark.; Springfield, Mo., 14-15.
Osborne, Will, & Co. (Academy of Music) New York.
Palm, Marges, Revue (Plymouth) Worcester, Mass.
Pappy, Ezra, Zeke & Elton (RKO Boston) Boston.
Park & Clifford (Cates Ave.) Brooklyn.
Parter, Lew & Co. (Valencia) Jamaica, N. Y.
Paul & Pettit (Loew's Orph.) Boston.
Phillips, Joe, & Co. (Loew) Jersey City, N. J.
Piedmont Troupe (Roxy) New York.
Pierce, Carthy Revue (Paradise) New York.
Pittsburgh Blondes Unit (Starbro) Chicago.
Pola, LaBelle, & Co. (Pal.) Minneapolis.
Pollard, Harry (National) Louisville.
Purl, Marie, Unit (Colonial) Lancaster, Pa., 7-10.
Quinn, Jimmy (Riverside) Milwaukee.
Razo & Co. (State) Newark, N. J.
Ray & Sunshine (Pal.) Cleveland.
Red Dots (Buffalo) Buffalo.
Reny & Ruth (Roxy) New York.
Rings of the Goldberg (Albee) Brooklyn.
Rinco, Joe's (Atlantic City), N. J.
Ritz Brothers (Fox) Philadelphia.
Rox, Shirley (Valencia) Jamaica, N. Y.
Roxy Rhythm Orch. (Roxy) New York.
Rita & Marie (Jefferson) St. Louis.
Royal Uyenoe (Orph.) Minneapolis.
Rugel, Yvette (Uptown) Chicago.
Ruggio, Virginia (State-Lake) Chicago.
Samuels, Al, Revue (State) Newark, N. J.
Sara Jane & Her Tunesmiths (Marbro) Chicago.
Savo, Jimmy (Mich.) Detroit.
Sax, Ray (Roxy) New York.
Saxon Sisters (Southtown) Chicago.
Scrimm & Wallas, Tower Kansas City.
Sidney Jack, Revue (Loew) Jersey City, N. J.
Slims & Bailey (Mish) Detroit.
State Bros. (RKO Pal.) Rochester, N. Y.
Smiri, Harry (Riverside) Milwaukee.
Smith & Hart (Plymouth) Worcester, Mass.
Songwriters on Parade (State) New York.
Star of Yesterday (Riverside) Milwaukee.
Straub, Gene (State-Lake) Chicago.
St. Claire & O'Day (RKO Pal.) Albany, N. Y.
Stinson (Oriental) Chicago.
Stuart & Linn (Paradise) New York.
Swanson, Alice (National) Louisville.
Sweet & Lowe (Orph. Gardens) Omaha, Neb.
Sykes, Harry (State) Chattanooga, Tenn. (Pantases) Birmingham, Ala., 11-12.
Timblin, Slim (RKO Pal.) Rochester, N. Y.
Trainer Boys (Buffalo) Buffalo.
Trojans, Four (Southtown) Chicago.
Tucker, Sophie (Oriental) Chicago.

Variety Gambol (State-Lake) Chicago.
Varieties on Parade (Tiger) Auburn, Ala., 10; (State) Chattanooga, Tenn., 11-12; (Pantases) Birmingham, Ala., 13-19.
Vernillion, Irene (RKO Pal.) Rochester, N. Y.
Wagner, Rudy (Uptown) Chicago.
Waldeck & Mitzel (Met.) Brooklyn.
Weston Joe (National) Louisville.
Whiteman, Paul, & Band (Met.) Boston.
William & Charles (Loew) Jersey City, N. J.
Wills & Davis (Cates Ave.) Brooklyn.
Words & Music (Pal.) Chicago.
Wyse Jr., Ross (State) Newark, N. J.
Yacopis (Met.) Brooklyn.
Zelda Bros. (Globe) Bridgeport, Conn.
Zingone, Louis (RKO Boston) Boston.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Patrons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address Insufficient," if proper designations are not made.

EXPLANATION OF SYMBOLS
b—ballroom, c—cote, cb—cabaret, cc—country club, h—hotel, nc—night club, ro—roadhouse and re—restaurant.

(Week of January 7)
Adams, John Q.: (Noll's Avalon Club) Dayton, O., nc.
Accock, Jack: (Open Door Cafe) Philadelphia, re.

40th ANNIVERSARY and HOLIDAY GREETINGS NUMBER, 1894-1934



The Billboard Publishing Co., 25 Opera Place, Cincinnati, O.

Please mail a copy of the 40th ANNIVERSARY and HOLIDAY GREETINGS NUMBER, for which I inclose 15c each.

Name
Address
City State

Write Additional Names on a Separate Sheet of Paper

Alberti, Jules: (Opera Club) Chicago, nc.
Alexander, Willard: (Lavaggi's Supper Club) Boston.
Ayers, Herb: (Worthy) Springfield, Mass., h.
Berial, Jeno: (Ambassador) New York.
Basts, Bob: (Frank White) Dunkirk, N. Y., re.
Baumann, Ori: (New Celestial) Baltimore, re.
Becker, Walt: (Shadowsland) Kimberly, Ida., h.
Becher, Keith: (Stevens) Chicago, h.
Belasco, Leon: (Casino De Parces) New York, cb.
Bergin, Freddie: (El Tobarin) San Francisco, h.
Berger, Jack: (Astor) New York, h.
Berger, Matt: (Club Piccadilly) Chicago, c.
Bergere, Max: (Park Lane) New York, h.
Berzetz, Freddie: (Flying Trapeze) New York, re.
Birch, Gorde: (Club DeLuxe) Chicago, b.
Blaine, Jerry: (Cafe Loyale) New York, re.
Blake, Lou: (Viv Lago) Chicago, nc.
Blyer, Archie: (Commodore) New York, h.
Bonelli, Michael: (Dampney) Macon, Ga., h.
Bronberg, Sam: (Silver Cloud) Chicago, c.
Brown, Herb: (Vendome, 28 W. 56th St.) New York, nc.
Brown, Ted: (Venetian Gardens) Scranton, Pa., h.
Buck, Joe: (Oloris Palace) New York, re.
Buckley, Joe: (Harry's N. Y. Cabaret) Chicago, c.
Burr, E. Johnnie: (Olson) Cincinnati, h.
Burrkath, H. (Chez Paris) Chicago, nc.
Buss, Joe: (Heights) Albuquerque, N. M., h.
Campbell, Jimmie: (Marquette Club) Chicago, c.
Carson, Percy: (Skirvin) Oklahoma City, Pa., h.
Carver, Jack: (Japanese Gardens) Detroit, h.
Cherniavsky, Josef: (Congress) Chicago, h.
Clark's, George, Bostonians: (Silver Slipper Inn) Port Huron, Mich., nc.
Clegg, Frank: (Boogey) Chicago, c.
Coburn, Jolly: (Rainbow Room) Radio City, N. Y., nc.
Colman, Emil: (Piazza) New York, h.
Conrad, Joey: (Paris Cafe) Chicago, c.

Cornelius, Paul: (Swiss Garden) Cincinnati, re.
Cortez, Carmen: (Club 4-U) Chicago, nc.
Crawford, Al: (Mayfair) New York, nc.
Davis, Charlie: (Congress) New York, cb.
Davis, Jack: (Avalon) L. Payette, Ind., h.
Del Campo: (Roosevelt) New York, h.
Denny, Jack: (Biltmore) New York, h.
Dewey, Tom & Bud: (Imperial) Utica, N. Y., re.
Dicker, Sid: (Winder Garden) Pittsburgh, b.
Dubrow, Art: (Chop House) Hartford, Conn., c.
Duro, Mike: (Delmonico's) New York, nc.
Ellis, Nick: (Ship Aboy) Atlanta, Ga., c.
Emerton, Phil: (Tantilla Gardens) Richmond, Va., nc.
Englis, Charlie: (Hogan's) Chicago, c.
Ernie, Val: (Barclay) Philadelphia, h.
Everette, Jack: (Cocoa Rendezvous) Salt Lake City, Utah, nc.
Fairchild, Cooke: (Algonquin) New York, b.
Fallon, Bob: (K. of C.) New York, h.
Farrell, Bill: (Chateau Moderne) New York, re.
Fernando, Angelo: (Orest Northern) New York, h.
Fernando, Felix: (Montclair) New York, h.
Fields, Al: (Billy Gallagher's) New York, nc.
Finn, Eddie: (Club Cavalcade) Chicago, nc.
Fisher's Ensemble: (Rusland Kretchma) New York, cb.
Fisher, Scott: (Park Central) New York, h.
Fischer, Charles L.: (Grotto Club) Kalamazoo, Mich., nc.
Flynn, Tommy: (Park Central) Buffalo, N. Y., b.
Fraser, Dick: (Playall) Chicago, c.
Friedman, Leon: (Manhattan Music Hall) New York, cb.
Fricklin, Bob: (Gressman) Lakewood, N. J., h.
Gentry, Tom: (Lewry) St. Paul, h.
Goun, Tom: (French Casino) Chicago, nc.
Gott, Johnny: (Alms) Cincinnati, h.
Gilbert, Jerry: (Cornaga) Far Rockaway, L. I., N. Y., re.
Gill, Emerson: (Webster Hall) Detroit, b.

Kirwin, Bob: (Club Piccadilly) Chicago, c.
Knapp, Orville: (Beverly Wiltshire) Beverly Hills, Calif., h.
Kral, Nathan: (Vanderbilt) New York, h.
Kurt, Gordon: (Blyer Crest) Irwin, Pa., nc.
Kysar, Key: (Blackhawk) Chicago, r.
Lamb, Drexel: (Casa Loma) South Bend, Ind., nc.
Lalo, Eddie: (Bossert) Brooklyn, N. Y., h.
Lash, Nathan: (Paramount Club) Chicago, nc.
Larr: (Piccadilly) New York, h.
Lee, Glenn: (St. Anthony) San Antonio, Tex., h.
Leipold, Arnie: (Old English Tavern) Richmond, Va., nc.
Licenton, Louis: (Metropolitan Club) Poplar Bluff, Mo., nc.
Light, Knoch: (Roney Plaza) Miami Beach, Fla., h.
Linton, Henri: (Royale-Froiles) Chicago, h.
Littlefield, Frankie: (Wind Mill Club) Vicksburg, Miss., nc.
Lohman, Carl: (The Farm, Bronriver Park) White Plains, N. Y., nc.
Lopes, Vincent: (Deauville Casino) Miami, Fla., nc.
Lucas, Clyde: (Netherland Plaza) Cincinnati, h.
Lyles, Bill: (Stables) Chicago, c.
Lyman, Abe: (Paradise) New York, cb.
Lyden, Ralph: (Stamship Gilie) Chicago, c.
McCord, Jack: (Coliseum) Billings, Mont., b.
McDonald's Music Makers: (Sunrise Beer Garden) Danville, Pa., c.
McDraw, Ed: (Broadway) Beaver Falls, Pa., h.
McKinney, Wm.: (Kentucky) Louisville, h.
McSherry, Frank: (Sea Breeze Swim Club) Daytona Beach, Fla., nc.
Mack Austin: (Club Algiers) Chicago, c.
Maddaford Ensemble: (Homestead) Hot Springs, Va., h.
Madrius, Eric: (Waylin) New York, h.
Maitland, Johnny: (Perishing) Chicago, b.
Makins, Eddie: (830 Club) Chicago, nc.
Manski, Joe: (Club Leisure) Chicago, c.
Mansfield, Dick: (Pierce) New York, re.
Mason, Paul: (Harry's N. Y. Cabaret) Chicago, c.
Martel, Paul: (Arcadia) New York, b.
Martin, Freddie: (St. Regis) New York, h.
Mayno, Artie: (Bismont Grill) Bridgeport, Conn., re.
McG Jimmie: (Royale-Froiles) Chicago, nc.
Merick, Wally: (Pelham Club) Hurley, Wis., na.
Messner, Dick: (Lanood) New York, h.
Meyer, Al: (Hollywood Club) Chicago, c.
Moush, Joe: (Woodrow Wilson) New Brunswick, N. J., h.
Murray, Beihune: (Talk of the Town) Chicago, nc.
Myers, Stan: (Terrace Garden) Chicago, c.
Nance, Ray: (Club Morocco) Chicago, nc.
Navarra, Leon: (St. Moritz) New York, h.
Nelson, Ozzie: (New Yorker) New York, h.
Niesbur, Eddie: (Chateau) Chicago, b.
Olson, George: (College Inn) Chicago, nc.
Olson's Nighthawks: (Good Eagle Pleasure Club) Lancaster, N. Y., nc.
Pablo, Don: (Lido Club) Dayton, O., nc.
Paige's Band: (L'Algon) Chicago, c.
Pancho: (Pierre) New York, h.
Parritt, Al: (Beverly) Harrisburg, Pa., b.
Paul, Jack: (King Cotton) Greensboro, N. C., h.
Pedro Don: (Oriental Gardens) Chicago, c.
Pellegino, Nick: (Casino) Chicago, c.
Peterson, Eric: (Club Edgewood) Albany, N. Y., nc.
Pflanz, Franz: (St. Clair) Chicago, h.
Pitronis, Oeo: (Hi-Hat Club) Chicago, nc.
Platt, Earl: (Riffle) Harrisburg, Pa., h.
Pollock, Ben: (Netherland Plaza) Cincinnati, h.
Rearick, George B.: (Arrowhead Gardens) San Bernardino, Calif., b.
Reed, Jim: (Chicago Inn) Tremont, Michigan City, Ind., nc.
Rodrigo: (El Morocco) New York, nc.
Reichman, Joe: (Staller) Boston, h.
Reisman, Leo: (Central Park Casino) New York, re.
Rosa, Jacques: (Cocoanut Grove) Boston, Mass., re.
Rzah, Benny: (Club Bohemia) Detroit, nc.
Rosen, Tommy: (Whistler Gardens) Atlanta, Ga., c.
Roth, Eddie: (Club Alabama) Chicago, nc.
Russo, Dan: (Canton Tea Gardens) Chicago, c.
Ryhanek, Will: (Schenley) Pittsburgh, h.
Sabin, Paul: (Gayoso) Memphis, Tenn., h.
Sammurco, Gene: (Hendrick-Hudson) Troy, N. Y., h.
Sanders, George: (Club Carica) Chicago, c.
Scoggins, Chie: (Jefferson) St. Louis, h.
Schaefer, Irving: (Dixiel) New York, h.
Shatel, Lou: (Lamb) Chicago, c.
Simons, Eddie: (77 Club) Chicago, c.
Simons, Seymour: (Schroeder) Milwaukee, h.
Singer, Irving: (Club Ballyhoo) Chicago, c.
Sizka, Noble: (French Casino) New York, cb.
Slaughter, Johnny: (Willard) Washington, D. C., h.
Spider, Frank: (Subway) Chicago, c.
Snyder, Mel: (Gibson) Cincinnati, h.
Stanton, Maurice: (Club Minut) Chicago, re.
Stone, Jesse: (Club Morocco) Chicago, na.
Strammello, Don: (Patio) Hartford, Conn., nc.
Swanson, Johann: (French Casino) Chicago, nc.
Swenson, Warrnie: (Whitchall) Chicago, c.
Tate, Erskine: (Arcadia Gardens) Chicago, c.
Thurn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., nc.
Timley Bob: (Coliseum) Chicago, nc.
Todd Mitch: (Subway) Chicago, c.
Tobler, Ben: (Grossman) Lakewood, N. J., h.
Tyn, Anthony: (Governor Clinton) New York, h.
Tropper, Harry: (Midway Masonic Temple) Chicago, b.
Tyler, Ted: (Jockey Club) Charleston, S. C., na.
Vallec, Rudy: (Hollywood) New York, cb.





By LEONARD TRAUBE  
(New York Office)

**Cards and Flowers**

WE ARE now only a few days into January, but already the Christmas season seems months old. However, last week I pored thru the holiday mementos and tried to find a connection between the type of card selected and the attitude of the sender and I finished off by saying that in this issue I would give you the readers who say it with elephants and other figures. . . . The pachyderm boys and girls are almost unanimously of the CFA. . . . Harry Hertzberg presents a copy of an original Ringling poster used in 1903. It shows Little Baby "Boo," Only American Born Baby Elephant and his Mother. . . . Joe E. Minchin, whose composite idea shows his likeness atop a bull with Santa holding the bull hook. . . . Melvin D. Hildreth has his greeting spelled out on the "blanket" and surrounding the path are his kids with pails of water, plus his pair of canines. . . . Walter M. and Mabel C. Buckingham, Phyllis M. Werling and Tom and Eva Tormey are some of the other CPAs who picture the ponderous ones. . . . Some other elephant lovers are Frank A. (Ringling) Cook, Arthur E. (Tent) Campfield, Buster

(Museum) Castle, George A. (Booker) Hamid and Frances (The Billboard) Smith.  
Col. W. T. (Rodeo) Johnson, home on range scene. . . . George (Carnival-Park) Traver, "Scottish" dog. . . . Mr. and Mrs. Mal M. (Banker) Fleming, equestrienne. . . . W. B. (Side Show) Clark, ships, beer barrels, dogs and things. . . . Tex (P. A.) Sherman, city desk. . . . Arnold (Circus) Maley and Esma (Mrs. M.—Aerialist) Wilson, flowers, birds. . . . Fred (Amusement Device) Fansher, personal photo. . . . Mill (Fair) Danziger, riding devices. . . . Art (Carnival) Lewis, the good book. . . . Dorothy (Hamid Soc) Packman, birds. . . . Abe (Clown) Goldstein, rowboat and donkey. . . . Max (Carnival) Linderman, midway scene. . . . F. Darius (CSCSA) Benham, ringside "scat." . . . Ray (Objective) Schindler and the other Schindlers, snooping into windows. . . . L. Harvey "Doc" (General Agent) Cann, midway. . . . Frank (CFA) Portillo, clown sketch of himself. . . . Eugene (Clown) Randow, ship. . . . Daniel J. (Park) Moriarty, candles. . . . Josie (Ex-Equestrienne) DeMott, horse. . . . Mt. and Mrs. Ralph A. (Auto Races) Hankinson, plus Buddy and Audrey Hankinson, country scene. . . . Tommy and Solly Polon and Lillian (Fred Waring) O'Mara, ditto. . . . R. M. (General Agent) Harvey, monkey. . . . Harp (CFA) Joy, Joe Siegrist poem. . . . Mr. and Mrs. Frank D. (Carnival) Sheam, "throwaway" type greeting.

**DOO (SNAKES) SCANLAN**, happy couples. . . . Capt. Dan (State Trooper) Fox, horses. . . . Izzy and Frank (Band) Cervone, instruments. . . . Mary (Stunt Girl) Wiggins, dogs. . . . W. C. (Printer) Fleming, camels. . . . Jerome T. (General Agent) Harriman, birds on telegraph wires. . . . Beas (Rider) Castello, couple in silhouette. . . . Ed (Circus Booster) Hanley, fireplace. . . . Fred and Elizabeth (CSCSA) Pitzer, camels. . . . E. A. (Retired Troupier) Kennedy, candles. . . . B. Ward (Daredevil Congress) Beam, fireplace. . . . C. H. (P. A.) Thomas, dogs. . . . Roy B. (Carnival) Jones, poetry. . . . Edward Saint, devil. . . . Carl (Side Show) Lauther, wallpaper. . . . Joseph J. (Fireworks) Godin, telegram. . . . And the following who pick rustic scenes, Christmas coaches and just plain cards. . . . Sam L. Lawrence, Mr. and Mrs. Irving J. Polack, Art Woods, Dorothy Rouland, Bela Loblov, Paul M. Lewis, Ernest Capon; Joe. Marica and Jane Hughes; Gertrude and Chester Clock, Mr. and Mrs. Claude B. Ellis, Kate and Ernest Anderson, Mrs. Victor Lee, Sylvester Sullivan and Mr. and Mrs. Frank Wirth.

Society seems to be going for rodeos in its own way. Up in Tuckahoe, N. Y., they staged a barnyard show featuring a pig race.—John O. Boothby, son of William B. Boothby, general manager Rochester (N. Y.) Exposition, is a budding young songwriter. He's just out of Devoe Military Academy, Niagara Falls, and what does he do but bang out the academy's first alma mater tune, the school having gone along for its 84 years of existence without one. He graduated from Devoe with the rank of lieutenant and before long he'll be a major—of Tin Pan Alley, to judge by some of his work.—W. A. Thomas left his Philadelphia hearth to join a night club in Florida and he'll also make a few fairs.—That was Buck Taylor funching with Frank Wirth, and that was George Hamid lanching with the aforementioned Boothbys.—A. Morton Smith, city editor of The Daily Register, Gainesville, Tex., probably wrote more circus yarns for newspapers and magazines during 1934 than anyone I can think of at the moment.—Lew Dufour, one of the most successful showmen of the dear departed World's Fair, writes from Switzerland that he had just left the land of spaghetti and was hurrying his way across the nation which has the exclusive on yodelers, and what kind of cheese? He was on his way to Germany, Belgium, Holland, Scotland and England. Saw The Billboard correspondent in Paris, which just goes to show that you can't escape Billyboy no matter where you are. Dufour is scheduled to sail for New York from Southampton on January 16. The Berengaria is the rowboat he'll use.

"I FEEL quite contrite," writes Milton Danziger, assistant general manager Eastern States Exposition, Springfield, Mass., in his elegant way. "If I had dreamed of being referred to as a 'New England Gentleman' (The Billboard, Out in the Open, Leonard Traube, page 63, December 22, 1934, Vol. XLVI, No. 51, 'The World's Foremost Amusement Weekly'), I would never have answered your last letter in 'Scottish' style. (Mr. Danziger answered my letter by the simple method of using the same sheet of paper.) It would have received my secretary's best secretarial attention. Therefore, in the spirit of Christmastide, I humbly apologize.  
"The reference gives me a brilliant (?)

idea. For the next exhibition season, when the imponderable meets the immovable, and I am accosted by unreasonable members of the Royal Order of Chiselers and faircoe patience appears exhausted, I will become a Trappist (the New England gentleman probably means perpetual silence, altho the word may also be defined as having to do with hard manual labor, which New England gentlemen do not go in for—L. T.), smile sweetly and benignly and hand my Itchy-palmers a neatly engraved card—

**MILTON DANZIGER**  
"New England Gentleman"  
—Leonard Traube, The Billboard  
"The reference and unassailable authority for it will so electrify my adversaries into muteness that we will bid each other adieu in sign language." That's one way of discouraging the touch artists, anyway. I'll try it myself.

What manager of a highly rated grandstand attraction will enter the auto-racing field in the East and Middle West the coming season?—Irene Roth, astrologer of carnivals, was working a health store at 86th street and Lexington avenue when I last heard from her and I guess she's still there making the folks gape at her forecasts.—Aubrey M. Franklin, who formerly worked with Joe Siegrist's flying act, is doing cartoons and illustrations in and around Syracuse.—A. Edward Alkes, Rockaway Beach publisher and amusement property and pageant promoter, shoots a line from Miami to say that the Tampa Fair looks highly promising and that he assisted in forming the New York State Club for the Miami Chamber of Commerce.

**FRANK LABARR'S** letter from Tampa was lost in the holiday rush. It had been laying around for weeks until I discovered it the other day beneath a pile of papers. The oldtimer says that he has encountered most of the showfolk who are spending the winter season in and around Tampa. The greetings he exchanged with young and old took him back to the time when he first joined a carnival back in 1918. The show was Brown & Cronin; following which he was connected with W. A. Dyer, and Shorty Brown, and then Alfred J. ("My Dear Loving Money") Dernberger came into the picture. Labarr is staying with old friends, Mr. and Mrs. Dave Nixon, showfolk of years ago. The Nixons have a fine home and operate the Detroit Hotel in Tampa. Nixon may come back to the biz. Labarr had nice chats with R. H. Goeks, secretary-treasurer of the Jones Show seven or eight years ago; Sam Berlin, of Cettin & Wilson Shows; Gus Woodall, of Rubin-Cherry; Al Ketchel, of Kaus United; Al Best, of the West outfit; Eddie LeMay, of Jones; George Welch, World of Mirch; Berney Smuckler, Royal Palm; Al Brown, Glick Shows, and a whole flock from the Royal American org. Labarr is really a yearling in the game, only 81 years of young, and was tingling with excitement while awaiting a visit from his old side kick, Carl H. Barlows.

**Eagle-Graham Secure 19 Spots at San Diego**

NEW YORK, Jan. 6.—Nate Eagle and his partner, Stanley Graham, will probably be the principal show owners at the California-Pacific International Exposition, San Diego, which opens May 29. The Graham-Eagle duo has contracted for 19 locations, embracing four shows, four palmistry layouts, four sheetwriters, four auction stores and three novelty balloon stands.

The attractions will be a Midget City, Midget Farm, Nudist Colony and Miss America pageant. Midget City is expected to have 80 to 100 small people in a modernistic setting 150x150. Farm will contain humanity, cattle, poultry and farm products of the minnie variety. Nudist section will have about 40 people, headed by Princess Zorinne, of Indiana, and it will be exploited as a health exhibit, with entertainment thrown in. Pageant is being readied to house 15 beauts, with Earl Carroll drapery.

What with talkers, ticket men and execs, Graham and Eagle will give employment to about 175 pros. They have opened two new offices, with Graham stationed at San Diego and Eagle here. A flock of imported midgets are due in here by the first of April. A vaude tour is being arranged for the troupe and then they will depart for the Coast event.

New buildings are being constructed on the grounds by the exposition management and 1,600 men were put to work a few days ago. It is estimated that from \$75,000 to \$100,000 is being spent for structures alone by the CPEI.  
Suggested slogan: O Ple before you die.

**Big State Shows**

HOUSTON, Jan. 6.—Director-General Roy Gray starts new year with "finds": Two girls grown together and a girl with "pig knees." Earl (Banner Line Slim) White is in Europe. Expected back in March. Arthur Koch, superintendent light plant, planning visit to Germany. George Cook to Montgomery, N. Y. Pat Ryan wavering—whether back to navy or remaining trouper. Shorty Havens a champion domino player. Has exclusive "tilt-a-whirl" scheme winning. Secretary Louis Bright played Santa Claus, from Mt. Pleasant, N. C. Packages for everyone came. For the first time in his life was abed thru holidays with flu. Mrs. Bess Gray sure cooked "dat touky" for Christmas Day dinner—everybody's weight increased following its disappearance. Christmas tree was beautiful. When candles burned out old year tiny incandescents were lighted, welcoming 1935. Jesse Wrigley expected in soon. Wes Summers to hospital. John Cleveland working on an idea to revolutionize concession row. Fishing spots near Galveston yielding big catches to the showfolk fishermen. Harry L. (Sheeny) Bush and Dolly, the Doll Lady, to New York about winter datings. Harry Seider doing excellent auctioneering. May not return to carnival. Bob Young and wife (former Ruth Gray) visiting her parents here. Winter holds church every Sunday. Entire personnel of winter quarters turned out to funeral of G. C. (Pat) Andrews, concessioner, December 26. Showfolk from other shows wintering in Houston also present. Writer spoke a memory tribute. Show people from 17 show outfits in town for winter. The 17: Christy Bros., Lee Bros., Schell Bros., Southern Exposition, Hennies Bros., Harry Pools, Leon Broughton's, Martin Rosell's, Stonette's, Joe King's, Prince Zogl unit, Davis Rodeo, Mel Hathaway's Med. Show, Cadney Shows, Frederick Family Show, Monroe Hopkins Players and Big State Shows. Todd, scenic artist, was the last visitor on the last day.  
DOC WADDELL.

**FLEMINGTON TAKES**

(Continued from page 3)  
wise a quiet settlement of less than 3,000. This week it outdrawing the fair, with enough motion picture cameras to film three feature pix at once, and movie men vying with the news cameramen for choice locations—many on roofs across street from courthouse.  
An overnight guide service is in operation, with the fair buildings as part of the itinerary. The couple of rooming houses are jammed, and eating places are insufficient to meet the needs.

Walter Winchell grabbed the spotlight the first day, when question of whether or not jurors listened to his broadcast seemed upmost important and Winchell in courtroom had the "red-face" gag turned on him when one of jurors questioned stated she heard Winchell but "he can't influence me"—for the best laugh of the day.

Lowell Thomas called into town and set himself up a radio broadcasting station in rear of town's poolroom. There were more "One-Eyed Connollys" than at a championship match, but gate-crashers found going tough. There were only 50 spectators' seats and it was first come first served, but 185 seats for press, with cameras on balcony. Several foreign correspondents are in the gathering.

**CNE SHY**

(Continued from page 3)  
states, "was spent on improvements throughout the grounds, chiefly for better illumination and lighting effects. There were also increased expenditures for the fine arts exhibit and for newspaper publicity.  
"If the drawing power of the exhibition is to be increased and exhibitors satisfied with results, the directors firmly believe still further improvements must be made in the annual staging of the exhibition," the directors said in their report.

In an endeavor to dispel the criticism perhaps too often heard in the past as to the sameness of the exhibition, the directors authorized increased expenditures over 1933 in many directions. Altho the report shows a loss, the attendance for 1934 increased 63,000 and total revenues \$27,838 over the previous year.

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The Playground of New England.  
One lot, 150 feet by 100 feet, and another 100 by 100 feet. On the Boulevard facing the Ocean. Available for any legitimate device for Summer Amusement. Rents reasonable. Apply at 103 6th Ave., N. E., St. Petersburg, Fla., or JOHN DOROVAN, Derby Race, Revere Beach, Mass.

Miami "Breezes"

MIAMI, Jan. 5.—George Reinhardt has a cafe on Flagler street where many showmen can be found at some time of the day or night. On the curb in front of the place is the "hangout" and many a jackpot is cut up. Reinhardt is the owner, Albert Sexton, Mike Sullivan, Jimmie Vair, Cash Wiltse and Tom White, cooks; Johnnie Harrison, Johnnie Shuber, "Dallas" Cantrell, Shorty Corbett, Ray Gordon and Jack Vair, waiters; Mr. and Mrs. William Huggins, cashiers; Frenchy Schwachs, also with it.

Mr. and Mrs. J. C. McCaffery, of Model Shows of America, were at the Everglades on a short visit.

Tommie Thomas was down from Tampa and it looked for a while that he was going to stay but he didn't.

John Alexander Politt busy on promotions.

Mrs. Johnny J. Jones and Johnny Jr. arrived New Year's Day, also Tommie Allen. Johnny Jr. in uniform of Florida Military School.

Morris Lipky, concessioner, here with some of his crew—Mr. and Mrs. Dave Fineman, Mr. and Mrs. Nate Roth, Blacky Jacobs.

Charles Oesolo, who was with Rubin & Cherry Exposition last season, is shaking and mixing at Backus Bar on Flagler street.

Whitey Ross and wife are here and Whitey has been trying to find the cashier's window at the dog track—so far, no dice.

Bob Sherwood and his daughters are here. Roberta and Ann featured at the Silver Slipper, one of the finer night clubs.

Paul Fisher, who is with Frank Miller's frozen custard on Ringling-Barnum Circus, is trying to pick a winner.

Jimmie and Pearl Vair have completed their new trailer—a dandy.

Mr. and Mrs. William Cain are adding to their house. Bill is having a tough time with the various departments and contractors. The plumbers have to wait for concrete and as Bill is all the departments and is his own contractor and builder, one can understand that Bill is having a heck of a time.

Mr. and Mrs. Max Kimerer have moved from the beach to their N. W. 33d street cottage.

Flash: Doc Scanlan's bank roll has gone—Pfffft.

Mr. and Mrs. Jack Neal are driving their new 1935 Dodge.

Jack Mack is doing announcing at the Hollywood dog track.

Dick Best was seen New Year's Eve. Don't know how long he will be here.

George Harmon is at the Beach.

Eph Gettman has his Oliver Hotel Allied and his cafe is doing good, too. He has Harry (Gopher) Dutton as chef.

Bryan and Billie Woods have their Bryan Bros.' Circus at the Opelaca Zoo and are doing nice Sunday business.

Verne Soule, of auto racing note, is tamer at the Biscayne track.

Louis Stockton and Doc Hamilton have a few concessions, and Francis J. Flynn's rides working the lots here.

John D. Sheesley and wife and Jimmy Hicks are also here.

Among others here are Eddie Buzella and family, Billy and Alice Moore, J. D. Edwards (scales), Dan Bourke and wife and Dad and Wally Ewing.

Syd Markham is busy making and selling "tan" to the tourists.

Kaus' United Shows

NEW BERN, N. C., Dec. 5.—Work on equipment is going ahead. Everything is being overhauled and repainted. A crew of men is working steadily under the supervision of Manager Kaus. New stars have been built for the twin Ferris Wheels. The show has an ideal winter quarters, a warehouse large enough to store a 40-car show.

A real old-fashioned Christmas was celebrated. All the folks in quarters had stockings hung, and a tree was decorated for little Francine Dunlop. A dinner was cooked and served by Mrs. L. Dunlop, Mrs. F. Matters and T. E. Kaus. A real feast, everything from soup to nuts. Those present at the dinner were J. E. Kaus Jr., A. J. Kaus, T. E. Kaus, Floyd R. Matter and wife; Leonard Dunlop and wife and daughter, Francine; George Shotwell, Billy Koval, John Kokol, Sam Melski and Hank Campbell. "Mother" Kaus just returned from Washington, where she spent Christmas with her daughter, Mrs. E. Daher, W. C. Kaus and family have also returned to quarters from Wilkes-Barre, Pa., where they spent the holidays with Mrs. W. C. Kaus' people. Captain Roy is breaking a couple of new acts for his

Monkey Show. Ike Wallace, who has again booked his Ferris Wheel with the show, has gone to Florida for a couple of months. Among recent callers in quarters were William Callis, who is doing advance work for a vaudeville act; Ted Butler and Jack Witton.

New Deal Shows

STARKEVILLE, Miss., Jan. 5.—Just a few minor repairs, etc., being done in quarters now by Foreman Jack Drake and his crew—Bob Burton, Jim Green, Estil Yates and Joe Howe; Cora Burton, chef. W. E. Bowen enjoyed the holidays with his mother in Ohio. Floyd R. Heth in California. C. E. Lane, with his kiddie rides, on the John Ward Shows for the winter. Ted Sharkey also with Ward with Athletic Show. Mr. and Mrs. Reno Lewis (photo) visiting homefolks in Hollandale, Miss. Mrs. I. N. Butler visiting on the Gulf Coast. Mr. and Mrs. Dedrick have neat apartments here. Mrs. Dedrick feeling some better, but still under a doctor's care. Mr. Dedrick leaving to attend some fair meetings. The large Christmas tree, sponsored by the American Legion and merchants on the Public Square here, was a thing of beauty. The show played the last week of the season for this fund. Opening date is set for March 14, uptown location. Mrs. Albert Heth visiting homefolks in Wisconsin, then a rest in Florida before opening time.

This organization and all people connected with it congratulate The Billboard on its 40 years of unflinching service and support of the outdoor show world. As a medium of understanding for all branches of the business all would be in the fog and lost without faithful Bullyboy. So here's hoping 40 more bigger and better years for The Billboard and its staff.

Great Superior Shows

AUGUSTA, Ga., Jan. 5.—Work at winter quarters of Great Superior Shows is progressing. Everybody is building. Manager O. J. Beatty is having 12 new fronts constructed and all the rides are being repainted. The management plans to have this one of the nicest shows of its size the coming season.

Lon Delmore Active in Readying Cole Kid Show

NEW YORK, Jan. 5.—Lou C. Delmore has been burning the midnight candles to bear out his prediction that the side show he will pilot for the new Cole Bros.' Circus, of Rochester, Ind., will be one of the snappiest and biggest money-makers on the road next season. Delmore is busy signing up attractions and attending to various other details in connection with the task.

The purchase of two black leopards and two tigers from Frank Buck recently was made by the Adkins-Terrell combo thru Delmore, who represented the show in the deal. It is also interesting to note that Buck's secretary is named Gwendolyn Cole. With the "Bring 'Em Back Alive" man on the high seas at the time bound for jungle country, his associate and backer, T. A. Loveland, secretary of the Frank Buck Enterprises, Inc., signed the papers which brought the four animals to Rochester, winter quarters of the Cole organization.

NEW YORK, Jan. 5. — Frank Buck seems to have his heart set on making the Frank Buck Jungle Camp, Massapequa, L. I., one of the finest zoos in the country. T. A. Loveland, his associate, was also his partner at the Buck animal exhibit at the Chi World's Fair. Buck called some time ago for India, Burma, Malaya, Siam and other jungle areas for the purpose of obtaining specimens.

Pickups From Europe

PARIS, Dec. 24.—Circus Knie (Swiss circus) touring Italy with a big show including large number of good animal acts and big program of circus numbers, including that of the American roller skaters, the Four Whirlwinds. Albert Powell, the American trapeze performer, is headlining at Excelsior Theater in Milan, Italy.

Don Del Monte, American wire walker, is with the Circus Staniewski at Warsaw, Poland. The Circus Salamonsky is at Riga, Ethonia. Aussie and Czech whip-crackers, and Leonard Gautier's dogs are at the Ronacher in Vienna, Austria. The Harry Holt Trio of equestrians are at the Tivoli in Hanover, Germany.

WANTED CIRCUS ACTS—PROMOTERS FOR ELKS' CIRCUS, WILLIAMSPORT, PA., FEBRUARY 4-9; BRADFORD, PA., FEBRUARY 11-16, AND OTHER DATES TO FOLLOW. Ground Acts, Small Animal Acts, Pet Rats, Morris Troupe, let me hear from you. Salary must be low and you will get a lot of business. WANTED FOUR HIGH-CLASS ADVERTISING SOLICITORS AT ONCE, ALSO TWO CON-TEST MEN. We collect wires, Harry Logan come on. Wire BEN H. VOORHEIS, Hotel Milner, Williamsport, Pa. CAN USE 6-Piece Cir. Orchestra if salary is right. Will sell exclusive on all Counties for Bradford, Pa., date.

TELEPHONE SOLICITORS WANTED QUICK Wire by Western, A. E. WALTRIP, Wincoff Hotel, Atlanta, Ga. All Circus Acts for Atlanta Shriners Engageable write BOB MORTON CIRCUS CO. 1327 Spruce Street, PHILADELPHIA, PA. Opening Date, Atlanta, March 1. Good Promoter wanted, Handle towns.

Here and There

WASHINGTON, Jan. 5. — Plesant memories of 1934 trouping: En route from Washington to Mobile, Ala., quarters of Gentry Bros.' Shows, the visit to Tom Dees, retired circus trouper of Bessemer City, N. C., and the Long Family, folks of Millie Long, acrobatic dancer, at Spartanburg, S. C. Meeting Delvalle Theard, Circus Fan, in New Orleans. Easter in the old French city. Being entertained by the Griffin Brothers of Jackson, Tenn. Circus fans and good fellows. The assistance of J. P. Cartwright, Circus Fan of Bowling Green, Ky., to cut a city reader, I couldn't. Visiting Schell Bros.' Circus at Ashland, Ky. Seeing Billy Bryant's Showboat at Charleston, W. Va.

Visiting Johnny J. Jones Shows and World of Mirb Shows in Washington. Calling on Dr. Jim Davidson and Arthur Hopper in Parkersburg, W. Va. The Downie parade in Parkersburg. A chat with Jimmy Gallager, banner man with Downie Show, at Wheeling, W. Va. The Gold Derby Minstrels at Ford City, Pa., featuring Spader Johnson, Barnett Bros.' Circus at Greensburg, Pa., and a pleasant visit with the folks. The Downie Show at Harrisburg, Pa. A visit with Ward Walker, director of the Hershey, Pa. Zoo. The Ringling Show in Washington.

Two visits to Allen Bros.' Wild West Circus. A visit to Steel Pier at Atlantic City. Visiting Almond-Conley Circus at Middleburg, Va., and again at Ekton, Md. The engagement of Gentry Show in Washington and its sponsorship by the U. S. Government, made possible by efforts of Harry Allen, Melvin D. Hildreth and Dr. William M. Mann. Visiting Hagenebeck-Wallace Circus at Allentown, Pa. Seeing the World's Medicine Show at Lewistown, Pa.

Visiting of Tom Mix at Du Bois, Pa. An evening spent with Goldie Fitts and Morris Miller on midway of Miller Bros.' Shows at Titusville, Pa. The Endy Shows at Meadville, Pa. The Gooding Shows at Niles, O. A Sunday spent with Captain Curley Wilson, superintendent of Brookside Zoo in Cleveland. Lee Bros.' Circus at Massillon, O. A day spent with Jack Fenton, Jerry Burrell, Felix Morales and others. A visit with John Hare, Circus Fan of New Philadelphia, O. The Johnny J. Jones Shows at Cambridge, O. A visit with Anna Sutton on California Frank Rodeo at Wheeling, W. Va. Billroy's Comedians at Belleair, O. Curley Wilson and party visiting Gentry Show at Elyria, O. The wonderful tieup in Columbus, O., between the Big Dispatch, the City of Columbus and the Gentry Show. Sid Phillips, promotion manager of the Big Dispatch, a real guy. The same tieup in Springfield, O.

Visiting with Fred Braun in Columbus. Bryan Woods and party from his circus visiting Gentry Show at Urbana, O. Visiting Leo Haslein and his brother, owners of Olentangy Park in Columbus. Chating with Karl K. Knecht, cartoonist and Circus Fan, in Evansville, Ind. Lee Bros.' Circus at Harrisburg, Ill. Visits with billing crew of the Dill-Mix Circus at Memphis, Tenn. Earl Sutton, of Adams Rodeo, and William Conway, of the Ringling Show, there too. Overton Park Zoo at Memphis. Brunk's Comedians at Arkadelphia, Ark., and a visit with Leo Brunk and L. P. Davis, owners. Brunk helping me to get a lot and fixing city reader. Dill-Mix Circus at Longview, Tex., on Labor Day. Meeting Harrison B. Waite, Circus Fan, in Waco, Tex. Having dinner with him and help in getting lot, etc. Meeting N. A. Enser, city manager of Temple, Tex. Father-in-law of my old pal, Stoddard, the magician.

A Sunday spent with Otto Martin Locke, animal dealer at New Braunfels, Tex., and his wife. The George W. Christy quarters at Houston and a visit with Bert Rutherford there. The Big State Shows at Crockett, Tex. The Bill Hames Shows playing the fair at Longview, Tex. Chating with Carey (Snake-

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WANTED FOR SHRINE CIRCUS. Wire MCKEY BLOE, care Polack Circus, Arab Shrine Temple, Covella, Kan.

FOR SALE OR WILL BOOK With reliable Park or show, Parker Three-Alarm Carry-Us-All, Caterpillar on Wagon, 3 other Wagnons with motor, Warriner Band, Great motor power. All in A-1 condition ready to operate. Cost \$12,000, priced to sell, stored in Kansas City, Mo. WANT TO BUY Trailer Auto Hike, also Truck or Tractor and Semi-Trailer, not under 20 feet. ANDY CARSON, 4815 N. A Street, Tampa, Fla.

ELECTRIC LAMPS, All Colors, 120 Volts, 5 to 60 Watt, \$4.50 per 100. Larger, 50% discount. FAYNE ELECTRICAL SUPPLY CO., 538-540 E. Main St., Rochester, N. Y.

WANTED IMMEDIATELY LADY HIGH DIVER

NISSE, 47 Wayne St., Jersey City, N. J.

WANTED TO BUY—No. 5 EM Wheel and Auto Rides Hike. Must be in A-1 condition. State lowest price. EDWARD FOELKER, Alfred St. St., Gen. Del., Detroit, Mich.

oll) Jones. The T. P. Shows at Terrell, Tex. The performance of Al G. Barnes Circus at Marshall, Tex. Again visiting Ringling Show at Dallas. The Southern Exposition Shows playing the Horse Show at McKinney, Tex. Brunk's Comedians and Sugarfoot Minstrels day and dating one another at Stuttgart, Ark. Visiting owners Brunk and Davis on Brunk Show and Kid Hunt and D. O. Hawn, old-time circus folk, on the Sugarfoot Show.

REX M. INGHAM.

Another Attempt by Miller To Save Ranch From Creditors

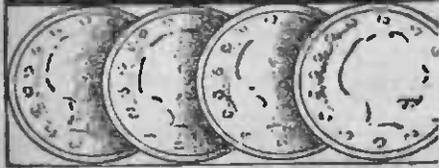
PONCA CITY, Okla., Jan. 5.—Col. Zack T. Miller will make another attempt to save the 101 Ranch from creditors. This time he intends taking advantage of the Frazier-Lemke farm mortgage moratorium act in court and has implied that friends are ready to aid him in refinancing plans if his court fight is successful.

During the last two years the ranch was operated under a trusteeship, which expired December 31. Aggregate debts of the ranch amount to approximately \$500,000.

It is said that William H. Murray, who retires as governor of Oklahoma January 14, has offered his services as legal counsel to Colonel Miller. Governor Murray and the Colonel are friends of long standing since the State of Oklahoma was Indian Territory.

ARCHIE ROYER, 73-year-old dean of acro comedians and said to be the oldest talking clown, is busy at his home at Bangor, Mich., writing a book, My Circus Life, featuring the high spots of his 88 years with circuses. He was recently the object of a feature story in The Grand Rapids Press, in which his career was recounted in detail.

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## French Editor Will Visit In Chicago for Big Show

**Coming to make thoro study of coin machine industry in United States—big welcome planned for foreign visitors—booth sales assure record display of machines**

CHICAGO, Jan. 5.—Coin-machine circles hailed the glad news this week that Monsieur Rene Godin, of *The Revue de L'Automatique*, "national organ of the new automatic industry in France," will visit the United States in the near future and will arrange to attend the 1935 Coin Machine Exposition which will be held at the Hotel Sherman February 18, 19, 20 and 21. Monsieur Godin states that he expects to spend several days in Chicago to visit the manufacturers. His purpose is to study every angle of the American trade so that he can carry as much information as possible back to his countrymen in France. The industry is now and "is just getting off to a good start" in France, he says, and laws are now more favorable. He will also be glad to give American firms any information about trade possibilities in France. A special welcome is being planned for Mr. Godin and all other visitors from foreign countries who attend the 1935 convention.

Convention Manager Joe Huber announced that only a few exhibit booths remained unsold for the big 1935 exposition and that he was sure of a complete sellout. Present reservations already assure the biggest display of machines and allied products yet held, he said. Huber stated that the enthusiasm which was being shown in arranging special delegations would again be the thrill of the annual event. Special trains, a special airplane delegation and even the prospect of a delegation coming by the new Zephyr train are already being arranged.

Chicago manufacturers and the organized operators' group started to work immediately after the opening of the new year to complete plans for a grand welcome to all visitors who come to the show. Manufacturing firms will vie with each other to welcome visitors to their plants as well as at the convention exhibit booths. Special attention is being given to arranging the program for operators.

## Coin Machine Biz Booms In S. W., Says Gottlieb

CHICAGO, Jan. 5.—Coin-machine business is certainly booming thruout the Southwest, according to Dave Gottlieb, of D. Gottlieb & Company, who has returned from a 10-day trip thru that territory.

"Operators whom I met and talked with are doing an excellent business and are all keyed up with the prospect for the future. The 1935 Coin Machine Exposition in Chicago is their big topic of conversation. Three special convention Pullmans are being arranged by D. Gottlieb and Earl Reynolds, of Dallas, in co-operation with Tom Murray, of Fort Worth. Mr. Murray is in charge of arrangements for the Texas State delegation.

"While on my trip I inspected five different machines as possibilities for manufacture and marketing. One of them was so outstanding that I am making speedy plans to put it into production and will have it ready for the opening of the 1935 convention or shortly thereafter."

## Artist Orders Carload

NEW YORK, Jan. 5.—Steven Bransgrove, well-known portrait painter who recently made the front pages of the New York City dailies, purchased a carload of used amusement machines recently. These machines will be shipped to Sydney, from where Mr. Bransgrove will operate them thruout the antipodes. Irving Manufacturing & Vending Company, well-known distributing firm here, landed the order.

## New Writers

While the coin machine section of *The Billboard* primarily carries news matter in its reading columns, at the same time feature articles on important trade subjects are published frequently, similar to a monthly trade publication.

These articles are written by members of the industry qualified to write on the subjects they discuss. Staff members also contribute occasional articles. We will use some good feature articles, about 1,800 words in length, in the February Convention Number of *The Billboard*. This open invitation is given to any new writers who may wish to submit feature contributions on any subject relating to the coin machine industry.

Before submitting any manuscripts, however, the writer should correspond with Silver Sam, giving a rough idea of the subject to be discussed, etc. Articles that can be used will be accepted at contributors' rates.

Address Silver Sam, *The Billboard*, 54 West Randolph street, Chicago.

## Girl Operator Shows Men How

BALTIMORE, Jan. 5.—Among the operating fraternity (or should it be sorority) here is Dorothy Levinson, who doesn't waste any time bemoaning her fate. She clearly has shown the possibilities in the operating profession by the success she is making in it.

This fact is all the more interesting when it is realized that Miss Levinson is not yet 20 years old. Every coinman in Baltimore is a booster for her and believes that she will make a complete success of the venture.

The toast being offered is: "May many New Years find you with increased success, Dorothy!"

## Bally Claims Complete Payout Games Lineup

CHICAGO, Jan. 5.—Ray Moloney, president of Bally Manufacturing Company, claims that his firm now has an automatic payout pinball game to meet every requirement of the average operator. "In fact," Moloney states, "I believe we have by far the most complete line of automatic payout games on the market—three in all and all three are proving quite popular."

Describing the complete line which the firm offers at the beginning of 1935, he listed Rocket as the pioneer offered in this type of table game. "Altho Rocket has been on the market more than a year, it still is in big demand and operators report that machines which have been left on one location six months to a year are still getting big play. Then there's Champion with the extra coin chute to release out balls. Last, but not least, we offer Red Arrow as a rapid game with enormous earning power. Red Arrow is played with one ball only, permitting 200 to 250 games per hour."

## Co-Operation

Credit for gains made in public relations and in protection of legal rights during 1934 belong to coinmen imbued with the co-operative spirit. Many gains were made during the past year, including the sweeping skill games crusade in New York and the delayed, but liberal, city ordinance in Detroit, and every gain worth mentioning is due to those members with enough public spirit to work together for the good of the cause.

Not one single benefit worth mentioning can be credited during an entire year to those members of the trade who lack the co-operative spirit.

There were some setbacks during the past year, but in each case a brave fight was put up by those willing to unite in a common cause. In each case, it might be said that the results would have been different had every fellow observed the rules and carried his part of the load. Mark down 1934 in coin-machine history as a great year in which co-operation accomplished some real results, a year in which so much good was accomplished that we wonder why anybody in the trade would still be a slacker.

While the trade is able to enter 1935 with a brighter outlook, because of the co-operative work of 1934, the serious fact should be faced that there are some members of the trade who have been sharing in all the benefits of co-operation, but who have not contributed their share of the cost.

Those who have supported organized movements in defense of trade rights have carried the dead weight of those non-co-operating souls thru an entire year. It is no wonder that trade members who have given of their time and money for the common good of the trade sometimes get disgusted and talk of giving up the fight.

Alibis usually given for not supporting co-operative movements include such excuses as these: "Some official gets all the money"; "the organization is nothing but a racket," etc., etc. There may be some truth in such alibis. All organized movements have certain weaknesses. But the coin-machine industry is engaged in an aggressive movement to establish its legal rights, and the usual flimsy alibis for playing the slacker should be forgotten.

Organized work cannot be maintained in any field without paying some executive to keep the details straight. There are domineering elements in all groups, and many other objections could be mentioned. All co-operative movements cost money and plenty of it.

But it should be kept in mind that the most expensive thing about any business is the necessity of carrying the dead weight of those who refuse to co-operate. They are the hitch in all progressive movements, the violators of all rules, the cause of adverse public reactions. If everybody played the game according to the rules, and carried their proportionate share of the expense, general trade activities could be maintained at a minimum cost to each individual.

Admitting all the flaws that may be found in co-operative movements, the record of 1934 gives remarkable credit to those members of the industry who have been willing to give time and money for the advancement of co-operation within the trade and the creation of a better public understanding in general. Let's give them a hand in the hope that they continue the good work another year and that they may have the reasonable support of those who have faltered heretofore.

SILVER SAM.

## Plaschke, Cartoonist, Helps Ops With Friendly Works on Games

LOUISVILLE, Jan. 5.—Plaschke, cartoonist for *The Louisville Times* and *The Louisville Courier-Journal*, introduced a novel idea into his presentation of the "Semaphere," weekly cartoon feature appearing in the Sunday issue of *The Courier-Journal*, when he utilized the pinball machine game to convey wishes of a Happy New Year to the paper's subscribers.

Infant 1935 was depicted playing the machine. The ball was Old Mother Earth and the counter holes were labeled for the various months of the year. Old Man 1934 was shown sneaking deceptively away from the machine as if his total score was somewhat low. Plaschke portrayed himself as one of the onlookers.

Plaschke, who has on numerous occasions availed himself of the pinball game in putting across his cartoons, struck a humorous note in one of his more recent cartoons when, under the heading of "Monuments," he portrayed a man upon a pedestal, a smile illuminating his complacent face and a self-satisfied expression evident. Underneath were the words, "He never played a pinball machine."

Plaschke's cartoons have proved of inestimable value to the pinball trade. Nothing in his cartoons has reflected upon the game in any way. On the contrary, they have revealed the game in a favorable light.

On each occasion in which he has taken the pinball game as a subject for his cartoons or to illustrate a point Plaschke has seized upon certain char-

acteristics of the game which have made it so popular and revealed it in its true light as a fascinating sport which numbers its devotees in the millions.

Upon one occasion Plaschke, in his "Semaphere," under the heading of "Useless Individuals I Have Met," portrayed a grinning urchin, minus several of his front teeth, interfering with Plaschke just as he was about to win a prize on the machine. Upon another occasion Plaschke portrayed an ex-Wall Street millionaire, thru with the stock market, finding his enjoyment and pleasure playing a pinball machine. Several of his cartoons have been reproduced in *The Billboard*, where they have attracted much comment.

Operators not only in Louisville, but in the area touched by *The Louisville Courier-Journal*, have testified that Plaschke's cartoons, revealing the pinball game as a fascinating and alluring pastime, have proven invaluable as a good-will agent and given the trade advertising in a manner which could not be purchased or duplicated thru any other medium.

Striking the reader at his most vulnerable point, his sense of humor, and depicting the game in a visual manner, Plaschke's cartoons have done much to erase any suspicion or ill-will that is sometimes raised between the operator and the public thru misunderstanding and prejudice.

### Campaign on Price Cuts Gets Favorable Comment

CHICAGO, Jan. 5.—A very favorable reaction from jobbers to Bally campaign against cut-price competition is reported by Ray Moloney, president of the Bally Manufacturing Company.

"Key jobbers thruout the country," Moloney said, "are already reporting a very definite decrease in cut-price quotations being circulated among operators. And for the most part jobbers are enthusiastically supporting this fair-price movement. We have been deluged with letters praising our stand and pledging adherence to advertised prices. A well-known Illinois jobber wrote: Our only regret is that our vocabulary does not contain enough nice words to explain our honest opinion of the movement, which is in itself the life of a jobber."

"Another from one of the largest jobbers in the South, I'm sure that by your organization taking the initiative others are bound to follow. An Oklahoma jobber writes: We want to say that you have our support 100 per cent in your movement to maintain advertised prices."

Moloney said the most encouraging fact to him is that the campaign actually gets results by helping the ethical jobber to sell more machines at a decent profit.

### Criss Cross Game Wins Reputation as Bugless

CHICAGO, Jan. 5.—Genoa, Inc., is reported to be very proud of the fact that of the thousands of Criss Cross table games already delivered to the trade not a single game has been returned because of a mechanical imperfection, according to Dave Gensburg. In fact, operators have nicknamed the machine "the game without a bug," he states.

Officials of the company also stated they had received unsolicited testimonials from jobbers and operators all over the world congratulating them on the fact that Criss Cross is one of the most dependable games ever built. One distributing firm reported that over 500 of the games had been sold and not one has been back for repairs.

The Criss Cross offers a table game adaptation of the old-time "go to mill" pastime that occupied leisure hours when we were kids. The play is said to be so simple, yet so appealing that it grips one's interest for hours. A totalizer is also used to register the completion of each line in the "criss-cross" square. The skill pocket at the top of the field registers its own score.

## Fishman Dinner At Bright Spot

NEW YORK, Jan. 5.—Plans for the big testimonial dinner to Joseph Fishman were rapidly nearing completion today, with an attendance of 500 in sight. The dinner will be given at the new Congress Club, Broadway and 30th street, Saturday evening, January 12. The Congress Club had its premiere December 28 and is considered one of the most modern bright spots in the city. Ed Lowry will be master of ceremonies and prominent stars are on the program, including a chorus of 50 of "America's most beautiful girls."

Many distributors and manufacturers in New York have taken entire tables for themselves and guests. The various organizations in the metropolitan area have also taken blocks of tickets, so that a large attendance is already assured. Committee in charge of arrangements is composed of Marvin Liebowitz, president Amalgamated Vending Machine Operators' Association; Lee Rubincov, president Metropolitan Skill Games Board of Trade, Inc.; Benjamin H. Haskell, attorney, and Bill Gersh, of Byrde, Richard & Pound, advertising agency.

The testimonial dinner is being given to Mr. Fishman in recognition of his service for the operators' cause in the metropolitan area.



JOSEPH FISHMAN.

## Big Money & Independence Are Yours Operating These Smart

# PACIFIC GAMES

## GALLOPING GHOST NO. 77

Designed by Red Grange—Engineered by Pacific—A Football Game that people swarm to play. A Real Kick-Off—Ten-Yard Games—Long Runs—Touch-downs that thrill everyone. Sizzle those prize locations with Red Grange's new game. Operate GALLOPING GHOST No. 77, for rich, lasting returns.

## LITE-A-LINE

★ ★ ★ ★ ★

Here is the one and only game of lights—Created by Pacific in the interest of Operators—LITE-A-LINE is taking in as high as \$135.00 in one day's play! You can't afford to miss out on such earnings. Start LITE-A-LINE working at once. It gets the best of locations—Holds them indefinitely.

## MARBLO

Here is the best little Counter Game yet—MARBLO! So brim-full of EARNING POWER—So BIG in its CASH Producing Ability, that Operators everywhere are calling for MARBLO in large quantities. Add this point Selecting, Quick Scoring Game to your line of location equipment. MARBLO will pay you money a-plenty.

## MAJOR LEAGUE

Baseball in all its Real Life-Like action—Still drawing countless players into locations—Now being ordered by Operators everywhere—For MAJOR LEAGUE is a Steady Money-Getter over a long period of time.

## PACIFIC'S TICKET GAME READY

Write—Wire—See Your Distributor or Jobber NOW!!!

# PACIFIC AMUSEMENT MFG. CO.

4223 W. Lake St., Chicago, Ill. 1320 S. Hope St., Los Angeles, Calif.

## Columnist Laughs At Paper's Worry

BALTIMORE, Jan. 5.—Donald Kirkley, columnist for *The Baltimore Sun*, recently commented on the worries of *The Era*, an English journal that has waged a fight against the pinball games in the British Isles. Latest worry of the English paper, says Kirkley, is that the pinball games are taking some of the pennies that would otherwise go to the movie theaters.

In England Edward Graves, secretary of the British Automatic Operators' Society, has replied tersely to the attacks of *The Era* on pinball games. Graves is editor of the coin-machine news section in the *British World's Fair*, amusement weekly.

"Says Kirkley in *The Baltimore Sun*: 'The Era, an English trade publication, which devotes much space to worrying about the situation of English films in the American market, took time out this week to worry about a mechanical menace to the home box office. Thousands of automatic gambling machines imported from the United States are becoming a thorn in the sides of Northern cinema and theater proprietors.'

"These are being snaged by the police, but variations on bascule, called by *The Era* 'pin machines,' are also being dumped in thousands of shops, billiard halls, saloons, public houses, and even in cafes. People, *The Era* complains, are queuing up on the pin tables in Leeds, Devonbury and Sheffield, and thousands of pennies which would find their way to the cinema or theater box office are diverted."

"The idea of the game is to propel metal balls, by means of a slipping table, into various holes on a sloping table. A jigsaw puzzle completes itself as you put the balls into the right holes. If you complete the jigsaw you will be rewarded with a pint of beer—or a packet of cigarettes." You can lose, says the story, as much as \$2 an hour in the machine."

## Selling Out All Used Games

World Series... \$ 4.95	Selectem, New... \$12.50
Blue Ribbon... 10.00	Streamline... 9.00
Relay... 11.00	Junior Contact... 9.00
Pennant... 8.00	(22-44)... 22.00
Big Bertha... 18.00	Lightning... 18.85
Show Boat... 12.00	Golden Gate... 14.85
Jig Saws (With Legs)... 4.85	Worry-Go-Round... 14.00
	Scoutler (New)... 8.90

Every Machine guaranteed to be in good condition and look like new. Deposit with order, bal. C. O. D.

## THE OHIO SPECIALTY CO.

309 Main Street, Cincinnati, O.

REVISED AND UP-TO-DATE MACHINE List mailed you upon request. Showing Lowest Prices on Used Machines. Drop us a card and receive this list gratis.

## KANSAS NOVELTY COMPANY

555 W. Douglas Ave., Wichita, Kan.  
"Largest Stock of New and Used Machines in the Middle West."

**TERRITORY CLOSED**  
Mills Escapade Ball, \$47.00; Walling Twin Juggler, \$40.00; Duke and Duke Four Weeks, \$40.00; Champion, 360.00; Rackets, \$40.00; Autobanka, \$45.00; Astorcourt, \$35.00; Marble-Jax, \$16.00; Little Duke, \$22.50; Lightning Feet, \$17.50; Contact, Jr., \$22.50; Serious Racket, \$8.00; Omaha Swicpitak, Mills Omaha, Nat-Seers, \$5.00; Penny Ante, \$4.00; Royal Rook, \$8.00; B. Jacks, \$8.00. A. & M. AMUSEMENT CO., Shelbyville, Mo.

## Fire Causes Hot Music

Bill Shayne, head of the Shayne-Dixie Music Company and well-known operator of automatic phonographs, contributes the following anecdote taken from a "column" in a Miami newspaper:

"Hot Stuff"—The fire department recently quenched a merry blaze in the Negro section of Miami, which resulted in almost total damage to two buildings. Out of the burning buildings had been dragged a prize of one of the occupants, an automatic phonograph. The cabinet was charred and inside, records hung shriveled and dropping from their supports, like so many bats' wings. A dusky habitue of the place—hazed around the instrument calculatively for a few moments. Finally his feelings overcame him. "Hot dog," he said, admiringly, "Dat's sure hot music now, ain't it?"

COMING SOON!

# Cross Word PUZZLE

THE PIN GAME  
SENSATION OF '35!

DON'T MISS THIS IMPORTANT EVENT!

GREATEST OPERATOR-LOCATION OWNER GET-TOGETHER COIN-MACHINE INDUSTRY HAS EVER KNOWN.

## First Annual Festival & Gala Stage Show

GRAND BALLROOM — HOTEL SHERMAN  
CHICAGO

SATURDAY, JANUARY 12

Presented by the

ORGANIZED OPERATORS OF CHICAGO

25 HEADLINE ACTS

Stage — Screen — Radio

WORLD FAMOUS ORCHESTRA

TICKETS \$1.50

Positively Greatest Entertainment Value Ever Offered.

More Than 6,000 Tickets Have Already Been Sold

OPERATORS, NOTE! Be sure to be present and bring your location owners with you. This affair is for the interests of YOUR OWN BUSINESS.

## MODERNISTIC LAMP FULL SIZE 17 INCHES HIGH

Highly Polished Genuine Chromium Trim

Never before such value! A real beauty in assorted colors of black, green, white and ivory; Cellophane wrapped shade colored to match. Complete with cord and plug. Ideal for premiums, salesboards, prizes and concessions.

Packed 1 dozen, three of each color, to a box. Shipping weight 28 lbs. Price \$8.25 per dozen. F. O. B. Chicago. 10% deposit required on C. O. D. orders. Sample sent postpaid \$1.00.

FARWELL MANUFACTURING CO.  
2214 S. Michigan Ave. Chicago, Ill.

## LITTLE NUT and NUT HOUSE

Table Vendors, the most popular in the world, will pay for themselves the first thirty days you own them. (We sell you an income.) With a fleet of these you will be independent. Small investment.

**LITTLE NUT VENDOR COMPANY**  
Lansing, Mich., U. S. A. Also Windsor, Canada.

## BUY YOUR NEW AND USED MACHINES FROM

KENTUCKY'S OLDEST DISTRIBUTOR. ESTABLISHED IN 1915.  
ALL THE LATEST MACHINES AT FACTORY PRICES.  
A. B. T. ALL-STAR FOOTBALL, JENNING'S FOOTBALL, SKY SCRAPER, AND ALL OTHER LATEST PIN GAMES.  
**USED MACHINE SPECIAL**  
SUPER 8, \$18.00; FLEET, \$17.00; GOLDEN GATE, \$19.00.  
PRICE LIST ON OTHER USED MACHINES MAILED ON REQUEST.  
**KENTUCKY SPRINGLESS SCALE CO., Inc.**  
547-551 South Second Street, LOUISVILLE, KY.

## OPERATORS OF

DRANED, DIGGERS, PIN GAMES AND SPORTLANDS—WRITE FOR OUR LATEST PRICE LIST—THERE ARE HUNDREDS OF SPECIALS LISTED FOR YOU PLEASE STATE YOUR BUSINESS.

**MORRIS STRUHL, 114 Park Row, New York**

## COUPONS AND TICKETS

FOR Merchandise Premiums Used With Pin Games, Marble Games and Other Machines



**ELLIOTT TICKET CO.**

WRITE FOR PRICE LIST ALSO

RESERVED SEAT TICKETS  
FAD. STRIP TICKETS—COUPON  
BOOKS—RESTAURANT CHECKS  
WALL AND MACHINE TICKETS

12 VESTRY ST., N. Y. C.  
127 N. DEARBORN, Chicago  
815 CHESTNUT ST., Phila.

## Coinographies

Words and Music About  
People According to

The COINOGRAPHER

He came a long way over. All the way from Russia did William Blatt, and he worked hard to get started in a new country. After serving an apprenticeship is one of the large shoe factories here he entered into the coin-machine biz with a partner who told him that there was "millions" to be made with a small "slot machine." After they failed Willie started all over again. He claims the game got into his blood, and he liked the manner of work, the hours, the pell-mell rush and the possibilities. He operated until the day dawned when he entered the jobbing biz, but this time without a partner.

From there his rise was phenomenal. His plans have made history in the coin-biz. He has a habit of getting some new and startling idea just when everyone else is ready to fold up his tents. He likes startling ideas and likes to improve on all other ideas if he can. At one time he had seven branches up and down the Atlantic seaboard from Boston to Atlanta. His own Brooklyn business grew so large that he was forced to let the branches go, but plans some day to start all over again. He is a fine organization man. Likes organization work and can get all enthusiastic over a good idea.

Is the calmest man in the East. Never gets excited. Being small in size and big in importance of sales, he was dubbed the "Little Napoleon" and resembles that famous personage in many respects. He likes loud ties, the blue in his favorite color. Likes brown suits and shoes and checkered overcoats. Is well known from Coast to Coast for his many parties at the conventions. Enjoys a good time with friends.

Drinks very, very little. Explains he doesn't care for it. Doesn't smoke, tho he has started many times. Enjoys perfect health and can "eat like a horse." Likes loud alk pajamas and sleeps very soundly. Takes matters as they come. Never lets anything excite him in business or on pleasure bent. Will sit up until the wee small hours of the morning playing cards. If he travels by train he must have friends and will take a compartment and then play cards all night. Believes that travel by plane is the "only way."

Will take a chance on any good deal. Can put a machine over in a big way. Has a tremendously large operator following. Is one of the first men to recognize the value of the sportlands as money makers and finances an average of two new sportlands every week.

Can make friends and keep them. But is very vindictive when once made an enemy. His headquarters are in Brooklyn and also has an office in the Bronx. Tried buying out a few offices at one time and found that others went up as fast as he could buy them. Will laugh at troubles. Is a superoptimist. Keeps quiet for long stretches and then will usually make a bright remark. Is considered a shrewd buyer. Believes that the name "Little Napoleon" will stick for life. Doesn't resent a joke. Is a practical joker himself. Will take daring chances but seems lucky enough to get out from under at the right time. Has a charming wife and two fine, growing boys. His youngest son in his pride and

joy, because he'll fight any kid in the neighborhood at the drop of a hat. Likes movies. Is hard to pin down on a business proposition when there is any attraction in the room. Once started on anything will go the limit.

## London Firm Has Pretty Souvenir

LONDON, Jan. 5.—Instead of the attractive calendars which the distributing firm of Scott, Adickes & Company, Ltd., usually send to friends and customers, the firm this year prepared a beautiful souvenir book, decorated with many cartoon drawings of members of the firm.

Introducing Messrs. Scott and Adickes, the policy of the firm is also explained in a brief message. "One does not go into business," it says, "for charity. That goes without saying. But, on the other hand, a business should be inspired by certain aims and ideals not altogether actuated by profits. In our case it is a desire to bring interesting amusements and pastimes within the reach of everyone.

"Life, sport and pin tables have much in common. They are all guided by a combination of skill and luck. Touch and timing are as much the successful combination in the play on pin tables as they are in any other sport. An old hand can always beat the novice, but both lion and rabbit may have the pleasure of seeing a blind shot go home—or the carefully calculated ball just miss its mark and trickle dismally to the 'out of play' area.

"A long time ago we foresaw a great future for these simple and inexpensive amusements. That we were justified in making a world-wide combination has been proved by subsequent events. Whenever people have time to waste and a few coppers to spare, one or all of our many novelties provide the very entertainment needed to while away the passing minutes.

"It is our principle to see that the public do not tire; it is our business to keep things moving—to maintain a forward policy—to be in the forefront of the exhibition business. The world is our hunting ground—everywhere where novelties are manufactured there are our scouts; nothing of any worth passes our notice.

"Besides our duty to the general public, we have aimed at establishing confidence between ourselves and our operators; we have realized that this is the soundest basis and the greatest asset of business. We have to cater for many tastes, but the one general appeal which we make to our customers is the certain knowledge that everything we produce is of sound workmanship and a proved winner wherever it has been tried.

"If we have achieved a prominent position in the business it is largely because we have worked as a team. Not only do our office staff lay themselves out to cater to the wishes of our customers—present and prospective—but much credit is due to the lesser known but all important members of the transport and mechanical departments. They know no hours—their job is to see that the public have their amusements, and they are always at hand to minister to the needs of the operators.

"It is this spirit of cheerful co-operation which is the backbone of our firm—and it is our enthusiasm in our work which we wish to spread to everyone with whom we deal."

## Racing Darby Gets Big Response, Maker Says

CHICAGO, Jan. 5.—An unprecedented response is reported by H. C. Evans & Company to the announcement of the new automatic payout racing game, Darby. The production department is said to be completely swamped with orders and that a larger number of games is being turned out each day with the expectation of delivering on regular schedule very soon.

The Evans firm claims that the Darby game is unconditionally guaranteed to be flawless. One Darby game has been operated 16,000 times without balking once. This test game has received more use and abuse than the average machine receives in a year or two. Operators already are said to be reporting phenomenal profits on the game, due, it is said, to the permanent interest of the public in racing games. The automatic payout is said to enhance this appeal.



WILLIAM BLATT, Supreme Vending Company, Brooklyn.

**Texas Trade Twinkles**

Lawrence Cooper and wife, of the Rudolph Wurlitzer Manufacturing Company, were in Texas again recently. Mr. Cooper is traveling representative for the Wurlitzer company and has been mingling around with Harry Drollinger, Texas representative for Wurlitzer.

Earl Reynolds, Dallas distributor, says that he is receiving more orders than he can fill. "Never saw business so good at this time of the year before," said Mr. Reynolds.

Much interest is being shown in this State regarding the announcement that the Capehart Corporation, of Ft. Wayne, Ind., will present a new coin-operated phonograph soon.

Claud F. Martin, of the Martin Vending Company, El Paso, is reported to be getting into the jobbing end of the game up to his neck. The El Paso territory no doubt offers some good jobbing business.

The next meeting of the Texas Operators' Association will be held April 7. The city will be announced later. Some have suggested holding the meeting at Houston. Opinion is in evidence that the meetings should be moved around from one city to another. In this manner, it is claimed, more operators will be contacted and more will join the association. John Backman, secretary-treasurer, 5400 Goodwin, Dallas, requests that all distributors and jobbers send in their \$50 dues at once. Operators are to send in \$10. Seals for machines are also ready and operators are requested to order enough seals for all their machines. The seals are very beautiful, being printed in blue and white on onion-skin paper and will stick to any kind of surface. Mr. Backman wishes to inform all Texas operators that there are three bills coming up that must be defeated and all effort possible must be put into evidence in order that the association put over a good tax law. Support is needed to do this.

The Texas delegation will travel to the Chicago show over the Katy Railroad to St. Louis, and from St. Louis to Chicago over a fast road. The crowd will leave Dallas on the 8:15 train Saturday, February 16. The Ft. Worth crowd will leave Ft. Worth about the same time, joining the Dallas delegation at Denison, Tex. The West Texas boys will leave Wichita Falls on the Katy and join the Ft. Worth crowd at Whitesboro, then both the Ft. Worth and West Texas delegations will join Dallas at Denison. The boys from Galveston, Beaumont, Houston and other southern and eastern points will make their arrangements to come to Dallas and Ft. Worth and catch the special at these towns. It looks like there will be a bumper delegation from Texas this year. For full information



JACK CAPALDI, S. Capaldi & Company, Edinburgh, now visiting in the United States.

write Tom Murray, P. O. Box 765, Ft. Worth, Tex. All Katy schedules will be arranged to cater to the ops in all towns.

The judge of the United States District Court for the Eastern District of Texas certainly used convincing words in his recent decision regarding the legality of pin games. We quote from the judge's decision: "It is therefore ordered, adjudged and decreed that said defendants, Hubert Bookout, as criminal district attorney of Grayson County, Tex., and J. B. Davis, as sheriff of Grayson County, Tex., and each of them and all other law-enforcement and peace officers of Grayson County, Tex., and other counties or political subdivisions within the jurisdiction of the United States District Court for the Eastern District of Texas, either named or not set out by name in plaintiff's bill of complaint as such law-enforcement or peace officers, their successors in office, their officers, agents, deputies and employees, be and they are hereby forever and perpetually restrained and enjoined from seizing or confiscating the amusement devices as described in plaintiff's bill of complaint, and from seizing or confiscating said amusement devices belonging to plaintiff and all other persons similarly situated and owning such amusement devices and devices of similar character, and from seizing or confiscating said amusement devices without due process of law in the event said devices be used as gaming devices." With this decision and several others, Texas is compiling a nice quota of favorable decisions on pinball games.

Rolfe Stanley, formerly of New Orleans, is now located at Houston. Rolfe's address is 905 Peden.

Since the Texas association adopted the new set of by-laws, wherein it is stated that jobbers' dues are \$50 per year, John Backman, secretary-treasurer, states that most of the Texas jobbers have paid up. "There are still a few who claim to be leading jobbers and who have not paid their \$50 dues, but we expect to have their checks soon," stated Mr. Backman. The Texas association is growing stronger every day and it now looks like there will be some real results in evidence for the association's efforts.

Jobbers continue to report good business and are delivering new machines as fast as they arrive. They report the football and pay-off numbers going best right at this time. The light-up games are also going like hot cakes, and counter units are also moving nicely.

Mrs. L. W. Ashbrook, wife of the dapper operator, L. W. Ashbrook, of Lawton, Okla., and president of the Oklahoma association, states that she would like to see a banner lady attendance at the Chicago show in February. Mrs. Ashbrook advances the suggestion that all wives and sweethearts go along with the men. She pleads for every operator's wife to accompany her husband to the show. Ladies add much dignity to the show, she says. Ladies, you are welcome, and we expect to have plenty of ladies in the Texas delegation.

Cool weather has been keeping the boys inside lately and the ops of the Lone Star empire have been enjoying swell play on all units.

**SHOOTING STAR**

OPERATOR PRICE  
**34**  
FACTORY

Rotation Progressive Scoring

Made possible with the New **ELECTRICAL KICKER ACTION** and the **AUTOMATIC SHOOTING STAR** bringing all operators the greatest skill pin game of 1935.

**SHOOTING STAR** has been acclaimed "THE BEST GAME OF SKILL" by New York's Metropolitan Skill Games Board of Trade, and will be used in the important Supreme Court demonstrations now pending.

**INVESTIGATE SHOOTING STAR**... at your nearest jobber **IMMEDIATELY**—LEARN WHY... the Best Locations and the Best Operators are **WILD ABOUT THE PERFECT SKILL PLAY FEATURES OF SHOOTING STAR**

Highly Polished Aluminum Fittings, Fish and Dignity combined in the beautiful, attractive **SHOOTING STAR** board. Because of unique skill-play features any type award system can be used. **PRECISION BUILT** by Oval.

Standard Size, 40x20".  
Modernistic, Chinese Red Cabinet with Beautiful Grip Design.

POPULAR PRICE TO MEET OPERATOR DEMAND!

★ ★ ★

**Rush Your Order Today!!!**

**DAVAL MFG. CO.** 200 SO. PEORIA ST. CHICAGO, ILL.

"Serving Best the Middle West"

**THE KANSAS NOVELTY COMPANY**

555 W. DOUGLAS AVE., WICHITA, KANSAS

TO OUR CUSTOMERS—THANKS FOR A BANNER 1934—RECORDS SHOW WE SOLD MORE PIN TABLE MACHINES THAN ALL OTHER KANSAS JOBBERS COMBINED.

WE ARE DISTRIBUTORS TO JOBBERS—Kansas and Nebraska accounts capable of handling jobbing proposition should write us not later than January 25.

WANTED—Good Used Lightnings. Will trade in on Junior Action at \$39.50. Oriss Cross at \$30.50, or Junior Signal at \$39.50.

**THE LARGEST STOCK IN THE MIDDLE WEST.**  
We Solicit Business Only From Professional Operators.

**CANNON FIRE** JUNIOR \$59.50  
STANDARD \$42.50

THE GREATEST PIN GAME EVER BUILT BY MILLS.

25 Obstructive Features Not Found in Other Games.

ORDER NOW FOR IMMEDIATE DELIVERY—NO WAITING.

BE FIRST IN YOUR TERRITORY WITH THIS PHENOMENAL WINNER

USED MACHINE SPECIALS:

LIGHTNING, \$18.50; FLEET, \$12.00; MERRY-CO-ROUND, \$17.50; BLUE RIBBON, \$12.50; WORLD SERIES, \$7.50; MONARCH, \$3.50; FIVE JACKS, \$7.50; FOUR JACKS, \$5.00; NEW DEAL, \$7.50.—All the above machines are in excellent condition, both mechanically and in appearance. Terms: One Third Deposit, Balance C. O. D.

**MILLER SALES CO.,** 4404 MANCHESTER AVE., ST. LOUIS, MO.  
"Authorized St. Louis Distributors for Mills Novelty Co. Pin Games"

Another Sweeping Brooklyn Closeout

ROCKETS (Latest Model, Tilling Device, Like New) ..... \$35.00

SUPER "8" ..... \$17.50 CONTACT, JR. .... \$20.00 PENNANT ..... \$ 4.00

GOLDEN GATE ..... 18.00 AMERICAN BEAUTY (Outtap Model) ..... 8.00 WORLD'S SERIES... 4.00

CONTACT MASTER, 12.50 PONTIAC (Lat. Mod.) ..... 6.50 JIG SAW ..... 4.00

ALL LATEST MACHINES IN STOCK, READY FOR DELIVERY. Jennings Football, \$64.50; Rebound, \$39.50; Cannon Fire, Standard, \$42.50; Action, Jr., \$39.50; Shooting Star, \$34.50; Oriss Cross, \$39.50; Oridiron, \$33.50; Live Power, \$39.50; Flying Trapeze, Jr., \$39.50; Safety Zone, \$32.50. TERMS: 1/3 Cash With Order, Balance O. O. D.

**BROOKLYN AMUSEMENT MACHINE CO.**  
372 BROADWAY (TEL. EVERGREEN 8-9711) BROOKLYN, N. Y.

**BUY USED MACHINES WITH CONFIDENCE**

SENIOR FLEET ..... \$32.50 SHYVER'S CANNON FIRE JR. .... \$48.00

CONTACT MASTER ..... \$16.00 PUSHOVER ..... \$10.00

RELAY ..... 10.00 SHOWBOAT ..... 7.50

1/3 Deposit With Order, Balance O. O. D.

**EASTERN** 350 MULBERRY STREET NEWARK, N. J.

Order **LIVE POWER** TO-DAY FROM YOUR JOBBER!

**RED HOT VALENTINE CARDS** AND NEW FAST-SELLING JOKES.

300 4x5" Cards, Embossed in 4 Colors. For 100, \$3.50; \$25.00 M.

Ass. No. 2—17 Kinds Postcard Size, \$1.50 per 100. Envelopes included to Match Cards. Samples, 50c

**NEW DEAL COAT & HAT HANGER** (Funny) \$1.75 Doz.

Bill's Evening & Dream Walking (Funny), 50c Doz.

HOW AM I DOIN', BOYS? \$1.50 Doz.

COMIC VALENTINE GIFTS—For Him, For Her, For His Neck and For Her Neck, etc., Doz., 80c

The Val. Gift of Distinction, a Spec. Val. Gift, Both at \$1.50 Doz. VAL. FAN DANCER, Doz., 40c. Order From Above, or RUSH \$2.00 for Samples.

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**TARGETS-AUTOMATIC PAYOUT COUNTER PIN GAME.** Cost \$49.50; will sell for \$22.50. BRAND-NEW, never unpacked. Send for circular. P. K. SALES CO., Cambridge, O.

# Baseball Games Cleared On Court Demonstration

**Decision is expected to set precedent in Islands, tho prosecutor says he will push remaining cases—charges brought against giving cigars as high-score prize**

HONOLULU, Jan. 5.—After personally watching a demonstration in open court of a baseball type of pinball game, Judge Harry Steiner in the local district court ruled that skill is the dominant factor in such amusement devices. He thereupon dismissed the case against Mike Tougher, beer garden proprietor and an early victim of a police drive on the amusement machines, as told in the December 22 issue of *The Billboard*. Tougher had been charged with violation of the lottery laws because he offered high score prizes on his games. Judge Steiner's decision set a precedent here in such cases and, altho he emphasized that his decision absolves only the baseball type of game, observers believe the ruling will apply to all types of pinball games generally.

It is estimated that about 100 different varieties of the table games are being used in restaurants, beer parlors, stores and amusement resorts throuth the territory of Hawaii. Pinball games have undoubtedly been a source of appreciable income to beer parlors in Honolulu. During the peak hours of business in such establishments groups are found clustered about the machines all over the city.

Tougher's case was the first called of five prepared by the assistant public prosecutor. Police contended that the offering of prizes, usually a carton of cigars for weekly high score, constituted a lottery. According to Hawaiian law,

winning in a lottery must depend upon chance.

The defendant's lawyer brought the baseball game into court. While the judge looked on Tougher and a player qualified as an expert took turns at the plunger, each calling his shots with a fair percentage of success. One of the arresting officers then admitted that "up to a certain point" he could improve his game with practice.

Despite Judge Steiner's decision, the prosecutor is said to be planning to bring the other four defendants to trial.

## Huber Firm Incorporates

CHICAGO, Jan. 5.—Records of the secretary of state mentioned the incor-

poration of the Huber Coin Machines Sales Company, Chicago, recently. Incorporation are listed as Joseph G. Huber, Mabelle M. Huber and Patricia V. Lee. List 100 shares n. p. v. Business: "to deal and manufacture vending amusement machines."

## Notes From Paris

Police regulations are interfering seriously with the operation of coin amusement machines in Marseille. Not only have the local police put the taboo on all types of "jackpot and bell fruit" machines, but they have also prohibited the operation of digger machines. "Bootleg" operators continue to place the jackpot machines clandestinely. Fortunately, diggers are still permitted in most of the towns surrounding Marseille.

Oscar Yeni, Marseille distributor of coin machines, reports that the pin-game situation in Marseille is disastrous. Not only have receipts dropped almost to zero since the government began enforcing stiff regulations, but no new models are being imported, as the duty is so high that it is unprofitable to try to operate them.

Extremely large number of small coin-operated moving picture arcades are opening up in Paris. Some of the arcades are also operating digger and pin-game machines. Pictures shown in the machines are rather "blue" and undoubtedly will sooner or later bring squawks from the reform element and police action.

Latest distributing machine novelty is an attractive machine vending four varieties of standard brands of liquors.

Liquors are in sample-size bottles and the machines operate with a two-franc (13 cents) piece.

Cool, rainy weather is bringing the crowds into the big coin-machine arcade of the JAK firm in the Palais Berlitz Building, which is ideally located to catch the huge boulevard sight-seeing crowds.

Peanut and nut vendors getting a big play. In re peanuts, it is interesting to note that France imported 420,215 tons of goobers from the African colony of Senegal during the first six months of 1934. Exportations of peanuts from Senegal showed an increase of 23,696 tons during the first half of that year.

Louis Berni, of the firm of JAK, arcade and amusement machine operator of Paris, has left for a business trip thru Southern France and Italy.

M. Buckley, of Chicago, is in Paris demonstrating digger machines.

## O. O. McIntyre Comments On Rise of Sportlands

CHICAGO, Jan. 5.—Another indication of the widespread attention being given to modern amusement games in national publications, and in many cases more favorable attention, was seen in the comment of O. O. McIntyre in his daily column about the spread of sportlands in New York City. He said:

"The pin game or the so-called Sportland places are absorbing all the prominent vacant corners. Its getaway has been like the rush of miniature golf. The pin game is a dwarfed offshoot of billiards, with the big idea to get the little ball into the little hole. There are some 70 pin game halls set in street carnival surroundings with fortune tellers, checker champions and the like. On one Broadway corner the rent is \$30,000 yearly. It has become about the biggest boom business of the depression."

## Please Help

Our request, made during 1934, is repeated that all members of the trade cooperate with us in securing news of favorable court decisions, and especially copies of all written decrees or opinions. We also want copies of all legislative bills, city ordinances, or news about them as soon as introduced. The *Billboard* makes its legal material available without cost to any authorized agency or representative of the coin machine industry, hence cooperation with us is aiding the cause in general.

The editorial policy of *The Billboard* during 1935 will be directed especially toward cultivating better relations and a better understanding with the public press. So we will appreciate receiving clippings of all mention of coin machines that appears in any newspaper or publication. Please send the entire page on which the item occurs, if possible. Send to Silver 5m, *The Billboard*, 54 West Randolph street, Chicago.

## Senior Rebound Goes to Robbins for Three States

BROOKLYN, Jan. 5.—D. Robbins & Company has obtained the distribution of the senior model Rebound table games in the States of New York, New Jersey and Connecticut, according to Dave Robbins. The senior Rebound game is made by the California Games Company, Los Angeles.

This game is said to have already found great favor among operators on the Pacific Coast, where it has been on the market for the last three months. The senior model has demonstrated its worth mechanically and in player appeal, Robbins stated. He also states that the manufacturer will announce replacement boards for the games at intervals of three months. Robbins also handles the Esquire and Live Power table games.

## Supreme Gets Sensation, New Game Made in Chicago

BROOKLYN, Jan. 5.—Bull Blatt, Supreme Vending Company, announces that his firm will distribute in this territory the game Sensation made by the Chicago Coin Machine Company. He reports that sales of the new game have been immediate and that it is attracting unusual attention because of its unique scoring and electrical "kicker" action.

The Supreme firm also distributes the new Safety Zone game made by the Scientific Machine Corporation. The Safety Zone game uses a novel flashing light feature to attract players and indicate scores. Blatt states that it is proving to be one of the most popular games in this territory. He is preparing an intensive promotional campaign for both of the new games.

## Three New Corporations

ALBANY, N. Y., Jan. 5.—The following newly organized vending machine and amusement device corporations were granted charters of incorporation recently by the secretary of state:

Pleasure Bar Corporation, New York. Vending machines of all kinds. Capital, 100 shares of stock. Shareholders: Irving Engelberg, Nathan Neiman and Araki Katsuno, 25 East 29th street, New York.

Aeme Vending Company, New York. Capital, 100 shares of stock. Shareholders: Charles A. Solomon, Sara Perlman and May Wohlman, 106 West 179th street, New York.

Coin Vending Corporation, Albany. Machines of all kinds. Capital, \$5,000. Stockholders: John S. Edmonds, Edward A. Lepp and William C. Jung, Albany.



**YOU CAN'T GET WELL ON GOOD WISHES HELP YOURSELF TO A PROSPEROUS NEW YEAR**  
Advance listings of new creations. Flash Merchandise, Original Novelties. A full line of Digger Items, Premiums, Salesboard Specials, etc.

**NOW READY—GET ON MAILING LIST NOW WISCONSIN DELUXE CORP.**  
1902 No. Third Street, Milwaukee, Wis.



## Salesboard-OPERATORS!

The Year's Biggest Buy!

No. 2083—2,000 in Sales. Nets you \$16.25 after Cigarette Payoff. On 50/50 You Gross \$8.12. On Outright Sale to Dealer, \$6.95.

OUR PRICE IS ONLY \$3.00 For 1 OR 100.

1/8 Down, Balance C. O. D., F. O. B. Chicago.

Write for Our NEW 1935 Catalog. Filled with Other Bargains.

**COSTS ONLY \$3.00 TAKES IN \$16.25**

4333 E. RAVENSWOOD, CHICAGO, ILL.

LINCOLN NOVELTY CO.

## INVENTORY CLEARANCE

JR. CONTACTS.....\$24.95	SUPER 5.....\$19.95	WORLD'S SERIES 6 4.95
AUTOBANKS.....29.95	FLEET.....19.95	JOBAW.....4.95
AUTOCOUNTS.....35.95	JR. BIG BERTHA.....19.95	NEW STYLAN.....
KNICKERBOCKER.....6.95	SR. BIG BERTHA.....24.95	AMERICAN.....
LIGHTNING.....19.95	ROCKETS.....29.95	BEAUTY.....14.95

QUANTITIES LIMITED. FIRST COME, FIRST SERVED.  
Deposit With Order.

**BIRMINGHAM VENDING COMPANY**  
1902-8th AVE., NORTH • BIRMINGHAM, ALA.

## NEW SENIOR MODELS SHYVERS FAMOUS GAMES READY FOR IMMEDIATE DELIVERY

**ANCHORS AWEIGH - SILVER MOON JR. - ROUND-UP**  
We are Exclusive Distributors—WRITE FOR DETAILS AND PRICES TODAY.  
11-15 EAST RIVINGTON STREET, NEWARK, N. J.  
Tel.: BR 6100 3-3700-3791.

## BABE'S 1935 SPECIALS!

**Pin Buys! USED**  
World Series, Silver Cup, Always, Pennants, Pop-Ups, Waldorf, Leiland, Ambassador and 426 Street, Golden Gate, \$17.00; Super, \$19.00; Big Bertha, \$14.00; Fleet, \$14.00; Show Boat, \$14.00.  
American Beauty, Relay, Torpedo 10.90

**NEW**

REBOUND, JR.; REBOUND, SR.; SAFETY ZONE, SKYSCRAPER, ACTION, GRASS CROSS, GRIZZARD, FLYING TRAPEZE, LIVE POLYMER, ETC.

**KRAUFMAN**  
I. F. C.

455 West 42nd St. Tel. ME 6411 3-0468  
NEW YORK CITY

## CORRECTION

C. M. Directory and Buyers' Guide

## ANNIVERSARY NUMBER

The Following Firms Were Listed as Manufacturers—They Should Have Been Listed as Jobbers:

B. D. Lazar Co.	273
Miller Sales Co.	303
National Coin Machine Exchange	299
N. Y. Vending Machine Co., Inc.	300
Oceancrest Novelty Co.	288
Park Vending Co.	273
Pollock Novelty Co.	273

(The correct name of this firm is Pollock)



# GALLOPING GHOST NO. 77

Another Sure Winner. Genuine Football Action. A "Natural" Profit Producer. Ready for Delivery.

**JOBBER—OPERATORS**

Place your orders with PAMCO'S EXCLUSIVE EASTERN DISTRIBUTORS for MAJOR LEAGUE, LITE-A-LINE and GALLOPING GHOST.



INTERNATIONAL MUTOSCOPE REEL CO. INC. NEW YORK CITY

# HAZARD

Greatest Cigarette Trade Stimulator of 1934.

**Three Games in One**

Hazard — Even-Up — Big Six

For the past year HAZARD has enjoyed tremendous popularity. This remarkable little machine has really put big profits in the sale of Cigarettes; and bigger profits in the pockets of hundreds of operators everywhere. Sold on a 10-day Trial Plan. Order now.

WE HAVE A LARGE STOCK OF USED MACHINES. ALL MAKES. WRITE YOUR NEEDS.



PRICE \$8.00

Plus 10% Tax.

NATIONAL COIN MACHINE EXCH. 2137 Tryon Lane Toledo, Ohio

## A GIGANTIC SALE OF FITZGIBBONS GUARANTEED QUALITY USED MACHINES

Always	\$ 5.00	Silvercup	\$ 4.00	Jigsaw	\$ 4.00
420 St.	5.00	Pontiac	6.00	Century, Spec.	4.00
Pennant	6.00	Blue Ribbon	10.00	World Series	5.00
Waldorf 38"	5.00	Ambassador	5.00	Island	5.00
Knickerbocker	10.00	Mills Official	3.00	Prosperity Special	4.00
Streamline	7.00	Golden Gate	17.50	Flick	17.50
Elitro	23.50	Relay	14.00	Contact (Master)	15.00
Super	20.00				

NEW GAMES SALE JOHN A. FITZGIBBONS, 458 WEST 47TH STREET, NEW YORK CITY. Tel.: LACKAWANNA 4-9472.

— 2 SENSATIONS FROM AMERICA'S FASTEST GROWING JOBBERS —  
**Safety Zone, \$32.50** **Bowlette, \$39.50**  
 The Great Flashing Light Game. READY FOR INSTANT DELIVERY. RUSH YOUR ORDER.  
 We Are EXCLUSIVE DISTRIBUTORS! A NEW, Different Game. Formerly Priced at \$125.00. RUSH YOUR ORDER!  
**HERCULES SALES ORG.** 1175-77 Broad St., NEWARK, N. J. Tel.: BIPLOW 3-3884.

ANOTHER SPECIAL SUPREME CLOSE-OUT  
**CONTACTS — \$7.50 Each**  
 1/3 With Order. Balance O. O. O. WRITE FOR FREE CATALOG.  
 BRONX BRANCH: 1410 Webster Ave., Bronx, N. Y. Marty Rosen, Mgr.  
**Supreme Vending Co.** 557 ROGERS AVE. - BROOKLYN, N. Y.

**USED PIN GAMES.**  
 Blue Streak, \$12.50; Forward Pass, \$16.50; Push Over, \$11.50; Relay, \$10.00; World Series, \$5.00; Jig Saw, \$4.00; Wings, \$3.00; American Beauty, \$19.50; Lightning, \$8.50; Century, \$3.00.  
 Free Catalog. TERMS: 1/3 Cash, Balance C. O. O. Free Catalog.

MILLS 8c-25c Escapator Silent \$36.50  
 D. J. Pat. F. Vnder \$14.50  
 MILLS 8c-10c-25c Sil. J. P. Balls \$22.50  
 JENNINGS 25c Double Jackpot Sell or Vendor \$22.50  
 JENNINGS 8c-10c Single Jack Pot \$13.50

**NEW YORK VENDING MACHINE COMPANY, Inc.**  
 32 La Salle St. (Near Amsterdam Ave. at 125th St.), New York City. Phone: Monument 2-5625.

**OPERATORS... ATTENTION!**  
 IF IT'S PIN GAMES, WE HAVE IT. NEW OR USED.  
 GOLDEN GATES, \$16.50; FLEETS, \$14.50; ELECTROB, \$20.00; SUPER S, \$17.50; LIGHTNING, \$17.50; MASTER CONTACT, \$13.00; WORLD SERIES, \$4.00; JIG SAWS, \$3.95.  
 We Positively Guarantee Every Machine We Sell To Be In A-1 Condition. Completely Overhauled and Reconditioned. 1/3 Deposit, Balance O. O. O.  
 WRITE FOR COMPLETE LIST OF OTHER BARGAINS.  
**OCEANCREST NOVELTY COMPANY,** 1489 Coney Island Ave., BROOKLYN, N. Y.

**BESSER PICKS 2 MORE WINNERS**  
 FOR IMMEDIATE DELIVERY!  
 REBOUND, \$39.50. SHOOTING STAR, \$34.50.  
 Remember: We Will Accept Your Used Machine as Part Payment on New Equipment.  
**CLOSEOUTS IN USED MACHINES**—Fleet, \$15.00; World Series, \$5.50; Mills Official, \$4.00; Puritan Vender, \$7.50; Pak-O-Roll, \$7.50; STREAMLINE, \$12.50; Forward Pass, \$20.00; Select 'Em Dice, \$3.00; Merry-Go-Round, \$20.00; Electro Ball, \$25.00; Blue Streak, \$20.00; Relay, \$12.50; Cub, \$4.00; Official Sweepstake, \$4.00; 21 Vender, \$10.00; Jack Rabbit, \$22.50; Mills Double Jackpot (6c Play), \$27.50; TERMS: 1/3 Deposit, Balance O. O. O.  
**BESSER NOVELTY CO.,** 3977 Delmar Blvd., St. Louis, Mo.

Thank You for Mentioning The Billboard.

## Eastern Chatter

The premiere of the *Folies Bergere* in New York, which attracted the upper strata of society as well as all the famous of Broadway, did not go on without column being present. At the reserved Modern Vending Company table were present Mr. and Mrs. Irving C. Sommer, Mr. and Mrs. Nat Cohn, Mr. and Mrs. Herbert M. Adler, Mr. and Mrs. William Gersh, Mr. and Mrs. Joseph Fishman and Mr. and Mrs. Saul Levy. The only blue note of the evening was Nat Cohn forgetting his cutaway and wearing his dinner jacket instead.

Bill Blatt will soon be asked to join the projectionists' union if he persists in showing pictures at his parties. Bill was unrelenting them at a party the other evening and it was said to be one of the best affairs of the week.

Eddie Ross, of Baltimore; Hank Seiden, Albany; Al Schlesinger, Poughkeepsie; Ben Palastrant, Boston, and many others from near-by cities are expected to be present at the Joe Fishman testimonial dinner. It is also expected that the New Jersey AMA and the New Union County ops' association will send delegations.

The hit that the pin-game bar at the new Flying Trapeze Restaurant made and the publicity given it by the local press have Max Levine and Fred Hallparn, of Scientific, in great big smiles.

Bill Rabkin, of Mutoscope, is swinging under way with his new Checkers pin game, which has long been awaited by coinmen who have seen it. Believe that the revolutionary registrator which this game features will be the next big hit of the pin-game business. Bill reports that he has three games in one and that the game is so far improved from the first model shown in secret conclave that those who saw it at that time will not believe their eyes—or ears.

The 40th Anniversary issue of *The Billboard* created a sensation in Eastern coin-machine circles, with the men hero pasting up their ads for the attention of operators. Sales of this issue were so great many coinmen report they were not able to get them at their regular news stands.

The coming convention has everyone excited. Plans are being made for piano parties, train parties, and even some of the harder coinmen are planning on automobile parties this year. Belief is that there will be at least 250 present from this city.

And with the coming appeal case well under way, coinmen confident of victory, the industry growing because of the new sensational attention attracted to the pin games by newspapers and such magazines as *Time* and the publication of the amount of money the city receives every year from the coinmen by License Commissioner Paul Mox, everything points the way for one of the best years of all time during 1935.

The holiday season has placed a crimp in business here in general with its many closed days and the general public festivities. But the smaller returns are being taken good-naturedly by the coinmen who are joining in the festivities everywhere, everyday.

And with everyone getting up new year resolutions, here are some which have been suggested for coinmen for 1935:

No chiseling. No price cutting and price wars. Support of the other fellow and general support for the betterment of all concerned at all times. And one of the greatest of all slogans for the coming year and for all years to come suggested by Bill Gersh, "Please the public."

## Gerber and Glass Rank As Good Will Builders

CHICAGO, Jan. 5.—Among the good-will builders for the coin-machine industry Paul Gerber and Max Glass must be placed high on the list. A Chicago daily this week carried, in the "column" of Wayne K. Otto, a mention of modern amusement games which will help to make the public better acquainted with pinball games as an accepted form of popular amusement.

Says Mr. Otto in his "column": "The dear old pigskin season may be in the

**GREATER DEMAND THAN EVER!**  
 DOUBLE-EDGE BLUE STEEL RAZOR BLADES, 5 to Package. Cellophane Wrapped. From 100 to 1,000,000. Per 100.....  
**40c**  
**GOLF BLADES NOW CARDED**  
 20 pkgs. of 5's to display card. Sells \$ for 100 of \$ 1.5c. Per Card.....  
**60c**  
 LEAD PENCILS — Hexagon. Red Erasers. Per Gross \$1.00  
 SEND FOR CATALOG  
**BENGOR PRODUCTS CO.**  
 10 E. 17th St., Dept. K, New York City

**VANILLA LEMON EXTRACTS SPECIAL BARGAIN**  
 10-Oz. Pitcher Style Bottle, 18 Lbs. to Doz. Not Less Than Doz. Sold. Doz., 90c.  
**Blu-Blades** Celloph. Per 1000, \$5.00  
 On above, each with orifier plus postage. Carded Goods: Perfumes, Cosmetic Liniments, Sundries, Sales Boards, Turkey Cards, Household Needs. Free List. Write CHAMBERLAIN SPECIALTY CO., 814-B Central St., Kansas City, Mo.

**WALTHAM-ELGIN MEN'S WRIST WATCHES**, O. Size, 7-Jewel-REBUILT, in New Chromium Case, Strap and Gift Box. In Lots of 6, Each, \$3.50. Same in 15's, Each, \$3.50.  
**POCKET WATCHES**—O Size, or 18 Size, 7-Jewel, 9-Ball, New Round Chromium Case, Open Face, Thin Model. In Lots of 6, Each, \$2.00. Sample, 50c Extra.  
 SEND FOR 1935 CATALOG.  
 25% Deposit Must Accompany All Orders. Bal. C. O. D.  
**PILGRIM WATCH CO.,** 155 Canal St., N. Y. C.

**Claw, Crane, Digger & Sportland Operators**  
 Sent for our New List of Machine Merchandise. We have a \$10, \$25 and \$40 Sample Assortment sold on our money-back guarantee.  
**A. H. THEUER CO.,**  
 907 Broadway, New York City

**REBUILT CONTACTS, JR., - \$21.50**  
**GOLDEN GATES (Like New) - 19.90**  
 These are just a sample of the Sensationally Low Prices featured in "Union's Yellow Sheet No. 64."  
 1/3 Deposit, Balance C. O. D.  
**UNION NOVELTY CO.**  
 1107 North Taylor Avenue, ST. LOUIS, MO.

**The New Tark ELECTRIC RAZOR**  
 NEW! LATEST RAZOR  
 No. M315 — Electric Razor whisks off the beard like magic. It does not irritate the skin—but leaves it smooth and refreshed. The latest in Razors — A SENSATIONAL AFFAIR! Comes complete with Cord and one Blade; ready for use. Guaranteed against any mechanical or electrical malfunctions. Suggested selling price, \$1.50 to \$2.00.  
**SAMPLE 89c DOZ. \$9.60**  
 Wholesale Catalog of 3,000 Fast Sellers. Send for copy today.  
**SPORS CO.,** 1-35 Erie St., Le Center, Minn.

process of interment, but the corpses are still kicking. . . . For example, Harold ("Red" to you) Grange . . . the redhead has invented one of those pinball football games and calls his brain child the Galloping Ghost. . . . You'll find 'em here and there soon."  
 Gerber and Glass have used their acquaintance in the newspaper and sports world to attract favorable attention to the coin-machine industry.

## Order for Payout Units

CHICAGO, Jan. 5.—Claude R. Kirk of Exhibit Supply Company reported this week that the firm has placed an order for 5,000 payout units with the Western Equipment & Supply Company, to be used in building a new game. Western Equipment has recently placed on the market a new game called Put 'n' Take, and Jimmy (Western) Johnson says the game is the "hit of its kind." It is a single-shot automatic payout game.

# Atlas Gains A Promotion

Attorney for Detroit ops is given position in prosecutor's office

DETROIT, Jan. 5.—Milton R. Atlas, who skillfully handled the campaign for a city ordinance on skill games in Detroit as attorney for the Skill Game Operators' Association, has been appointed assistant prosecuting attorney of Wayne County by Duncan McCrae. Atlas contributed a special article to the Anniversary Number of *The Billboard* on trade ethics among operators. He will give up his position as attorney for the association, it is announced. Coin-men feel they will now have a man in the prosecuting attorney's office who will have an intelligent understanding of the coin-machine industry.

Harry J. Solomon, partner of Atlas, will take over the post of attorney for the association. He has performed much of the work in preparing cases and operators have waged, but has not appeared in any public proceedings on the case. For this reason, Atlas stated, he is thoroughly familiar with the needs and interests of the machine owners.

Commenting on his promotion, Atlas stressed the importance of ethical standards in the coin-machine business, as he recently outlined them for *The Billboard*. "I think the appointment will be beneficial in helping to clear up the local situation for operators and others interested," he said. "But I intend to see that the code of ethics of operators is lived up to by association members and all. And any violations will be severely prosecuted. I intend to clear up the Detroit mixup as a first objective."

# Newspapers Agree On Inconsistency

One of the most telltale facts about certain newspapers that launch tirades against petty gambling, and sometimes try to link modern skill games with the petty gambling, is that these newspapers usually feature racing news. Some of them, in their sports editions, feature the races with amounts paid.

It certainly is a marked inconsistency to agitate a drive against such things as slot machines, sometimes including pin-ball games, and at the same time feature racing news and the amounts paid. Yet there are some very influential newspapers getting away with this inconsistency, and they probably have an alibi for it.

The real reason, however, is that racing news, regardless of how much it encourages gambling, boosts circulations, while slot machines contribute nothing to newspaper circulation except a sensational expose story at intervals.

Editor and Publisher, leading trade paper in the newspaper publishing field, recently published two news items indicating newspaper conscience on gambling:

"Following weeks of agitation by *The Washington Star*, *Post* and *Herald* against the so-called numbers racket in the national capital, during which all papers except *The News* agreed to stop adding racing results totals used by the gambling operators. *The News* has announced it will go along with the rest if they stop printing the race results entirely."

This is a clear-cut case of some big newspapers becoming conscience-stricken about their attacks on petty gambling when they were encouraging big-time stuff by publishing racing results every day. The coin-machine industry has no fight against racing or betting on the races, but it does have the right to ask for consistency on the part of the newspapers.

Another news item in *The Editor and Publisher* says that "the arrest of 17 men on gambling charges November 24 followed a two-column story appearing in *The Oklahoma City Daily Oklahoman* November 17 headed "Betting Found Wide Open as Bookmakers Reap Harvest on Football."

The significant thing back of this story in the Oklahoma City newspaper is that in its drive against gambling on football it did not advocate stopping football games altogether. If the paper had made a discovery of petty betting on pinball games, we wonder if it would not have urged the confiscation of the games.

# Digger Op May Go South

NEW YORK, Jan. 5.—Harry Pilsner, well-known digger operator, will represent the Star Machine Manufacturers, Inc., in the State of Texas, it was recently reported. It is understood that Pilsner purchased a quantity of the Electro-Holst machines which he will take to San Antonio.

Pilsner has long been considered as one of the leading digger operators in this territory, but he is said to believe that Texas is an opportune field for digger expansion. Harry Rankow, sales manager of the Star Machine Manufacturers firm, said that a new model of Electro-Holst would soon be ready for Mr. Pilsner to show to his Texas customers.



TED STONER, of Stoner Manufacturing Corporation.

HERE'S A  
*Thrilling*  
AUTOMATIC PAY-OUT  
HORSE RACE GAME  
that's  
MECHANICALLY PERFECT!

**EVANS' DARBY**

**CASH IN NOW—ORDER YOUR DARBY'S TODAY!**

Here's the game the operators have been clamoring for! An automatic payout horse race game that's 100% mechanically efficient! The DARBY has EVERYTHING—flash beauty, appeal and thoroughbred construction—See it—compare it—GET YOURS!

**A Sure Winner**

\$35.00

INQUIRE ABOUT EVANS' 5 DAY MONEY-BACK GUARANTEE



**H·C·EVANS & CO.** 1522-28 W·ADAMS ST. CHICAGO

**when it's coin operated AMUSEMENT MACHINES**

—write to the MANUFACTURER of the most popular proven PROFIT MAKERS in the Coin Machine Industry—whether it's PIN GAMES, COUNTER GAMES or DIGGER Machines.



**EXHIBIT SUPPLY CO.**  
ESTABLISHED SINCE 1891  
4222 W. LAKE ST. CHICAGO, U.S.A.

**GREATEST PROFITS**

With Series Boards. LITTLE BANKER, a series of 10 beautiful 150-hole Boards. Costs only \$4.95, Tax Paid. Order a series, place in 10 locations and earn \$20.00 or more next week while proving to yourself just how much you can make with series boards. You can't lose with LITTLE BANKER! Full instructions with order. Don't wait. Order NOW. One dollar deposit will bring you a set C. O. D. Ask about Talk of the Town.

**SUPERIOR** 113 MAIN ST. PEORIA, ILL.  
MADE BY QUINCY CO. SALES & MANUFACTORY

WAITING to be TWIN JACKPOT BELLS and VENDERS, \$25.00; 16 Jennings Little Duke Jackpot Bells or Venders, Latest Coin Chute, \$27.50; Mills or Double Visible Lion's Head Jackpots, Bells, \$27.50. 1/3 Deposit. Get our prices on New and Used Latest Model Machines. KINZER NOVELTY CO., 1510 E. 60th St., Chicago.

**CLEARANCE SALE OF FLOOR DEMONSTRATORS**

IN BETTER OPERATING CONDITION THAN BRAND-NEW GAMES.

SUPER "8" .....	\$25.00	BIG BERTHA, SR. (De Luxe Model) .....	\$36.50
FLEET, SR. ....	39.50	FLEET, JR. ....	27.50
MERRY-GO-ROUND .....	22.50	FLYING TRAPEZE .....	42.50
REGISTER, SR. (\$75.00 Model) .....	49.50	MAJOR LEAGUE, JR. ....	35.00
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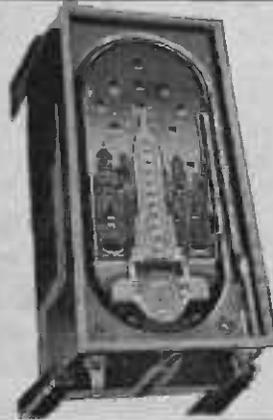
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**SLOT MACHINES in 1c. 5c AND 25c PLAY. NEW AND USED.**

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**Texas Verdict For Reference**

A recent court decision in Texas which may be of interest to operators of payout table games is published herewith for reference purposes. The case is No. 2293, State of Texas vs. Carl Favor in the District Court of Knox County, Texas, October term of County Court, A. D. 1934:

On this, the first day of November, A. D. 1934, came on to be heard the above entitled and numbered case, and came the State by her county attorney, and the defendant in person and by counsel, and both parties announced ready for trial, and thereupon the Hon. J. W. Melton, county judge of Knox County, Texas, having certified his disqualifications herein in this case, it was agreed by the State and defendant that the Hon. N. S. Kilgore, former county judge of Knox County, Texas, was not disqualified to hear and determine said cause and that he hear the matters in controversy, and fully determine said matters as fully and completely as to he were duly commissioned by the governor of Texas, and having taken the required oath as required by law, and after hearing the evidence offered by the State and by the defendant, and after being fully advised in the premises, is of the opinion and finds that the devices heretofore confiscated by O. B. Elliott, sheriff of Knox County, Texas, to wit: Three (3) marble machines as shown by his return on the search warrant on the 30th day of October, A. D. 1934, are not gambling devices, and that the defendant was not operating a gambling house, as defined by the statutes of Texas, and that the same should be returned to the defendant, Carl Favor, by the sheriff of Knox County, Texas, and that this defendant, Carl Favor, go hence without day and recover all costs herein.

And it is further ordered and decreed by the court that there are two other cases herein of like character, to wit: The State of Texas vs. W. V. Tiner and the State of Texas vs. R. B. Davy, on the docket of this court, and by agreement of the parties hereto, State and defendant, that said causes be and are hereby dismissed from the docket of this court, and that the defendants go hence without day, and any property herein confiscated by the sheriff of Knox County, Texas, of like character as the case which has herein been tried, by forthwith by the sheriff of Knox County, Texas, delivered to the possession of said parties, and that they recover all costs herein. (Signed) N. S. KILGORE, Judge Presiding.

Agreed to as to form by J. C. Patterson, county attorney; Jesse Owens, attorney for defendant.

This is to certify that I, Jesse Owens, attorney-at-law at Vernon, represented the defendant in the above cause and that it was thoroughly explained to the trial judge that the machines in the case of R. B. Davy were automatic pay-off machines, and, in fact, one of the machines confiscated in the above cause was an automatic pay-off machine, which was shown by the evidence in said cause.

(Signed) JESSE OWENS, Attorney for Defendant.

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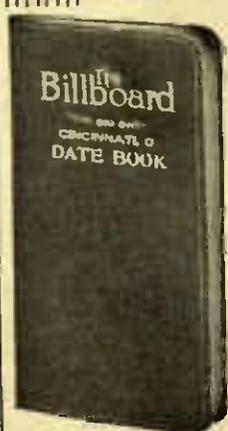
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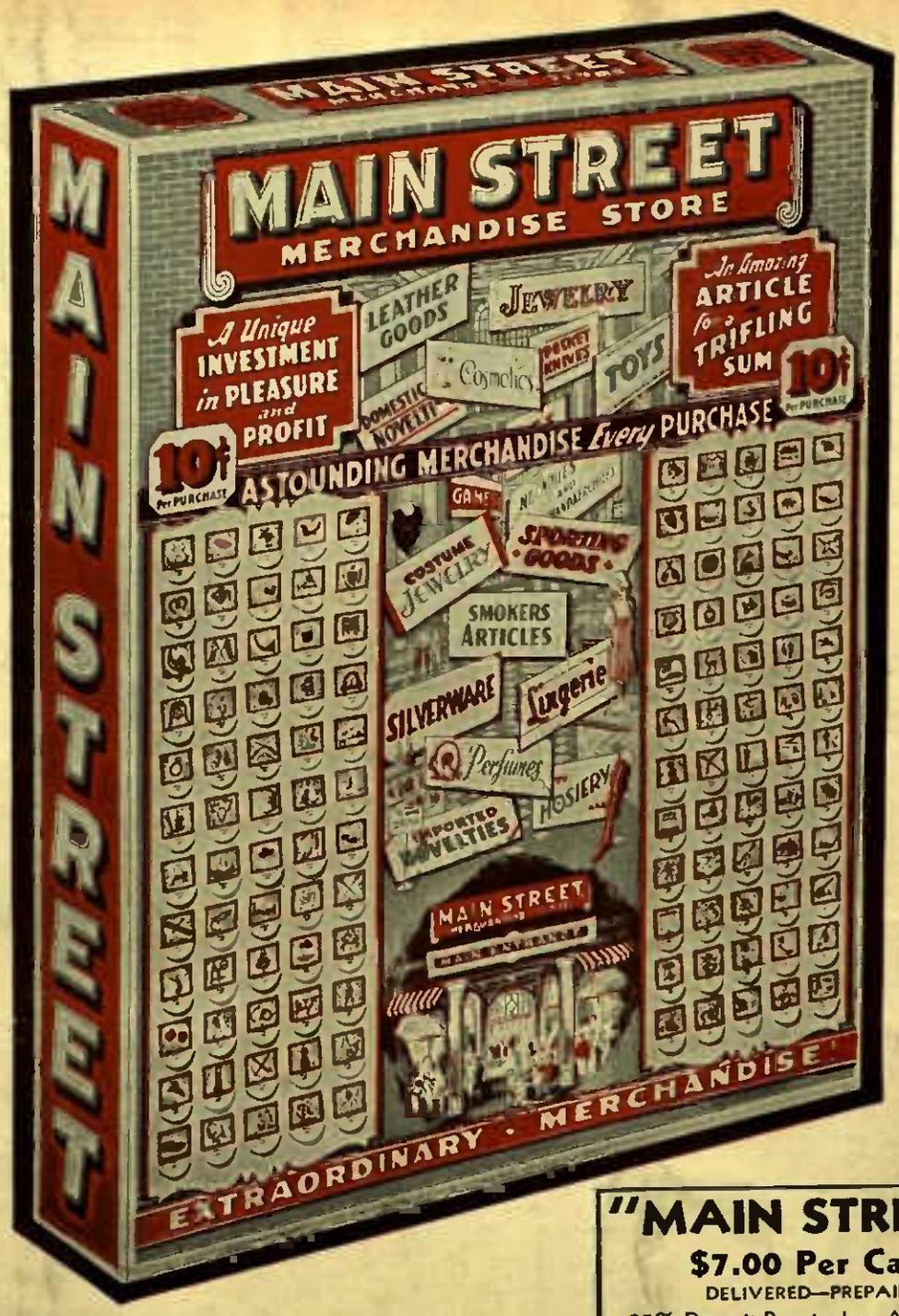
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 25% Deposit Required on All Orders

THE GENERAL CONCESSION CORP. positively and unequivocally guarantees the sale of **MAIN STREET**.

*We guarantee the sale to you so... you, guarantee the sale to the retailer!*

*We will accept at any time for full refund any unsold full or part cases of **MAIN STREET**.*

Each case brings \$12.00 to the retailer. Your price to retailer \$9.00 per case. Your cost \$7.00 per case, delivery prepaid. Your profit \$2.00 per case.

Average number of new accounts per operator daily—twenty. Your profit each day \$40.00 PLUS REPEATS—as each of your customers will sell from ten to fifty cases of **MAIN STREET**, there is created a tremendous volume of repeats that will create a profit figure so great as to astound you!

ONLY YOUR OWN EXPERIENCE CAN CONFIRM THE TREMENDOUS POSSIBILITIES OF **MAIN STREET**.

**GENERAL CONCESSION CORPORATION**  
 5545 CARNEGIE AVENUE CLEVELAND, OHIO