

RADIO

STAGE

PICTURES

OUTDOOR

PERIODICAL ROOM  
GENERAL LIBRARY  
UNIV. OF MICH.

JANUARY 13, 1934

★

15 Cents  
20¢ in Canada

# The Billboard

The World's Foremost Amusement Weekly



**OTTO GRAY**

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

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

**Walter Winchell.**

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

**Geo. M. Cohan.**

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

**Paul Duffzell,**  
Executive Secretary, Actors' Equity Association.

*Very valuable to anyone interested in or connected with the Legitimate Stage.*

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

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

**Phyllis Perlman,**  
Elmer Rice, Inc.

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

**Charles R. McDonald,**  
RKO

*A real achievement.*

**Jenn Wick.**

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

**Peter Mason,**  
Charles Frohman, Inc.

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

**Martin Beck.**

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

**Frank Gillmore,**  
President Actors' Equity Assn.

*Your latest index contains a verge dollar's worth of information.*

**Claude A. LaBelle,**  
Drama Editor, San Francisco News.

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

**Louis K. Sidney,**  
Loew's, Incorporated.

*I am sure that I shall find it useful.*

**Charles C. Moskowitz,**  
Loew's, Incorporated

*I know the index will be most interesting and useful.*

**M. D. Howe,**  
Fanchon & Marco Corp.

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

**Josef Wood Krutch,**  
The Nation.

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

**George Brinton Pea,**  
Drama Editor Boston Sunday Post.

*It will be of great service.*

**Harry Kalheim,**  
Public Theatre Corporation.

*Most helpful and handy book.*

**Walter Batchelor,**  
Batchelor Enterprises.

*Surpassed my expectations.*

**A. Ray Wilkerson.**

*As a dramatic editor, it is a great asset.*

**Karl Kac Knecht**  
Evansville Courier.

*Nicely arranged and full of valued information.*

**D. A. Gray,**  
Monmouth Music Publishing Co.

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

**Burns Mantle,**  
New York Daily News.

*Amazingly comprehensive survey of the theater year.*

**Stuart Gibson,**  
Baltimore Sun.

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

**Len G. Shaw,**  
Detroit Free Press.

*Wonderful book.*

**Murk Mues,**  
Philadelphia Transcript News.

*An excellent job and worth awaiting over.*

**J. MH Hagen.**

## The Complete Reference Work of the New York Legitimate Stage



**The Billboard Publishing Co.,**  
Cincinnati, Ohio

Please enter my order for ..... copies of The Billboard Index, Season 1932-1933, at your special price of only fifty cents each, for which I inclose \$ .....

Name .....

Address .....

City ..... State .....

# The Billboard

Vol. XLVI  
No. 2

The World's Foremost Amusement Weekly

January 13,  
1931

Published weekly at Cincinnati, O. Entered as second-class mail matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 68 Pages. Copyright 1931 by The Billboard Publishing Company.

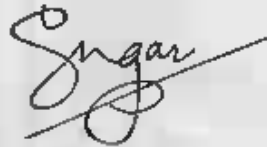
## FIRST STATE THEATER SET

### Money Talks

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

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

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



### Unemployed Musicians Want Sunday Legit; Ask Strike

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

NEW YORK, Jan. 6.—The agitation by union musicians for Sunday legit shows as an unemployment relief measure reached a noisy climax Friday when 2,000 musicians voted to walk out of local Equity shows unless Equity reverses its traditional opposition to Sunday performances. In a stormy meeting, punctuated by vitriolic attacks on Frank Gillmore, Equity, Eddie Cantor, Rubinoff and Grover Whalen, the musicians adopted a resolution urging Gov. Herbert Lehman to initiate legislation repealing the Sunday legit law. They also voted to send a telegram to President Roosevelt pleading for aid of unemployed musicians and pledging co-operation to the NRA program.

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

Yorkville Casino, led by Abraham Nussbaum, George Branner and others. Walter Reads and representatives of the Theater Owners' Association, which has always fought the musicians, kissed and made up with them in the light on their common enemy. Reads made more or less the same attack on Equity and Gillmore as he had during the NRA meeting last week. He denounced Gillmore, Cantor and Rubinoff for per-

(See UNEMPLOYED on page 10)

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

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

NEW YORK, Jan. 6.—The first extensive government-sponsored theatrical undertaking in this country, the American People's Theater, will move into large and permanent quarters Monday. Miss Morelza Morrow is directing the project under the auspices of the State Department of Adult Education and in co-operation with the Civil Works Administration. The theater has been in existence since October, but will be expanded immensely to absorb many more unemployed when it formally takes over the Public School No. 28 Building on West 40th street. The American People's Theater will operate a professional producing company, a training school and a little theater department. The producing section will develop a repertory of plays, with emphasis on native American dramas. The training school department will prepare a limited number of carefully chosen young people for membership in the producing company. The little theater department will offer free classes in acting, playwriting, playreading, history of the theater, little theater, stage managing and directing, costume and scenic designing, mask and model making, voice diction, singing, music, group dancing, tap, acrobatic and social dancing, foreign languages, body technique, fencing and American folk dancing and crafts.

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

(See FIRST STATE on page 10)

### Famous Gets Reorg Going

New corporation elects officers and starts on deal, personnel shifts

NEW YORK, Jan. 6.—Theater operation and of Paramount, the new Famous Theaters Company, has begun its internal organization and is beginning to build back a theater circuit. Board of directors yesterday elected officers and a chairman. Adolph Zukor was made chairman of the board; Ralph A. Kohn, president; Y. Frank Freeman, vice-president; Sam Dembow Jr., vice-pres-

(See FAMOUS GETS on page 10)

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

SPRINGFIELD, Ill., Jan. 6.—The 26th annual meeting of Illinois Association of Agricultural Fairs got under way Thursday morning in the St. Nicholas Hotel here. About 200 delegates, showmen and members of allied interests attended. President C. E. Walker, Shelbyville, opened the meeting, and Mayor John W. Kapp Jr. welcomed the delegates.

Roll call by Secretary C. C. Mast showed that about 80 per cent of the fairs were represented, an increase over 1929. A. C. Koch, Clinton County Fair,

Breese, speaking on "Mutual Betting on an Advantage to County Fairs," advocated mutual betting on races to help the county fairs.

Thursday afternoon Director of Agriculture Walter W. McCaughrin said his office was pleased to do all it could to further county fairs in Illinois. He pointed out that the new Agricultural Adjustment Act will help Illinois fairs and farmers. The assistant director of agriculture, giving a report on fairs of Illinois in 1929, stressed importance of

(See ILL. FAIRS on page 56)

### In This Issue

	Pages		Pages
Bands	15	Little Theaters	24
Broadway Beat, The	26	Magic	21
Parade-Tabled	22	Mimicry	25
Carnivals	39-42	Motion Pictures	18-21
Chicago Chat	26	Music	15
Chorus Equity	17	Night Spots-Gardens	11
Circus and Corral	28-31	Out in the Open	43
Classified Advertisements	47-49	Parks-Pools	32-33
Coin Machines	58-66	Pipes	44-46
Fairs-Events	34-36	Possibilities	26
Feature News	5-5	Radio-Orchestras	12-15
Final Curtain	52	Repertoire-Stock	23
Forum, The	27	Rinks-Skaters	37
General Indoor News	24-25	Routes	49 and 54
General Outdoor News	56-57	Song Tips	15
Hartmann's Broadcast	43	Thru Sugar's Dorn	25
Legitimate	16-17	Vaudeville	6-10
Letter List	50-51		

# Storm Expected Against Radio Broadcasts to Free Audiences

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

NEW YORK, Jan. 6.—A hurricane of resentment against free audience broadcasts in the studios is impending and is expected to sweep down on the heads of the radio chains within the week. The clouds are gathering from several sources. Legit managers, Actors' Equity, staghands and front of the house employees are gathering together for an attack on the question in next Legit Code Authority meeting Wednesday and, according to Dr. Henry Moskowitz, executive secretary of the League of New York Theaters and advisory secretary to the committee, something very definite will come to a vote. Theater operation interests of the circuits, RKO, Loew's, Warner and Paramount, also are annoyed at what they consider "unfair competition" by the studios, taking away a nice piece of change from theater box offices. At most of the broadcasts no charge is made to patrons, most of whom are on the "cheat list," or on pass. In other isolated cases a charge of 40 cents is made and this includes a tour of the buildings. Circuit theater operation interests, however, have kept mum on the situation, partly because of the many alliances between the radio and theater and movie investments; but they feel that the time has come to speak out because the studios are taking money from the parent company by offering something for nothing.

Independents feel the unfairness of the situation and the Independent Theater Owners' Association has decided to make every attempt to curb the practice. Harry Brandt, president, said today: "The theater owners of New York are very much against important Saturday and Sunday night broadcasts which are open to the public. This organization will use every method possible to discontinue it. It has written to Chase & Sanborn, to Eddie Cantor and to (See STORM EXPECTED on page 56)

## Theater Art Exhib Jan. 16

NEW YORK, Jan. 6.—The exhibition of theater art scheduled to open January 10 at the Museum of Modern Art has been postponed to January 16 because of a delay in shipment of foreign exhibits. Specifically, the shipment from Russia, which comprises one of the largest and most interesting groups to be shown, is not on the ocean and is expected to arrive only shortly before the opening. There will be a reception and preview for Museum members and their guests Monday, January 16, from 10:30 p.m. to 1 a.m.

## Film Angles On New Shows

**Big Hearted Herbert** (opened January 1 at the Biltmore), dramatized by Sophie Kerr and Anna Steese Richardson from a story by Miss Kerr, presented by Eddie Dowling—A family comedy of a "plain" man whose wife accuses him by giving him more pliancy than he wants. OK'd for comedy program.

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

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

**The Gods We Make** (opened January 3 at the Manhattan), by George Henry McCall and Mine. S. Bourvet de Lottier, presented by John Cameron—A silly and hopeless comedy. Just one of those things.

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

## Boston Chatter

BOSTON, Jan. 6.—Were off for the last mad dash before the spring drup of things theatrical, with three—count 'em—openings on Monday. The Tremont, James E. Conroy presiding, will start its second season in flight with Pauline Frederick in *Criminal at Large*. The Shubert will offer the new musical *All the King's Horses*, a hit in dead old Lunnon, you know, with Guy Robertson as the singing hero. And the Plymouth will field the stage to *No More Ladies*, with that movie hero chap, Melvyn Douglas, as leading man. *Whatever Possessed Her*, which opened the Wilbur, has another week. And as for a bit of turkey as ever graced a Thanksgiving feast. . . . Hide Spang and Joseph Allen for known actors and numerous others, plus 20 supers. . . . All about a summer theater in a barn, run by a nitwit lady of certain years who hires a regular troupe of actors to help carry out her bid. . . . An idea, and a good one. . . . Treatment not so good. . . . The Piccolli, that entertaining conglomeration of wooden actors led by Vittorio Podrecca, under the management of Aaron Richmond has done a good week at the Repertory. . . . New York gets the next look. . . . *Flying Down to Rio* lingered two weeks at RKO-Keith's. Most unusual. . . . *Amos 'n' Andy*, in the flesh and burnt cork, come to the stage of the Keith-Boston this week, where a congealed version of *Artists and Models* played last week to good business and almost no laughs. . . . It has been some with every \$4.50 musical in reduced circumstances at this house so far. . . . *Bitter Sweet*, well played but business not so good, goes away tonight. . . . Shubert was its address since Christmas. . . . Hollis still closed, waiting for a good play, says the agent. . . . That makes it unanimous. . . . Who isn't? G. B. E.

## Lunts Again Wow London

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

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

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

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

## Rosenblatt's New Title

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

## Equity Council And Oberfelder

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

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

## New Agency for Denver

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

## Louisiana Dancing Masters

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

## Chi Legits Down to 3

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

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

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

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

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

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

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

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

A local producing group, Randall Productions, Inc., with which Horace Sietars is associated, will present *The Sunday Husband* at the Studebaker starting January 17. There are but four persons in the cast, Juliet Day, Glenn Hunter, Bob Bister and Vernon Sampson. The play is by Melanie Kott, a Chicago author.

## OTTO GRAY

This Week's Cover Subject

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

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

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

# Bookers Gyp Ork "Names"

Agencies reported to be cashing in on "names" without informing leader

GRAND RAPIDS, Mich., Jan. 6.—In agencies where Midwestern orchestra booking agencies are booking groups under established "names" without remuneration to the "name" used are cropping up in this territory. One agency is said to be making a practice of sending out a group of unknowns under title of an established orchestra leader without informing the leader he has a group playing.

The routings of the "unknowns" are such that they are in another part of the country from where the original (See BOOKERS GYP on page 64)

## Keene Double Colonel

ATLANTA, Ga., Jan. 6.—Lionel H. Keene, southeastern top of Loew's, has been made a colonel on the official staff of Governor Eugene Talmadge. That makes two colonels for Keene; he's also one of the theater's colonels on the staff of Governor Laffoon of Kentucky.

## Lita Playing Canada Dates

CHICAGO, Jan. 6.—Lita Grey Chaplin, former wife of Charlie Chaplin, was in Chicago Friday on her way to Toronto and Montreal to make personal appearances.

## Otto Gray Draws to SRO

WANEVILLE, O., Jan. 6.—The Weller Theater reports inability to handle Sunday and Monday crowds of last week. The feature was Otto Gray and his Cowboys. They put on five shows Sunday and four Monday. People were turned away both days.

## Australian Notes

SYDNEY, Australia, Dec. 14.—The Quaker Girl closes this month, with Madge Elliott and Cyril Ritchards, Australians, leaving for London in January. They return here for Melbourne's Cotnamary around September, 1934. Many other big attractions are to arrive in Australia for the big time anticipated in the theatrical field.

Stewart and Lash, American revue comedians, conclude their Australian engagement this week. Altho doing nicely, as did the Joe Marks U. S. A. combination, they have not enough material to make for an extended run of weekly changes.

The son of N. S. W. State Governor (See AUSTRALIAN NOTES on page 57)

# Theater Workers' Mass Meeting; Union Has Data on Code Violation

NEW YORK, Jan. 8.—The Theater and Amusement Employees' Union, L. 66-118, will hold the first mass meeting of members and house worker tomorrow in Bryant Hall. It will adopt a code to be written into a union contract

## Just a Gag

Charles C. Moskowitz and Billy Downs, sailing on the S. S. Kung-helm thru the West Indies for a rest, received a cablegram from another exec in New York saying: "An usher at Loew's Metropolitan tore his uniform; what should I do?"

## Legit Productions To Play Pittsburgh

PITTSBURGH, Jan. 6.—Harry Brown's determination to book attractions into his Nixon Theater, only local legitimate stronghold, brought plenty of results during his New York trip, from which he just returned. His bookings should pull plenty of box office, as Pittsburgh's theatergoers have always turned out for worth-while productions.

Seven plays have definitely been booked, with Let 'Em Eat Cake starting the flesh parade on February 5. The next offering will be the melodramatic Double Door, carded for February 26. Five others, whose dates have not as yet been set, include Mollere's comedy, The School for Husbands, with Osgood Perkins and June Walker; As Thousands Cheer, with Marilyn Miller, Clifton Webb and Ethel Waters; The Lake, which marked Katharine Hepburn's return to the stage; Saller, Benardet, and Max Gordon's Roberts.

## Dunlap To Operate Two Florida Walkathons

WEST PALM BEACH, Fla., Jan. 6.—Ray (Pop) Dunlap's Walkathon-Marathon opened at a packed house at the American Legion Arena December 28. Dick Edwards is acting as master of ceremonies and will be assisted by Frankie Rizzo, who left the Hogestown show on Sunday for West Palm Beach. The Hogestown, Md., Golden Slipper Walkathon-Marathon is still jamming them in and broke all attendance records on New Year's Eve. Average attendance (See DUNLAP TO OPERATE on page 64)

NEW YORK, Jan. 8.—Clara Coleman, one time well-known legit actress, died December 24 at Carlisle, Pa., according to a notice received from her daughter there. She had been a member of Actors' Equity since 1918.

# Ringling Execs in Concerted Move To Oust Prudence, Report

NEW YORK, Jan. 8.—S. W. Gumpertz, vice-president and general manager, and Mrs. Charles Ringling, vice-president of the Ringling-Barnum Circus interests, are on the way up here from Sarasota, Fla., and due in today, according to reliable authority. Their arrival is coincident with a report that they will confer with John Ringling and Mrs. Eugenia

which the union will ask the local theater owners to accept. Meanwhile the union is in communication with Administrator Sol A. Rosenblatt, complaining to him that theater operators are making the code ushers' minimum wage the maximum. Rosenblatt has promised, according to the union, to call in the circuit heads and ask them not to allow the \$10 ushers' minimum to become the general wage. Meanwhile the Low Circuit cut ushers' wages this week to \$13. The union claims the Skouras Circuit cut its ushers to \$10 a week and all other house-worker classes to \$14, beginning Saturday.

The union claims some house workers are working as much as 84 hours a week at an average of \$60 a month. It adds that most of the independentists as well as one circuit are working all of their house employees more than the code 40-hour maximum. It has in its possession eight sworn affidavits that men have worked 84 hours a week in violation of the code. It will present this evidence, along with other affidavits, to the National Labor Board in Washington thru a special delegation elected at the mass meeting.

# Rothafel Quits Radio City; Off to Florida for a Rest

Resignation takes effect officially February 16 upon his return to New York—future plans will not be announced until that time, his attorney states

NEW YORK, Jan. 8.—E. L. (Roxy) Rothafel resigned from his Radio City post Friday and left today for a vacation in Florida, returning February 16, at which time his resignation takes effect officially. This has been brewing almost since the time Radio City opened, but was definitely forecast in October when he sought a new contract at a better salary. He sought \$100,000 a year, double his present salary, but was reported to have been willing to settle for 75 grand. Roxy referred all inquiries to his attorney, Joseph A. Schainin, and the latter stated this morning that he could not make any announcement at present as to the future plans of his client. He did say that a statement would be released upon Roxy's return from Florida. It is still widely maintained that Roxy will return to his Seventh Avenue Theater, riding in on the backing of a (See ROTHAFEL QUILTS on page 64)

## Second Hearing on Foundation Case

NEW YORK, Jan. 8.—The district attorney and the Bureau of Public Welfare's investigation of the activities of the Actors' Memorial Foundation progressed this week when a second hearing on the trial of Herman Rappaport, an alleged messenger of the organization, was held.

Rappaport was arrested by Sam Sloan, of the Bureau of Public Welfare, last month and the first hearing was held before Magistrate Thomas A. Aurelio two weeks ago, who held Rappaport in \$500 bail. At the second hearing Friday Sloan and Antonette Perry testified. Miss Perry said Rappaport had called on her for a \$10 check for the "Foundation" and that Sloan was there as witness and also to make the arrest. Assistant District Attorney John J. Sullivan is prosecuting the case.

The magistrate ordered a subpoena issued for "Major" Edith Ward, requesting her to appear at the next hearing Thursday. He also denied a motion for dismissal made by Rappaport's attorney. After the trial Miss Perry was served with a summons in a civil suit by "Major" Ward.

BATON ROUGE, La., Jan. 6.—The "Mississippi Valley Championship Marathon Walkathon," with a 24-hour floor show, opened at Capitol Gardens, Miller-ville, about 15 miles south of here, January 3.

# WANT REP. AGENT

With car, 4 months salary, 100% of net-earnings. OLSEN NEWTON, Hampton, Ark.

PLAYS, ARTISTS, Wayne's Theatrical Exchange 425 N. Wabash St. Chicago, Ill. 1934 year needs 1000 new plays.

MIKE GOODWIN 117 W. 11th St. Brooklyn, N. Y.

WANTED—PRINTER PARTNER Wm. Show Printer, D. G. HARVEY IN IOWA.

GOLD RING AND OLD NEWS! 1000 Gold Rings, 100 Gold Old News! MOUNTAIN MAGAZINE.

THE ASSURANCE OF GLOOMY BOX OFFERS . . . AND NOW. PRINCESS YVONNE PSYCHIC WONDER Personal Direction DOC M. IRVING For Open Time Write to 4315 Roosevelt Blvd., Philadelphia, Pa.

TICKETS 100,000-\$17.00 SPECIAL PRINTED-CASH WITH ORDER RESERVED SEAT TICKETS P.O. STIP TICKETS, COUPON BOOKS-RESTAURANT CHECKS ELLIOTT TICKET CO. 12 VESTRY ST., N. Y. C. 127 N. DEARBORN, Chicago WE DO OUR PART! 1815 CHESTNUT

YOU NEED THIS NOW! NOTICE OF A COMPANY MANAGER AND ADVANCE AGENT, by FELL VOKE, Inc. 49 West 71st Street, NEW YORK, N. Y.

De Luxe Auto Home Will guarantee my personal Travelhouse. Every 400-500 miles. Fully equipped and furnished. Weekly hire. Write for full description. J. W. CUNNINGHAM, Telosa, D. Box 512 Main P. O.

CADI-GRIN Recommended for itching, Oozes, Skin Irritation and Scapitosis. Price, 25c. HAYES MFG. CO. 2214 East University, DUNN 2500KRM, IA.

Conducted by EUGENE BURR—Communications to 1564 Broadway, New York City—SIDNEY HARRIS, Associate.

# Final Curtain for Units as Box Offices Fail To Hold Up

**RKO closes books to them after "N'Yorkers" goes out—late grosses bring big losses to houses—back to its vaude but worried about supply—Loew is unaffected**

NEW YORK, Jan. 6.—The prediction that the box-office strength of big vaude units would soon wane in the major circuit houses, made several weeks ago, has come true, with RKO practically closing its books to such shows after *The New Yorkers* goes on tour January 19 in Providence. The grosses brought in by big units for the last month or so have not been in keeping with the salary demands of the unit producers. RKO now has to return to its spot-booked vaude shows, although beset with the problem of where the names and other acts will come from. The grosses of units recently invading RKO houses in such towns as Columbus, Dayton and Cincinnati, as well as the Mort H. Singer chain in the Midwest, have been ridiculously low, throwing the houses over to the wrong side of the ledger. Besides, the real name units are not interested in circuit offers now because they cannot be carried upwards of 13 weeks, that bringing them into the summer season.

RKO felt that the units still were of value to the box offices, but not at guarantees of \$6,500 and \$7,500 a week, and to that end tried to get the producers to firm their asking prices. The cuts, however, were of no avail, as the houses dropped off badly in their grosses as compared to those taken in when the units first made their bow. RKO also tried to get the shows cheaper by going after the stagehands' union in an attempt to have them cut down on their demands for the minimum number of men required with units.

Now that the fish-educating theatergoers must still be satisfied, RKO has to turn to a regular vaude policy. It has its troubles, too, on this score, inasmuch as it must use healthy budgeted bills to allow for names to follow such imposing units. Then, too, the circuit is worried as to where the supply will come from, as the bulk was used in units, and others, laid off because of the unit siege, have deserted the field.

Loew is in a better state than RKO in regard to the expected flop of units because it did not give such complete recognition to units as RKO did. Loew saw to it that regular vaude bills interspersed the units and thus did not educate its audiences to expect huge shows as a consistent diet.

Those interested in units are blaming the circuits themselves for this flop of an entertainment which promised at the outset to be a blessing for ailing grosses. It was the original plan to play the units on the average of once a month, with the regular vaude shows interspersing, but greed brought on by the outstanding early grosses prompted the theater operators to throw units into the houses practically every week.

## Nudey! Nudey!

SAN FRANCISCO, Jan. 6.—Casino Theater, San Francisco picture house, showed nine nudists on the stage in conjunction with pictures Monday. Dr. Hobart Glasser, founder of the "Elysian" nudist colony of Southern California, was slated to lecture. Marian Mills, one of the nudists, collected considerable publicity for herself by allegedly bouncing out of the theater a Peeping Tom said to have shown considerable interest in her rehearsals. How a nudist rehearsal, however, was not disclosed.

## London Bills

LONDON, Dec. 27.—Business excellent at all London vaude houses this week despite the fact that Christmas Day falling on a Monday sees every theater playing one day short, as all houses are dark on that day.

Holborn Empire has a swell 10-act bill, with four American acts featured. Louis Armstrong, the colored "hot" trumpeter and "scat" singer, plays his third date here and still clicks with that part of the mob who like their tunes hot. Newcomers, both American are Anderson and Allen, a good pair of equilibrium and acrobatic entertainers, who feature several novel tricks, and Dennis Beach, whose standout is a wonderful "tiger" game. This girl has already found fame in cabaret and revue in England. Both she and the acrobats click heavily. "The Three Swiffs, club-juggling comedians, are surefire anywhere, and at this house they are special favorites and achieve a show-kick at each performance. The same applies to the Three Ewers, Continental musical and acrobatic clown, with fast and versatile act. These boys visit America next year after twice postponing their trip to the States.

Joe Marks, American hokum comedian, carrying three people in his act, is doing nicely at the London Pavilion, where he bags plenty of laughs. Leslie Strange, a brilliant character impressionist and unusual comedian, meets with a sensational success, and Ben Barton, comedy cycle pantomimist is also heavy in the laugh division. Bills at this house show an improvement lately.

At the Trocadero, Eschont and Chadie, three American acts hold sway. Garner Wolf and Watkins, "hokum" specialists, who have met with sensational success this side, panic the huge audience with some of the funniest bits seen here. Reilly and Comfort, ace singing team, have to respond to insistent encores, and Eric Franze does a splendid trapeze novelty in which he uses novel tricks and witty talk.

## Gaiety British 9 Weeks Vaude

LONDON, Dec. 30.—The Gaiety British Corporation will use vaude acts at nine more of its picture houses as of January 3. Houses to which acts will be added are the Palace, Tottenham; Rink, Clapton; Regent, Stamford Hill, and Marlborough, Holloway all of which are in London, and the New Victoria, Edinburgh. Rutland Picture House, Edinburgh; Palace, Coventry; Regent, Abingdon; Corona, Great Crosby.

## Rialto, Louisville, Gets Lineup of Big Unit Shows

LOUISVILLE, Ky., Jan. 6.—The Rialto Theater here, in a straight pix policy for some time, has gone back to stage shows. Earl Carroll's *Vanities* opened there yesterday for a week. Other shows booked to follow are the Johnny Perkins unit, *Century of Progress Revue*, and Irving Mills' *Cotton Club* show.

The house was supposed to be set to be a part of the Interstate route, but this is understood to be off.

## New House to Rihen

PHILADELPHIA, Jan. 6.—Harry Rihen has recently added the Capitol Theater, Shamokin, on split week to his 12 other houses. Keith's here takes a full week bill, while other houses in this city on split week are the Oxford, Logan, Circle, State, Midway and Kent. In Camden, the Stanley and the Lyric; the Capitol, Lancaster; the Norris, Norristown, and the Grand, Bristol.

## Circuit Vaude Due To Enter Pittsburgh

PITTSBURGH, Jan. 6.—Major circuit vaude is scheduled to invade this town again, with Loew practically set to come in January 19, while Warner is still mulling over the matter. The vaude fort here is presently held by the Pitt Theater, indie house.

Loew is scheduled to reopen its Penn Theater doors to occasional stage shows of the name caliber, and is dickering now to open on the 19th with the Eddie Cantor show. Warner is understood to be watching Loew and will probably follow any move it makes.

## Vaude at Palladium Jan. 22

LONDON, Dec. 30.—It is stated that the present "crazy month" the fifth of the series, will terminate its 15 weeks' run January 20 at the London Palladium and that a straight vaude will be headed by Mary McCormack, Princess Serge Mdivani, famous American operatic singer, will open January 23. With the "crazy month" running to 15 weeks, Rosette and Lutinian American dance team, will have broken the record for the continuous stay of any imported act at the Palladium. Record was previously held by the Gaiety Brothers and Juanita Richards, with their *Porcelain Romance* novelty. This team played 14 consecutive weeks at the Palladium.

## Pierce's Cowboys on Tour

ASHEVILLE, N. C., Jan. 6.—Jack Pierce and his Texas Cowboys are set at Station WYNO here and will be around this territory for six weeks coubling into theaters. They recently wound up a tour of houses in Kentucky and West Virginia. In the troupe with Pierce are Shorty Shelton, Kyle (Ebraah) Koop, Carl (Sandy) Keene and Ruth Pierce.

Howard, Herman Ross and a large beauty chorus. Price for this occasion upped from 40 to 45-cent top.

GOMEZ AND WINONA have been booked for the Ches. Palace, Chicago. They open January 19 and will stay for about four or five weeks.

BILLY DIAMOND, Chicago booker, and Jack Kalchauer, agent, arrived in New York Monday. Both came on to dig up some new acts.

RUBE WOLF, who opens Friday at the Roxy, New York, got into the big town later than he expected on Thursday. Couldn't get a plane from Kansas City and had to jump by train to St. Louis to make a plane.

KATE SMITH canceled her Milwaukee date for this week because she wasn't feeling so well. Went up to Lakes Placid for a couple of days to get back into condition.

BOB OAKLEY has been emceeing at the Grove Theater, Freeport, L. I.

AMOS N' ANDY are even picking up two and three-day bookings. Took two days in Providence from RKO, starting (See VAUDEVILLE NOTES on page 10)

# Meet To Pass On Pan Fate

**Fisher-Hamid-Diamond go into huddle—looks like they'll go their own way**

NEW YORK, Jan. 6.—The fate of the revived Pantages Booking Office will be decided Monday, when a meeting will be held here between George A. Hamid, president; Arthur Fisher, secretary and booking manager, and Billy Diamond, Chicago representative. From advance reports, it appears likely that the firm will be dissolved and that the respective members of the firm will return to their own enterprises. However, due consideration is going to be given to Alexander Pantages' wishes that the company continue.

Pan and the Eastern officers have been carrying on a correspondence ever since the former lost his house to vaude a few weeks ago. Hamid and Fisher have been speaking definite word as to what plans Pan had for his Coast vaude activities. His correspondence simply asked that the company be continued, as he felt the future looked bright and that vaude would be back in his houses shortly.

While the other members of the company have not lost anything because of the Coast inactivity, it is understood that they are not content to hang on to something which shows no definite activity. The likelihood is that Hamid and Fisher will continue together with their own booking office and that Diamond will again resume his own booking office.

Fisher's books are the biggest of the company, totaling around 10 weeks or so, while Diamond is a couple of weeks shy of that figure. Hamid's trip with Fisher in a vaude booking office would not mean his disassociation with the large outdoor booking enterprise he now operates.

## Paris Agents in New York

NEW YORK, Jan. 6.—Clifford Fischer and Eddis Lewis, of the William Morris Agency's Paris branch, will arrive here Tuesday on the Ile de France. Purpose of the trip is to line up a show for Les Ambassadeurs in Paris, and they will stay on for about a month.

## Frecman Moves Office

NEW YORK, Jan. 6.—Charlie Frecman, booker for the Interstate unit, moved his effects today from his office at the VMA over to the Paramount-Public booking office. He starts working from there on Monday.

## Loew's, Montreal, Vaude Ont

MONTREAL, Jan. 6.—Loew's Theater here is again dropping its vaude, the house going into a straight picture policy on January 19. Its last week of stage shows will be a local show.

## HELP WANTED!

THE BILLBOARD wants you to help its staff help you. The Route Department (appearing in this issue on Page 48 and 54) represents one of the most important functions this paper performs for the entire profession. Most listings for the Route Department are obtained regularly from official sources, but certain listings—such as acts playing independent vaudeville houses, legitimate attractions advertising thru unauthorized territory, bands playing in isolated resorts—are obtainable only thru the close and consistent cooperation of the performers and showmen included.

You as an individual are definitely appreciative of the service performed by the Route Department. You are constantly seeking information about the whereabouts of your friends and colleagues. How about helping them in their efforts to locate you? This can be done only by keeping THE BILLBOARD's Route Department informed of your whereabouts, and accordingly in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 677, CINCINNATI, O.

## VAUDEVILLE NOTES

YORK AND KING, supported by Rodney McLellan and Ayers and Rene, are starting at the Palace, Cincinnati, this week with the *Greenwich Village Follies*.

OATS AND MEAL, the Cereals Synopators, are now playing theaters in the Beach area and are living permanently at the Paramount Hotel there. They were in Chicago at Thanksgiving time, after playing theaters and clubs in Miami Fla.

MORAN AND WISER plan to sail for the Orient January 11 aboard the S. S. Teutonia Maru.

LUCKY BOYS didn't open at the Roxy, New York, until the last show on Friday. They were on their way in from Toronto by car and ran into a storm.

DUFFIN AND DRAPER go into the Palmer House, Chicago, on January 19 for a four-week run. Lowe, Burnoff and Wensley have been held over an extra week at the same place, staying there until Duffin and Draper come in.

GEORGE WHITES *Scandals* (tabloid version) is now playing the Pitt, in Pittsburgh. The cast is headed by Shaw and Lee, Lucille Page, the Loomis Sisters, Ross McLean, Gloria Moseman, James

# ABA REORGANIZATION SET

## Bobby Clark Elected President; Constitution, By-Laws Adopted

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

NEW YORK, Jan. 9.—The Actors' Betterment Association reorganized formally as a union Thursday and elected Bobby Clark president of an administration loaded with some of the biggest names of vaudeville and outdoors. It adopted a new constitution and by-laws, dissolved the old organization and went thru the necessary steps prior to taking physical possession of the American Artists' Federation charter from the American Federation of Labor, thru the Four As (Associated Actors and Artistes of America). Eddie Cantor was elected honorary president, a newly created office. Clark, of Clark and McCullough fame, at first declined the nomination because he expected to be in Hollywood making pictures for months at a stretch. However, he was persuaded by Ralph Whitehead, executive secretary, to reconsider his refusal, and after a candid talk with the whole membership, he accepted. He was nominated and elected amidst terrific applause and cheering.

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

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

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

The council consists of: Doc Baker, Benny Davis, Eddy Dones, Max Gruber, Fred Keating and Bill Robinson to serve one year.

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

El Brendel, Eddie Gray, William Gaxton, Joe Laurie Jr., Guy Magley and Dick Sexton to serve three years.

Belle Baker, Chat O'Hass, Alan Correll, Duke Ellington, Jack McAllister and Paul Whitman to serve four years.

Immediately after the closed reorganization meeting, which wound up 4:30 Friday morning, Whitehead and Clark went into a huddle over the coming membership drive and Clark immediately called the first meeting of the new council for today.

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

## Acts on French Riviera

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

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

Tabloid revues seem present vogue at vaud-pix houses in Italy. Malinof Trio at the Italia, in Milan and Four Whirlwinds at Vittoria in Turin.

HARRY BERRY'S Sunkist Vanities of 1934 have been playing the spots in Pennsylvania.

## The Sammy Cohens Stuck Up in Chi

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

About \$10,000 worth of jewelry was snatched from Miss Roache, covered by only \$3,000 insurance.

## State, Detroit, to Flesh

DETROIT, Jan. 6.—The State Theater returned to a stage-show policy yesterday after three years of straight films, being closed a large part of the time until four months ago. The new step is part of the trend toward increased flesh attractions sponsored by George W. Trowle, manager of United Detroit Theaters. The house is being booked by the Billy Diamond office in Chicago.

## Abbott Pix Producing; Jack Hart Is Manager

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

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

## Detroit Para Brodies

DETROIT, Jan. 6.—After a record short season of 10 days the Paramount Theater closed this week, dropping the "three unit" policy of presentation unit, vaudeville and films. House was under the management of A. J. Cooper and was expected to cut seriously into local business. There is talk, which could not be confirmed at this date, of a reopening under changed management with a similar policy.

## Vaude in Dallas

DALLAS, Jan. 6.—Vaudeville was back in Dallas, beginning this week at the Majestic, where the Bottoms Up revue served to continue stage interest after Thurston's week of magic, ending last Friday. Pop Cameron, the Lee Gails, Helen Homan, Beth Miller and a line of Chester Halc girls promised Dallas a pleasant return to flesh.

## Anglo-American Acts in Paris

PARIS, Dec. 26.—Jack Hylton and his band are the stage attraction at the Gaumont Palace. Walter and Paul Bryant, Rastoucheff Midgets and Rex Girls make up Christmas bill at the Rex, while Carr Brothers and Betty are at the Olympia. Paramount has the Ghezzi Brothers and the Blue Belle Girls.

## Give Vaudeville a Chance!

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Big Mass Rally Before Meeting

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

NEW YORK, Jan. 9.—An enthusiastic open rally preceded the ABA elections. About 1,000 actors crowded into the Hotel Edison Ballroom to hear Ralph Whitehead explain the progress of the organization and to listen to short talks by public officials and leaders of the theater.

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

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

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

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

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

Whitehead then took the floor for a while to read the many wires and letters of support the ABA had received just prior to the mass rally. He read wire pledges support and offering encouragement from the Associated Actors and Artistes of America, the International Alliance of Theatrical Stage Employees and Motion Picture Operators, Equity, Chorus Equity and the Performers' Club of America, in Chicago. Also from "86 circus boys and girls in Utica," from Hassen Ben Adikis, from Eddie Cantor, Tompkins Brothers, Doc Baker, M. Drayton, Patrick Henry Galvin, Clyde Hager and Leo Carrillo.

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

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

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

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

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

Palace, New York

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

A pleasant enough stage layout at the Palace supporting Bombay Mutt (a first-ran) on the screen. Leah Belasco and his Hotel St. Moritz Orchestra walk off with the honors, with Jeanette Lang gets top billing. There's good variety and good balance, and the show lines up as an excellent routine booking job. Caritoz Amy and his popchess, most of them smooth fox terriers, start things excellently, with the crowd going in a big way for the burbling antics of the bow-wow. The dogs are cute, they go thru nice tricks, and the comedy that's injected puts the act across in a big way.

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

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

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

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

Attendance was about three-quarters. EUGENE BURR.

Chicago, Chicago

(Reviewed Friday Afternoon, January 5)

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

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

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

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

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

Palace, Chicago

(Reviewed Saturday Afternoon, Jan. 5)

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

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

Loew's Orpheum, N. Y.

(Reviewed Wednesday Evening, Jan. 3)

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

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

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

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

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

Enrico and Novello close the show with their classy ballroom dancing. The team has fine appearance and an adequate production backing. In addition to good assistance from Davey Kratt and two pianists, one of whom doubles at singing, Kratt's star-dance number is a stand-out. The picture was Blood Money, and business was good. PAUL DENIS.

Loew's State, New York

(Reviewed Friday Evening, January 5)

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

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

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

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

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

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

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

Earle, Philadelphia

(Reviewed Friday Afternoon, Jan. 5)

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

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

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

The Bernie outfit—10 strong—opens with its soothing radio introduction and then swings into You're Goin' To Lose Your Girl and Who's Afraid of the Big Bad Wolf, with the lads clowning the latter in good style.

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

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

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

Film is Above the Clouds. H. MURDOCK.

Radio City Music Hall, N. Y.

(Reviewed Thursday Afternoon, Jan. 5)

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

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

Next comes a scene labeled The Sultan's Letter, based, says the program, on the famous painting by Raphael. It is, of course, in a farce and it is undeniably effective from a pictorial point of view. Igor Gorin and I think Mischa Volynin sin, backed by the male portion of the Amphitruon ensemble, and a bit of life is lent by a grand sword dance from Serge Abegoff. It is excellent. This is Gorin's American debut; he proved effective in the usual throaty Russian manner.

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

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

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

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

Attendance was way off at the second show opening day. EUGENE BURR.

Roxy, New York

(Reviewed Friday Evening, January 5)

This is the first week at this house in a long, long while without Dave Schuler and his boys—and the stage layout shows the difference. A pit orchestra has been substituted, but there is no onmes (one of the Foster girls doing the announcing), and the show itself has been pared to a scant 61 minutes. It lacks the cohesion that Schuler managed always to give it, and even the 51 minutes seem loose and disjointed.

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





**NEW ACTS**  
Reviewed in New York

it has: it was comfortably filled at the supper show opening day.

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

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

The Foster Girls, however, really carry the burden of the entire show. As usual, they appear three times in a nice can-can routine at the start in a Begged number, which is very colorful and at the end in a gay pseudo-Vietnamese dancer. Rubie Wolf is set to come in an en masse next week. **EUGENE BURE.**

**Academy, New York**

(Reviewed Wednesday Evening, Jan. 3)  
An unnecessary outlay of dough for this show, which is about the steepest production seen for a long time. For distinct acts which are good names, but it is spilled out without any precision. It starts okay with Earl, Jack and Betty in speedy roller-skating number that is clean and applause-getting.

Bill D'O'Ryan is next with her fascinating personality and imperious stunts. She is absolutely great for the stage, and when she opens up on voice she really has good quality, too, altho nearly all her songs are recitative. Her association is winning for vaudeville. She sings Oh, Mr. Carpenter, Take a Walk With Me, M'adore, and a ballad about a phantasmagoric elephant which she explains first in English and then sings in French. Of course, she won over the audience.

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

**Paramount, Brooklyn**

(Reviewed Friday Evening, January 5)  
Here's a clean, enjoyable show, and whether or not folks want the real class that filled the bill can only be estimated by the applause, which was abundant. We believe that here is an experiment that is important. Teach the folks how to enjoy good entertainment rather than just dish them out the same old hash, and sooner than you know it they'll get so they want something as worthy as this bill was tonight. When vaudeville is like this they'll patronize it. Of course, Eddie Cantor pulled 'em in, but the nice part was that the rest of the performers kept 'em in.

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

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

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

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

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

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

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

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

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

Business was very good this very wet evening. Picture was fog. **BILL WILLIAMS.**

**State-Lake, Chicago**

(Reviewed Sunday Evening, Jan. 7)

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

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

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

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

**Clark, McCullough in Vaude**

NEW YORK, Jan. 8.—Bobby Clark and Paul McCullough have landed a three-week booking from RKO. They are slated to open January 25 at the Palace, Chicago, and follow into Detroit and Boston. Reported to be getting \$2,500 net a week.

**New Rochelle's 2-Day Vaude**

NEW ROCHELLE, N. Y., Jan. 8.—Proctor's Theater here got fresh back on its stage as a result of a special two-day booking, today and tomorrow, of Rex Cole's Mountaineers, NBC set. Later plays three shows today and four tomorrow.

**Karre, LeBaron and Company**

With Carolyn Dync and Edgar Hunt  
Reviewed at the State. Style—Dancing and singing. Setting—Full stage (special). Time—Eleven minutes.

A nice flash is this Karre, LeBaron and Company turn, which probably grew out of the one tagged Karre, Mooney and Noyes, listed in the new acts file. The skippers are two boys and a girl, adagio dancers, assisted by Carolyn Dync, toe stepper, and Edgar Hunt, pianist, doubling at singing. Well-dressed and routined, while the talent is sufficient for allowing 11 minutes of okeh entertainment.

The trio go in for the posing type of adagio dancing, doing their pleasant routines to *Manhattan Serenade* and a waltz number. Delightful assist is given by Miss Dync, cute blond, who solos up towards the finish with toe taps, including a hocking bit while tapping. Hunt accompanies on the grand throughout, but deserts the keyboard twice to dish out neat singing. Opened the five-act layout here and got over. **S. H.**

**Romeros and Duclay**

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

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

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

ear for the music. She was better, tho, in her Spanish cabinet, number. The boy trio have the makings, but they need ripening. They do fair tapping and in one session do comedy which is pleasant. Their torcedor number, used as the closer, is nice. Didn't fare so well here as the troyer on a five-act bill. **S. H.**

**Rabinoff**

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

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

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

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

**Oneida, Utica, Reopens**

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

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

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

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

**VIC OLIVER**

Jan. 12—Uptown, Chicago  
Jan. 19—Marbra, Chicago  
Jan. 26—Fox, Detroit  
Direction  
Phil Offin—Simon Agency

P. S.—  
I am okay, too. I took the train.  
**MARGOT CRANGLE**

**Keith-Albee-Orpheum Theatres**

1270 Sixth Avenue  
Radio City, New York

Wheeler-Woolsey in Trenton

NEW YORK, Jan. 8.—Bert Wheeler and Robert Woolsey, pit comedians, open for RKO Tuesday at the Capitol, Trenton, for a three-day stand, getting a grand. Date is in the nature of a break-in and showing and other time is pending.

McNALLY'S No. 18 BULLETIN PRICE ONE DOLLAR NEW BRIGGS ORIGINAL COMEDY For Vaudeville, Musical Comedy, Entertainers, Minstrel, Night Club Revues, Radio and Devotee Band Entertainers. Contains: 14 Scenic Monologues, 75 Songs, 10 for Two Males, 8 Original Acts for Male and Female, 21 Sure-Fire Parodies, Great Vaudeville Act, A Real-Famous Female Act, 750, Quartet and Duets Specialty, 4-Character Comedy Sketch, Musical Comedy, Tab and Baroque, 12 Curious, Unusual First-Piece, McNally Musical Overture, A Grand Musical Finale, 17 Monologues, Blackouts, Revue Scenes, Dances Band Shows, Rhythmic of Jokes and Gags, Remember, Remember, Remember, No. 18 is only one dollar, or will send you Bulletin Nos. 10, 11, 12, 13, 14, 15, 16, 17, 18 for \$4.95, with money-back guarantee. W.M. McNally 81 East 125th Street, New York

The Lanquay Costume Co. 125 North State Street, 101 Capitol Building, CHICAGO, ILL. Everything For Theatrical Wardrobe Tights, Materials, Trimmings

COMEDY SONGS "From the Ladies to the Ladies to the Ladies," "Some Fell, Some My Wife and My Chickens," "Why Do Friends Whistle," "I'm Bad With the Birds," "The Duke is on a Bad Again" (Ben Bernie recording). All for \$1. REITH MUSIC HOUSE 244 East 14th Street, NEW YORK CITY.

THE COMEDIAN Just what was needed. James McDonough's latest production for Vaudeville and Radio Entertainers, set every other Saturday with all new laughs, and I really mean ALL NEW. First 3 weeks now ready at 60c each, or \$5 for Six Months' subscription (18 copies). James McDonough's material has boosted hundreds of comedians to fame and fortune, so connect with this one. Send orders to me at 443 So. Detroit St., Los Angeles, Calif.

JUST A BIT OF NEWS THE RUSTY RUBEN BOYS Of Radio fame, formerly under the management of Eddie and Frank Lingo, have dissolved partnership. Eddie buying all show's property and name. Good luck, Eddie. Rusty's new address, Sandy Lake, Pa.

TAP DANCING BY MAIL 25 Complete Reprints for \$10.00, Scott Shop, Walls Glog and Novelty Tap Records, \$1.00 Each. Time-Save Description, etc. Send for list. HAZ LESTER, Executive Star, Design and finished his local teaching here. KIWELLA ACADEMY, 2234 May St., Cincinnati, O.

DANCERS' SUPPLIES LEOTARDS, SHOES, BOMPERS, MATERIALS. Catalogue on Request. DOROTHY REHERRAL BOMPERS CO. 145 West 42d Street, NEW YORK CITY. Phone 7-1281.

SCENERY TO RENT Beautiful Traps and Painted Sets for all Operas and Plays. Address AMELIA GRAY, Philadelphia.

WIGS BEARDS MAKE-UP FREE CATALOG F. W. NACK 52 W. Lake St. CHICAGO, ILL.

LEARN TAP DANCING Sure accepted method, including 3 complete dances. Postpaid to any address, \$1.00. Money back if not satisfied. PEKERS-WRIGHT STUDIO, 25 West 51th Street, New York City.

SCENERY Drapes, Dye Drops, Lowest Prices in History. SCENIC SCENIC STUDIO, Columbia, S. C.

PHOTOGRAPHS Lobby and Post Card Reproductions. Price List Free. SECKER, Photographers, Des Moines, Ia.

Bud Harris Heads "Dixie on Parade"

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

The show includes Bud Harris and his brother, Paul; Bert Howell, the Norman Thomas Quinlan, Curtis Mobley's Dixie-land Blues Blowers, Cook and Brown and Letitia Hill. Billing reads "40 1/2 People," the half being a dwarf.

Acts in Auto Wreck

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

Butterfield New Year Shows

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

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

Flesh to Louisville

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

The show is the first of a series of stage productions with which J. Johnson, Alhambra manager, will augment his motion picture programs. The complete program will run three hours, with one hour and 30 minutes devoted to the presentation. Admissions have been raised from 40 cents top to 65 cents, including federal tax.

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

Chi Theater Workers Expected to Organize

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

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

VAUDEVILLE NOTES

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

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

ED HENDERSON, of the team of Ed and Lottie Henderson, is seriously ill at his home in Wheeling, W. Va., (1171 High street).

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

Special Dressing Room for Pickford

CHICAGO, Jan. 8.—Chornikovsky, musical director of the Chicago Theater, has given up his dressing room at the theater during the engagement of Mary Pickford, and Miss Pickford is occupying it. The theater management completely redecorated and refurnished the room for Miss Pickford's use and even painted the stairway leading from the stage to the room.

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

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

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

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

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

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

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

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

FIRST STATE

(Continued from page 3) sponsored jointly by the Carnegie Foundation, the State Department of Education and the American Association for Adult Education. This past year she has been working on plans for founding an American People's Theater and last July established one independently.

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

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

She will be assisted by George Ermoloff, in charge of the acting group; Dorothy Cheesmond, heading the student group; Edith Kojanich, in charge of the little theater department; Arthur Leop Moore, in charge of the folk department, and also Kenneth Adams, business manager; Raymond Howe, electrical engineer, and Ben-Yano, in charge of the scenic department.

The teaching staff includes: Lester

Vogel, research and lectures; George Fisher, playwright; Elizabeth S. Rice, music; Wayne Stone, acrobatics, and Leonora Viartal and Oliver Moseroff, body technique. Professional people who are considered for the producing department include Margery Hayes, William Hitch, Blaine Durham, Arthur Bond, Corey Mills, Moseley Diamond, James Metcalfe, Harold Evans, Edna Bronson and Stephen Davis. Ralph Foster is the registrar for classes.

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

FAMOUS GETS

(Continued from page 3) deat; Walter B. Cokell, treasurer; Paul A. Rajbourn, assistants, and Austin C. Keough, secretary.

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

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

UNEMPLOYED

(Continued from page 3) mitted Sunday radio broadcasts and refusing Sunday legit performances. He promised the musicians that 75 per cent of the managers would back them in their demands for Sunday legit.

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

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

Equity, in the meantime, is meeting to frame a reply to the musicians' strike resolution. More than 4000 before the Sunday show issue has become a headache. The managerial interests are high pressing the NRA to help kill the Sunday legit laws and have found loud allies in the large group of musicians convinced Sunday legit will give them jobs.

NEW YORK, Jan. 8.—Edward Canavan, head of Local 802, Musicians' Union, has repudiated the Friday mass meeting of unemployed musicians which voted to ask a strike to force Equity to reverse its stand on Sunday shows. Canavan said he gave permission to a group of unemployed musicians to hold the meeting in the Union's hall under the impression they would "disguise the NRA." Their action in voting to demand a strike was unauthorized and unofficial, says Canavan.

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

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

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati O.

# Detroit Likes Floor Shows

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

DETROIT, Jan. 8.—Floor shows were in the spotlight at Detroit garden and cafe spots this week, with many places which put on shows for the first time on New Year's Eve continuing them as a permanent policy when the drawing power of flesh was proved. Salacious shows in several spots have hurt trade a bit, but increased activity by the censors is overcoming this.

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

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

Acadia Gardens on East Six Mile road is coming to be one of the best known north end spots. Run by Ljubomir Plavcic and Carter A. Justice, appeal is being built up to steady national nights, with several national groups in the neighborhood—Roumanian, Bulgarian, Italian, Jugo-Slav and others. The Acadia is probably the only garden in the city laid out with Venetian column setting, with vine decorations and mural scenes, together with a life-size portrait of President Roosevelt. Minnie Smith's orchestra is playing here, giving the adequate novelty of a girl band.

One new downtown night club opened this week—the Cotton Club, with Peggy Kane as mistress of ceremonies. Floor show includes Marie Brown, Mabel May and Ginger King. Roy Sedley, late of Hollywood comes in as new emcee at Luigi's, downtown night club, with the Music Hall Revue, booked from New York, as headline item on the bill.

## A. C. Boardwalk Barred As Medium for Liquor Ads

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

The Boardwalk bar ban, approved by the A. C. B. M. A. and restaurant men, will cause the scrapping of three well-known spots, or at least their rebuilding—Sloppy Joe's, Lew Reddler's gardens and the Black Tie Gardens. There must be 150 feet off the walk, have entrances from side streets only, and be blacked from view of the pedestrians on the walk. This also kills once and for all plans in their infancy for a gigantic beer garden on the ocean side of the walk to be run by a syndicate.

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

## Repeat Ends Unique Profitable Bottle Biz

HOLLYWOOD, Calif., Jan. 8.—In Hollywood at least is one man who mourns the passing of prohibition as loudly as the driest dry.

That man is Harry Frink who has accumulated a small fortune during the last 12 years renting liquor bottles to motion picture studios. In this short time he has grossed \$285,000 on his bottles. In his collection are hundreds of liquor bottles of all types from all parts of the world. His assortment represents an investment of \$8,000. In renting the bottles Frink charged the studios \$1 per bottle per day. Now with repeal anybody can get any type of bottles and Frink's profitable bottle renting agency goes into the can. When the bottles now being used in Paramount's "No More Women" are returned it is likely Frink's bottles will gather dust for months to come.

## N. Y. Legal Angles Now Clearing Up

NEW YORK, Jan. 8.—The legal angles of the liquor situation are beginning to clear up. The licensees, the competition of the speakeasies and the threat of extra taxes are some of the factors that have made it tough for cafes and night spots to adjust their business. And with the cost of liquor an uncertain factor, it has been extremely difficult for caterers to fit in a budget for bands and talent.

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

Meanwhile in Washington the House of Representatives passed the liquor tax bill providing for a \$2-a-gallon levy on distilled spirits and \$5 a barrel on beer. State legislatures in the meantime are gradually clearing up their liquor law schedules.

## Minneapolis New Year's Jam

MINNEAPOLIS, Jan. 8.—All theaters, hotels, cafes and clubs boosting vaude and revue acts received a big play at the hands of joyous New Year's Eve celebrants. Crowds were bigger, happier and much more liberal with the money than last year. The State and Orpheum theaters provided snappy revues and the larger clubs offered elaborate floor shows.



## 'ROUND THE TABLES

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

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

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

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

## Alexander Staging "Ragtime Follies"

CHICAGO, Jan. 8.—Alexander's Ragtime Follies, the new show at the Cafe de Alex, Chicago, is proving quite a hit with patrons. Daniel Alexander, proprietor of the popular spot, has provided something novel in the way of entertainment. The girls, garbed in silk evening gowns dance assemblage with young men in formal white jackets. As the dance ends the swains kiss their ladies good night and depart. Then the girls throw off their gowns and appear in filmy lingerie for a dancing jazz dance.

Cast of the floor show includes the Century Male Quartet: Mary Carna, Robert, Elvira Nelson, prima donna; Dorothy Dennis, exotic Indian dancer; Brilling Sam, accordionist; and the Rider Sisters, dancing duo. Earl Holman's Orchestra furnishes music.

## Ernie Young Has Heavy Bookings

CHICAGO, Jan. 8.—The heavy demand for acts of all kinds in cafes and night clubs at this time is reflected in the many placements by the Ernie Young Agency during the last 10 days.

Among bookings of the Young office are the following: Joan Warner, Anita and Emanuel and Etta Reed, Proletas Cafe, Miami, Fla.; Hazel and Klafoff and Sally Joyce, Paramount Club, Kansas City, Mo.; Four Sceptics and Adele Gould, Tropics Cafe, Toledo; Etta and Anis, Arabian Grill, Columbus, O.; Anita Faye, Elks Club, Decatur, Ill.; Elaine Mayo and Juliette Vallon, Greyhound Cafe, Jeffersonville, Ind.; Bernice Stone and Florio and Harris, Opera Club, Chicago; Harvey Erker, Almas and Vivienne, Jane Dooker, and Joy and Lazaroni, Miami Cafe, Waukegan, Ill.; Alfredo and Dolores, with Path Bacon unit, Allen and Louie, Hotel Sherman; Virginia Ruggie and the Tropic Trio, Ogden Grill, Chicago.

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

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

NEW ORLEANS, Jan. 8.—A new night club, the Blue Room, has been opened in the Roosevelt Hotel by Seymour Weiss, managing director. A ceiling of silver and black has been installed, and the entire room is finished in blue with silver designs worked into the general pattern. Subdued multi-colored lights are set in pyramids near the ceiling and along the walls, the color of which may be changed at will. Blue lights, red lights, amber, rose and green, are available at any time, and an electrician in a cage over the bar in the rear of the club (See BLUE ROOM on page 55)

## Des Moines To Have Combo Theater-Club

DES MOINES, Ia., Jan. 6.—As soon as the Iowa Legislature acts on liquor control in its current extra session, John Smith, local restaurateur owner, will announce plans for a \$50,000 cafe and theater in the business district, he announced today.

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

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

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

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

## Pitt Agents Report Best Biz Since 1929

PITTSBURGH, Jan. 8.—New Year's Eve and New Year's night business in local night clubs, beer gardens, cafes and restaurants using entertainers was the best since the fall of '29. According to proprietors and managers, the spurt is due to repeal and the improvement of economic conditions generally. The holiday week-end witnessed gay crowds in local spots with money in their pockets and willingness to spend it.

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

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

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

## Musicians To Battle Madison Liquor Ordinance

MADISON, Wis., Jan. 8.—Organized musicians here are preparing to go to the mat with the Madison Common Council on the city liquor control ordinance, which prohibits dancing in taverns.

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

JOLSON RECORDING ORCHESTRA, Four Texas Guitars, and Sally Candler, in her tan dance number, are featured at the German-Bavarian Village, Albany, N. Y.

**ATTENTION!**  
CAFES, HOTELS, NIGHT CLUBS  
Write, Wire or Phone  
**ERNIE YOUNG**  
162 N. State St., CHICAGO, ILL.  
for  
Any Type of Acts, Revues or Orchestras  
Largest Office in America Catering Exclusively to Floor Shows  
Phone—Central 1714  
We Have a Thousand Used Costumes For Sale

Conducted by M. H. SHAPIRO—Address: Radio, Music and Orchestra Communications to 1564 Broadway, New York City.

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

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

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

Standard Brands is still the J. Walter Thompson standby utilizing one hour each week with Vanitas and Whiteman and Rubino's shows, plus the half hour for Ozzie Nelson-Joe Penner and now Jack Pearl and Peter Van Steeden.

### CBS LEADERS

On Columbia Broadcasting System network Blackett-Sample-Hummert is the best spender, with several substantial accounts throughout the week which call for annual total revenue for time of well over the \$1,000,000 mark.

Barton, Durstine & Osborn runs second on CBS with appropriations for the chain of over \$500,000, and in comparatively close order there follows Newell Blackett Company, whose claim to fame is the Chesterfield cigarette account, Lennox & Mitchell, just under the \$500,000 mark, gave CBS the Old Gold business, also Tide Water Oil and Woodbury soap. Erwin Wasey & Company and J. Walter Thompson complete the first six on CBS.

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

## Coast Wire Charge The Same, Says ATT

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

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

NEW YORK, Jan. 6.—Officials of the American Telephone and Telegraph Company deny knowledge of a reduction in any wire charges from the coast to Eastern points. Charge is the same both ways, they state, as long as the mileage covered is the same. Both networks have their "round robin" circuits between coasts, and ATT points out that reversal of a circuit, a move that takes merely a matter of half a minute or so, brings a charge that rarely totals the \$100 mark on a program.

These charges in some cases are abated. (See COAST WIRE on page 54)

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

NEW YORK, Jan. 6.—National Broadcasting Company revenue for the sale of network facilities and spot broadcasts totaled \$2,324,567 for the month of December. This compares with \$2,090,494 for the month of December, 1932, and \$2,186,342 for the month of November, 1933. December, 1931, however, was the high with \$2,598,185.

Columbia Broadcasting System chalked up \$1,372,716 for December sale of time, which compares with \$1,055,230 for December, 1932, and \$1,277,459 for November last.

NBC grand total for sale of facilities or gross revenue for the year 1933 is \$21,453,732, as against \$26,504,881 in 1932, which was considered a phenomenon of some sort with the first six months seeing the best business of NBC's career to date. CBS grand total for 1933 is \$10,025,185, as against \$12,001,368 for 1932, the first five months of which also were of fresh nature in point of huge revenue. Until definite figures were available, it had been estimated that CBS would be lower for December and NBC higher than the final result. Outside revenue, such as artists' bureau commissions, are not included in these figures.

## Thompson Agency Signs Maude Adams for Ponds

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

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

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

## Networks Proffer Good Will, Also Statistics as Auto Shows Arrive

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

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

## Aussie Radio "Uncles" Form Their Own Club

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

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

## Both Ford Periods Are Signed by CBS

NEW YORK, Jan. 6.—The Ford Motor Company dealers will use the Columbia Broadcasting System network for both its programs, to be headed by the Fred Waring Orchestra, plus guest stars Waring will start on Sunday, February 4, at 8:30 p.m. and other program will be heard on Thursday at 7:30-10 p.m. One is opposite Eddie Cantor for the half hour and the other backs the Maxwell House Showboat for a similar period. Both are considered among NBC's most powerful shows.

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

## Hobler Made President Of Benton & Bowles, Inc.

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

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

## Director and Wife in Crash

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

## Networks Split Seven Renewals

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

CBS new business: The Borden Sales Company (milk products), thru Young & Rubicam, Inc., starts January 10, on 38 stations to the coast. Wednesdays, 11:45-12 noon. Jax, Ellison's Magic Recipes.

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

F. Lottillard Company (Old Gold Cigarettes), thru Lennox & Mitchell, Inc., 39 stations Coast to Coast with program originating on the West Coast. Ted Fictor and his orchestra, beginning February 7. Other talent may be added.

The Whiteman Corporation (cereal), thru McKee & Albright, Philadelphia; from January 1, Mondays, Wednesdays and Saturdays, 6:45-7 p.m., and Tuesdays and Thursdays, 7:45-8 p.m. Old Man Sunshine, on WABC and three New England outlets.

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

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

Household Finance Corporation (small loans), thru Charles Daniel Frey Company, Chicago; from January 2, Tuesdays, 9-9:30 p.m. WJZ network of 14 stations with some program originating in Chicago studios. Household Musical Memories—concert orchestra, directed by Josef Kocane. Alice Mook, Tom, Dick and Harry, male trio, and Edgar Guest, poet.

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

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

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

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

Lahn & Pink Products Company has signed for 28 weekly programs to be heard each Wednesday 7:30-8 p.m. (See NETWORKS SPLIT on page 54)

## Australian Radio Licensees Increase

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

The commission reports an increase of 99,532 receiving set licenses for the year ended June 30, the greatest progress yet recorded. This is taken as approval by the licensing audience of the type of programs broadcast by the government-owned radio system.

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

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

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

LOS ANGELES, Jan. 8.—Carrying on its campaign to rid the air of advertising, *The Ventura Free Press*, under the title of *American Broadcasting*, struck last week at the root of the weakness of a system wholly supported by advertising. The article is based on the study of one day's output of 200 commercial stations, including program contents and sales talk interruptions. The *Free Press* maintains that while various surveys have shown that adult listeners prefer news and information, classical music, popular music and jazz and dramatic presentations, thru the dictation of the advertiser their third choice—modern music and jazz—actually fills two-thirds of all program time. Estimates show that power, new tubes, repairs and replacements cost the 18,000,000 American receiving set owners more than \$300,000,000 a year.

On the other hand, the maximum annual expenditure of the broadcasting stations and network, including operation of enormously expensive advertising sales departments, does not exceed \$60,000,000. *The Free Press* is opposed

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

KNX, Hollywood, is now in its third week of decrying the newspapers for conspiring with commercial accounts and refusing to broadcast news events. Where the station gets its news matter is a source of worry to the local Associated and United Press offices. Checks have been made to determine how the matter reaches the stations with very little results. It is believed that the station could not organize a nationwide news gathering organization in so short a time and yet KNX broadcasts nationwide news 26 times daily at 30-minute intervals. Fake stories planted in the daily papers have failed to trip the station up.

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

## Foreign Language Idyll

NEW YORK, Jan. 8.—Adhering to its policy of not taking on any foreign language commercials on its evening schedule, WEVD turned down a good half hour program and subsequently turned agent and producer for the account in question. Station manager to shift the program to WFAB, which shares its wave length (where else can a station get favors) but agreed to do as the client wished—produce and send out the program from its own studios by wire to WFAB.

Account is sponsored by A. Goodman & Sons, who have a yen for Jewish operettas with original casts, to be heard each Wednesday night at 9-9:40 p.m. They make matzos and spaghetti.

## Dean Joins Campbell-Ewald

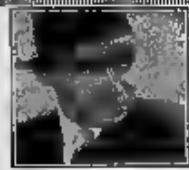
NEW YORK, Jan. 8.—Henry T. Ewald, president of Campbell-Ewald Company, of Detroit, announces Louis Dean as a new member of the concern's radio staff. Dean who for years was one of the best known CBS announcers, is now program manager for the ad agency and is assistant to M. A. Hollinghead, director of the Radio Department. General Motors is one of the C-E accounts.

lar songs, with the music by Jones and the lyrics by Charlie Newman. Jones publishes all his own compositions; the latest are *All Mine, Almost; Marching Home With the Band; Tick-Tock Town; and Tell Me Again*, nearly all of them fox-trots, and when Jones and his band feature them over the CBS network from the Hotel Commodore, where Jones is appearing nightly with his orchestra.

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

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

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



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

BEN MARDEN  
Fronts

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

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

**JOHNNY FOGARTY**  
THE IRISH-AMERICAN TENOR  
JACK FROST SUGAR HOUR  
NBC NETWORK  
Personal Direction  
James E. Gillespie,  
1860 Broadway, N. Y.

THE ART WITH A THOUSAND IMITATORS

**OTTO GRAY**  
and His Oklahoma Cowboys  
STILLWATER, OKLAHOMA  
For Open Dates Write GIBBSON BOOKING  
WICHITA, CO., Regent Theatre Bldg., Spring-  
field, O.  
Or Care The Billboard, Cincinnati, O.

# AIR BRIEFS

By JOE HOFFMAN

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

Gus Arrahelm's Orchestra has been signed to play on Bing Crosby's Woodbury program over the Coast-to-Coast CBS network starting January 16, replacing Lenzie Hayton's Musicsters. The Mills Brothers, originally engaged for three guest appearances on this series, have been retained until Bing Crosby leaves the Pacific Coast in February. . . Ye Happy Minstrel and His Tiny Band has been renewed for 18 weeks over the CBS network by Wheatons Corporation. . . Lee Sims and Donny Bailey returned to Chicago January 7 to make a guest appearance on the Real Silk Revue. Chicago is where this duo first started to climb. . . Johnny Yubase, young Michigan songwriter and comedian, broke all fan-mail records of WJL, Detroit, after his appearance over that station.

Eddie Duchin and his Central Park Casino orchestra will be heard over an NBC-WJZ network three times a week instead of two. The initial broadcast was January 9. . . Ariane Jackson, songstress, returned to NBC Saturday. Jack Berger's Orchestra is recording for three different companies. . . Cole's Virginians, now being featured over WHN, is the same instrumental and vocal hot program they used in their vaudeville act. . . Nathan Broil, orchestra leader at the Vanderbilt Hotel, New York, just finished a series of electrical transcriptions. . . Nemo Roth will be made professional manager of Kelt-Engel. . . Tito Guizar may be featured in a Schubert show. . . Big Freddie Miller, the CBS Britton, invites all his friends up to the studio to listen to his CBS programs. . . Jane Froman, now one of radio's busiest oracles, what with her radio appearances and her work in the *Ziegfeld Follies*. . . Lee Wiley very nervous when she sings before a program audience. . . Sidney Mann, NBC's "Girl With the Violin Voice," will sail for Milan in April to complete her operatic studies. She will return to New

York during the late fall to make her operatic debut. She is currently heard every night over WJZ. . . Dick Leibert's two Sunday night broadcasts on which he features organ solos and an accompaniment to John Fogarty will continue indefinitely. . . Tito Coral appearing at the Detroit Athletic Club. . . Dave Rubinoff's Orchestra opens at the Roosevelt Wednesday of this week. . . Paul Keast being featured on the Silver Duet program with Rollo Hudson's Orchestra and Phil Cook over CBS. . . Harry Horlick will use a girl singer on his Monday night WEAF broadcasts. . . Alexander Kiriloff's Orchestra will get an additional NBC spot within two weeks. . . Joey Nash tenor, is being featured with Frances Lansford on the Sparthian Revue with Dick Himber's Orchestra on Sundays over WEAF. . . Buddy Rogers and his band . . . into the Paramount January 28 after completing their current vaudeville tour. . . Joe Sullivan, standard vaudeville act is presenting his pianology in program form over WHN several times a week. The Funnyboners are recording eight of their original novelty songs for exclusive release in England. This is the second batch of songs this trio has put on discs for English release. . . Bert Hirsch has been engaged as concert master and viola soloist on the new *Show Boat* program over WEAF every Thursday night.

Francis Randolph, of Higbee, Mo., arrived in New York late last fall and in less than two months succeeded in being heard on network programs having the kind of tenor voice that helps to make the Campus Choir what it is. He was first heard with Lum and Abner on one of those Radio City dedicatory programs and since appeared three times on the *Ipsans Troubadour* program, as well as the *Camel* hour, hot, and is regularly on a WOR operatic sustaining.

Ted Black and his orchestra, heard daily over the NBC networks from the Cafe Loyale, will introduce for the first time this week a unique collection of South American tango and rumba tunes he has especially arranged. . . Black received these numbers from an admirer in Rio de Janeiro who heard his orchestra from WEAF a few months ago. Black on his usual radio programs has been featuring a popular song hit of the week, and from the many fan letters he has received this idea has built up a tremendous following of listeners all over the world.

Isham Jones is starting the New Year off with a brand-new collection of popu-



**TED BLACK**  
and his Orchestra  
Cafe Loyale 5th Ave. at 41st St.  
SPECIAL FEATURE EACH MORNING.  
\* TO THIS WEAF ONLY  
Direction: JACK O'LEARY  
N. D. C. APPEARS' SERVICE

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

**BABY ROSE MARIE**  
SOLE FEATURE TASTY YEAST PROGRAM  
Sundays at 12:15 Noon and Mondays at 7:15 P.M., WJZ.  
Direction  
ROMM MEYERS-BESTRY SCHEUING  
Paramount Bldg.  
Phone: Lickwarme 4-322, New York

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

**ISHAM JONES** AND HIS ORCHESTRA  
"THE BIG SHOW"  
COMMODORE HOTEL  
New York  
BROADCASTING G. E. S.  
Tue., Thurs., Fri., 11:30 to 12 P. M.  
COAST TO COAST  
DIRECTION COLUMBIA BROADCASTING SYSTEM  
SPONSORED BY SK-LAC  
Every Monday, 8:30 to 10 P. M.

PROGRAM REVIEWS

Sal Hepatica Revue

Reviewed Wednesdays, 9:30-10 p.m. Style—Revue. Sponsor—Bristol-Myers Company. Station—WEAF (NBC network).

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

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

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

Before the close Allen mentioned his fare for next week in regard to answering questions that trouble the listeners. *Ride and Shine* by the orchestra closed the program out. M. H. S.

Spartan Radios

Reviewed Sunday, 9:30-10 p.m. Style—Orchestra and vocal soloist. Sponsor—Sparks-Withington Company. Station—WEAF (NBC network).

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

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

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

Spartan radio tubes also come in for a plug, the talk again reverting to poor reception. Toward the close the credit included the manufacturers' 35 years of service from both the American and Canadian branches of the business, as well as the "haunting quality of radio's richest voice." Even tho' the program runs a half hour, the comparative quality and quantity of the entertainment are above par and packing a healthy sock. Numbers used by both the singers and the band were particularly well chosen. M. H. S.

Babe Ruth Boys' Club

Reviewed Wednesday, 8:30-8:35 p.m. Style—Boys' club, talk. Sponsor—Standard Oil Company of New Jersey. Station—WOR.

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

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

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

Television

By Benn Hall

Wall Street Hopes

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

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

Manufacturers Interested

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

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

Roosevelt's Son "Hints"

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

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

CHI AIR NOTES

By NAT GREEN

Jack Whiting, singing, dancing star of various Broadway hits, has signed a contract for a Coast-to-Coast CBS series to be sponsored by the Richard Hudnut Company. With Whiting on the show will be Jeannie Lang, Jack Donny's orchestra and the Three Escaels, new California harmony trio. The program starts February 9. Whiting is appearing at the Palace Theater here this week.

Virginia Clark and Gene and Charlie have been signed for another year on the National Tea Company program over WBBM. . . . Uncle Bob (Walter Wilson) completed his 11th year of broadcasting over the same station with his KYW program of January 5. . . . Bob Becker, outdoor editor of *The Chicago Tribune* and nationally known sportsman, collector and explorer, presents a new two-week program on WGN starting January 8. . . . The program will constitute a series of stories about dogs. . . . Mr. and Mrs. Pat Flanagan go to Miami, Fla., January 21 for a month's vacation. . . . A dramatic show, *The Dramatized Coin*, has been signed for WBBM for the Muzimatic Coin Company and started January 5. . . . Phil Porterford, hero of the *Galaxy of Stars*, fully recovered from an appendicitis operation, returns to the program January 9. Porterford left the hospital December 23 and has been convalescing at Port Wayne, Ind. . . . J. E. and Mae have returned to WJJD.

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

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

heard over WGN on all of the periods now held by Clyde McCoy. . . . Bob Nolan has given up night club and stage work entirely to devote all his time to radio. . . . Nolan is featured as emcee in *The Grab Bag* over CBS-WBBM; he also appears on *King Gambinus* and *His Court and Chicago Nights* on WBBM, and has also signed a new CBS commercial. . . . The S. O. S. Company, thru Henri Hurst & McDonald, Inc., has contracted for 33 additional five-minute transcriptions over WLS on Tuesday, Thursday and Friday. . . . Eddie South, "dark angel of the violin," is orchestra and tenor, Jack Brooks, will be heard in a new CBS series, originating in Chi. for *Chamberlain's Lotion*. . . . David Stephan writes from Flint, Mich., that Johnny Yuhass, young songwriter and singer, after making a hit in Detroit via WJR, is visiting in Flint prior to coming to Chi for a night club engagement. . . . Ken Shirk and Glen Imler have joined the WIND staff.

Sidney N. Strotz, head of the NBC artists' bureau here, spent some time in New York last week, which is believed to preface some changes in sustaining programs originating in the Chi studios.

New Princess Pat dramatic program went on the air January 7 and will bring a different cast of actors to the mike every Sunday. . . . Skyland Scotty Wiseman, North Carolina balladist, starts a new three-a-week series on WLS January 8. . . . Plug pong has hit the WJJD staff and in their spare time they can be found playing the game in the spacious court, or whatever it is called, that Ralph Atlas has turned over to them. . . . Irene Rich was ill one night the past week and Ann Seymour substituted for her on the grape juice program. . . . Beginning January 8 Adele Shaw will be heard regularly on the *Brans Fur* program on WBBM repeating the grand stars heard in the past. . . . Pat Kennedy, sweet Irish singer, now on WGN, CBS *March of Time* sponsor has renewed the time, starting January 12. . . . Sponsors of *Headlines of Other*

Jack Doty's Sons Drown

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

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

Musicians' Contract Unchanged

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

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

Days, presented by Quin Ryan on WGN, have renewed their contract for another year. . . . WJJD has asked permission of the Federal Radio Commission to move its main studio from Mooseheart, Ill., to 301 North Wells street, Chicago. . . . Hal Kemp and his arch stars will be heard daily from 10:45 to 11 a.m. via electrical transcription, over WBBM for the Levene Corporation. . . . Dorothy Shidler and Announcer Val Sherman have been signed for the new Mar-o-Oil twice-a-week program on which Bob Nolan, baritone, and the Norm Sherr-Eddie House piano-organ team start on January 9 via WBBM-CBS.

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 material will be dated, attested to, and fled away under the name of the claimant.

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

### New Song Tips

#### "There Goes My Heart"

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

Simplicity of both lyric and melody should make this number available to those who like their ballads in conformity with modern demands. It has the value of smoothness and the requisite sentimental touches without too much mushiness and the usual re-terminations. This same formula made many songs in the past, notably "Wonder Who's Missing Her Now" and others which we are unable to recall at the moment. As the name of the creation implies, everything is expressed in the past tense. To make sure that the implication will not be misunderstood extra words are supplied both in the verses and chorus to designate the opposite sexes. If the singer happens to be a male all that is necessary to make the fact clear is to say "she" and vice versa. A familiar, optional guide that rates nothing new from any angle. This is merely mentioned because there have been occasions when vocalists have balked at using words they thought might not fit them. Predicting the success or failure of songs is a dangerous and foolhardy procedure as we have often remarked in this column. Nevertheless there is something about this one that augurs some longevity, at least.

#### "Looks Like a Beautiful Day"

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

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

#### "I'm Just a Victim of Love"

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

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

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

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

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

### West Coast Notes

LOS ANGELES, Jan. 6.—Hazel Warner walked out of KHJ Sunday night when the station ordered some of her numbers cut and was immediately picked up by Al Pearce on Monday. Miss Warner was with Pearce and his gang for a number of years on KPFO, San Francisco, and left him when he was broadcasting from KHJ last spring and walked out because the Artists' Bureau wanted a 30 per cent slice of his theater earnings. Miss Warner was induced by the Don Lee heads to remain with the station under promise of a heavy buildup, which did not come. Pearce, in taking Miss Warner, has offered her a substantial boost in salary and has guaranteed legal protection against any suits Don Lee or the Artists' Bureau might take against her.

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

The Seven Lovely Ladies, a singing ensemble, joins Arthur Jarrett, Kay Thompson and the Three Rhythmic Kings on the All-Star Revue Thursday and Sundays over the Columbia-Don Lee network. Billy Hamer, motion picture music arranger, makes the arrangements for the ladies.

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

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

SAN FRANCISCO, Jan. 6.—Leo S. Roberts, composer of *Sailors*, and Irving Kennedy, ace tenor, have been signed by Folger Coffee for KGO and affiliated stations Friday at 9:15 p.m.

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

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

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

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

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

Dobbie's *Del Monte Ship of Joy* program is scheduled for broadcasts in Western States via NBC stations Mondays, 6:30 to 7 p.m., in addition to Eastern etherizing.

RALPH BENNETT and his orchestra, billed as the Seven Aces, all of them, have been placed in the Book-Cadillac Hotel, Detroit, following Seymour Simons, who completed a record engagement there last week. Bennett comes from the Alouette Club, St. Louis. Orchestra features Jack Foyell and Myrah Lange, singers, and has seven entertaining members in the band, including two dancers. Band is broadcasting over WFR twice daily.

### Radio Artist's Tune A "Follies" Smash Hit

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

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

### Orchestra Notes

By DON KING

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

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

CHARLIE ROCKEL'S Orchestra is out of the Croydon Club and into the Hotel Park Central's Tin Top Room for the luncheon hours.

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

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

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

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

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

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

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

DON PABLO and his International Orchestra are touring to a full schedule in the South. They are reported to have recently landed a 32-record Victor contract.

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

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

(See ORCHESTRA NOTES on page 53)

## Midwest NBC Shows Big Gain

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

CHICAGO, Jan. 6.—Extremely optimistic is the report of radio business conditions issued this week by Niles Trammell head of the central division of National Broadcasting Company.

"Commercial broadcasting business has had a definite upturn in the last quarter of 1933," says Mr. Trammell "and we go into 1934 with the evening time on both our red and blue networks practically sold out."

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

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

## Whiteman Biltmore Opening Brilliant

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

Cover charge is now \$1 week days and \$2 over the week-end, but not at dinner season. Sunday night concerts are to be resumed around the dinner hour. Whiteman, using his usual symphonic and modern American compositions for dance music and vocal soloists the organization includes Harmonia, Peggy Healy, Jack Fulton, Bob Lawrence, Jack Teagarden and Roy Bergy, as well as others.

Opening was the most brilliant of the season from every angle. Altho not scheduled to get under way until nearly midnight on account of being Whiteman's commercial broadcast night 11 p.m., by 11:35 it was a complete sell-out at the Casino Bleu, with the silk ropes in place. Contrary to the usual procedure of placing the spotlight on various celebrities and calling on them for a bow, the fact that they were there was taken for granted and they were left in peace. In addition to the usual Broadway and Hollywood representation, about every w.-k. radio artist and musical conductor in town dropped in to spend a few hours.

Oh! Don't They Are Knockout News, Chicago Designs; Post Cards; 250 1/2x3 1/2 Cards, 25.00; 1,000 Paper, same, 114.00; 5,000 3 1/2x5 1/2 Cards, 500.00; 1,000 Paper, same, 114.00. Cash with order. Special bills enclosed to order, \$12.00 pp. Wire your order NOW, or write for samples, New Date Book and Price List.

### CENTRAL SHOW PRINTING CO.

MASON CITY, IOWA.

WANTED P and E-Flat French Horn. Must be in good condition. Addr. BOX D-126, Billboard, Cincinnati, O.

OUT-OF-TOWN OPENINGS

"All the King's Horses" (New Haven)

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

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

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

Was well received generally by local critics.

"Dark Victory" (New Haven)

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

In the cast are Elliot Cabot, Jane Seymour, Kenneth Hunter, Katherine Emery, Harvey Stephens, Marie Bruce, Ann Davis, Taliant Tabbs, Margaret Mullin, Ben Kogland, F. I. Curtis, Mildred Quigley, Ryder Kean, Betty Oakland and Helen Strickland.

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

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

"Re-Echo" (Philadelphia)

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

Cast includes Thurston Hall, Leonard Mence, Carlotta Nilsson, Phyllis Povah, Harry Davidson, George Wilcott, Walter D. Greene and Chisholm Beach.

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

Well written and well acted, but the play concerns very familiar situations. The audience had no difficulty in reaching the turn of the plot ahead of the play. Odell Hauser, of The Evening Ledger, said: "The author has worked out his action in terms of the individual story of an interesting group of characters. The characters are truly drawn and they hold the attention and interest. Purely human values are always made the business of the moment. It is a long play because a considerable span of action is covered. To shorten it would be advantageous. The dialog is expertly written. There are moments of mental excitement and there are moments of a genuinely pathetic quality. What one does miss is the essence of life and movement. And the events of the plot are rather matter-of-fact."

Both play and production showed evidence of painstaking care. A most excellent company of actors has been assembled. Henry T. Murdock, of The Evening Ledger, said: "Well acted and within its self-imposed limits well written, it suffers from the deadly caniness of playwrights who have met all the situations before and know all the answers before the writer announces them. His speeches are effective and his people are believable, but what they do and say comes under the head of old business."

THE NEW PLAYS ON BROADWAY

WINTER GARDEN

Beginning Thursday Evening, January 4, 1934

ZIEGFELD FOLLIES

A revue staged by Bobby Connolly. Production, lighting and additional numbers staged by John Murray Anderson. Production lighted by E. Y. Harburg. Production composers, Vernon Duke and Samuel Brown. Additional words and music by Billy Rose, Ballard MacDonald, Joseph Meyer, Edna Sussex, Billy Hill, Robert Dolan, Peter de Rosa, E. Hartman and Richard Meyers. Sketches by E. I. Phillips, Fred Allen and Harry Tugend and David Freedman. Dialog staged by Edward G. Lilly. Additional songs staged by Joseph Alan Costner designed by Russell Patterson, Raoul Du Bois, Charles LeMayre and Kivette. Settings designed by Watson Barrott and Albert R. Johnson, with graphics uncredited. Musical director, John Woodman. Presented by Mrs. Florence Ziegfeld (Billie Burke). (The Shuberts.)

PRINCIPALS—Fanny Brice, Willie and Eugene Howard, Everett Marshall, Jean Prosser, Patricia Green, Vilma and Buddy Egan, Oliver Wallace, Cherry and June Brasser, Don Ross, Brice Hutchinson, Judith Barron, Bette Beaton, Eve Arden, Loretta Denison, Victor Seelig, John Adelz, Gus Ray, The Vikings, Fred Mannat, Jacques Gerlier, James Klyson, Vivian Janis and the Barnyard Strata Dancers.

THE "FOLLIES" GIRLS—Dorothy Buckley, Hope Dana, Edith Koenig, Marian Santa, Marie Stevens, Gladys Sweetser, Ethel Thorsen, Florence Miller, Ruth Keller.

CAST—Mrs. C. G. O'Connell, Carolyn Ryan, Louise Ambrosio, Helene Frederic, Charlotte Mason, Leone Souza, Bobbin Miller. DANCERS—Joanna Alton, Virginia Allen, Peggy Ann, Marjorie Bellini, Mary Bay, Helen Bland, Hazel Bosting, Mildred Bost, Mary Ellen Brown, Joanna Cannon, Jean Carole, Maxine Darrell, Dorothy Daly, Lenita Foster, Marjorie Gayle, Gloria Glendon, Julia Gorman, Helen Hanson, Pearl Harris, Irene Harkin, Belle Jenner, Gladys Keating, Evelyn Laurin, Helen Leonard, Frances McGee, Jane Madix, Evelyn Nelson, Evelyn Nichols, Thom Roberts, Edwina Steele, Maria Steele, Jean Stuart, Mildred Webb, Gloria Cook.

CASTLEMAN—Herman Belmonte, Al Bloom, Frank Carter, Jack Cogan, Frank Ericson, Clark Leitch, Dinty Moore, Jack Ross, Sid Seizer, Sid White.

Reports came down from Boston, when the show played there, that the Shubert version of the Ziegfeld Follies (with Billie Burke as nominal entrepreneur) was something less than perfect; the reports intimated, in fact, that it was nothing to throw no-quits—or even money for orchestra seats—at. If those reports were true, there's a miracle man around town somewhere. For the Ziegfeld Follies that came to the Winter Garden Thursday night provide a sumptuous, satisfying and thoroughly entertaining evening, the finest evening in a revue theater (at least so far as this corner is concerned) since Americans died prematurely a year ago last fall. And that includes all corners in between.

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

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

The current Follies is the first show since Americana at which this reporter looked at his program and felt sorry that there weren't more scenes than those scheduled. The show broke at 11:30, but it didn't seem like more than 10:15. One can't begin to enumerate the high spots. There was, as a matter of fact, ZIEGFELD FOLLIES on page 55)

RITZ

Beginning Wednesday Evening, January 3, 1934

THE WOODEN SLIPPER

A romantic comedy by Samson Raphaelson. Staged by the author. Settings designed by Raymond Sovey, built by Turner Scenic Construction Company and painted by Tri-Angle Studio. Presented by Dwight Deere Wiman.

Conductor... Mortimer H. Welden. Antoinette... Alice Reinhardt. Andre... Ross Alexander. Julia Zigurowy... Dorothy Hall. Michael Hajos... John Halloran. Adele Zigurowy... Cecilia Loftus. Iva Zigurowy... Ruth Altman. Lusha Zigurowy... Montagu Love. August... Dorothy Drake. August... Clarence Ballat. Mortimer... Paul Guilfoyle. A Woman... Marjorie Rollis. Another Conductor... M. H. Bisher. John... John Finkler. Pierre... Richard Eubank. Kay... Josephine Jones. Madame Boyer... Alice Belmont. Alexander Dudot... Aubrey Beattie. Act I—Scene 1: A Train. Leaving Paris. Scene 2: The Zigurowy Home in Budapest. Days Later. Scene 3: A Train. Leaving Budapest. The Same Day. ACT II—Scene 1: Kitchen in Paris. Six Months Later. Scene 2: Same. Next Morning. ACT III—Scene 1: The middle European in Budapest. Three Months Later. Scene 2: Same. After the Theater That Evening.

The Wooden Slipper, Samson Raphaelson's "romantic comedy" that Dwight Deere Wiman brought to the Ritz Wednesday night under the author's direction, is a saga of a lovelorn cook, complicated by faint stirrings of the Cinderella tale and still another royal family. As the cynic may suspect, the action is laid chiefly in Budapest, the Mecca of American dramatists who want to be romantic. Whenever there is a romantic actress or a little Cinderella, Budapest takes it on the chin. It seems to be the only middle European town known to members of the Dramatists Guild and the efforts of such legitimate middle Europeans as Herr Molnar and even Herr Sodeur have set the tone for the matter of that. The Wooden Slipper holds something of two of Herr Sodeur's pieces, A Church Mouse and I Love an Actress.

Maybe Mr. Raphaelson was trying to kid the Mittel European school of American drama; certain it is that he has incorporated every trick known to the genre (thus making a hedgehog that could be any one of a dozen or so other pieces). Add to that that his play is

Academy Students Start With "Dangerous Corner"

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

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

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

Richard Harvey, Richard Anderson, Betty Field, Jean Thomas, Collin Pitt, Muriel Wright, Jean Casto, Mary Chamberlin and Helen Casavaro appeared in the first act of Paris Bound, which was used as the curtain raiser. The Misses Field, Casto and Chamberlin showed possibilities. EUGENE BURR.

neither particularly romantic nor particularly comic as he dubs it, is merely an understatement.

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

FROM OUT FRONT

By Eugene Burr

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

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

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

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

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

Said Mr. Atkinson: "Everyone who has indulged in any connected thinking about the theater realizes that it is only partly alive without the collaboration of permanent acting companies. A producing organization without a permanent company is a contradiction in terms." Said Miss Wood, realistically touching on an unpleasant but necessary problem: "But it's the public we want to interest in a sales talk on revivals; actors have always been attracted to the idea. How can we do it? By asking playgoers to (See FROM OUT FRONT on page 55)



FULTON

Beginning Tuesday Evening, January 2, 1934
HALFWAY TO HELL

A new play by Crane Wilbur. Staged by the author. Settings by Philip Grib. Scenery constructed by William Menohing Studios.

Cast list including Zebulon Brant, Carlotta Macy, and others.

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

Halfway to Hell is halfway to Cain's already. And it's not so much the blame of the actors as it is the blame of the playwright, Crane Wilbur.

It's one of those mystery thrillers that are not so mysterious and only mildly thrilling. People are murdered, but you can't get very excited over it.

Just to give you an idea, one Captain Zebulon Brant, living in a former light-house, calls eight of his relations to his deathbed.

Well, the eight sleep overnight at the house and during the night Martha Brant and her brother, Christopher, are both murdered.

Carlotta Macy is excellent as the captain. Van Lowe is properly menacing as the Chinese servant.

MANSFIELD

Beginning Wednesday Evening, Jan. 3, 1934
THE GODS WE MAKE

A comedy drama by G. H. McCall and S. Rowntree. Staged by John Cameron.

Cast list including Madeo Glendon, Ara Gerald, and others.

If we are not mistaken, this was something the Group Theater announced several months ago.

Briefly, the play concerns a wealthy lady whose attentions are lavished on a young man, whose attentions are on a variety of other females.

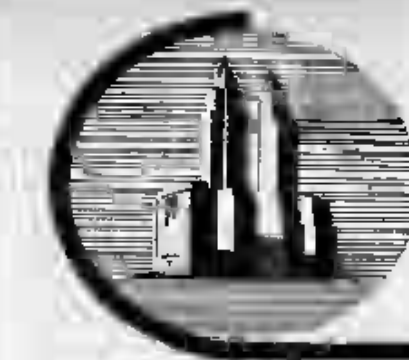
BILTMORE

Beginning Monday Evening, January 1, 1934
BIG HEARTED HERBERT

A play adapted by Sophie Kerr and Anna Steece Richardson from a story by Miss Kerr. Staged by Dan Jarrett.

Cast list including Herbert Kaines, Norman Williams, and others.

Last week when your reporter was tussling with tonsillitis he was also starving for shows.



THE NEW CENTER

You are at the very heart of important New York when you stop at The Waldorf-Astoria on residential Park Avenue.

THE WALDORF-ASTORIA
PARK AVENUE - 49TH TO 50TH STS - NEW YORK

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

The second part of the fourth production which the Chorus Equity Association had written in the Motion Picture Code for the protection of its members working in vaudeville and presentation houses reads as follows:

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

its type. The only thing against it is the type itself. The title (about the silliest since Ham Meat arrived at the Provincetown a year ago) reminds you of a cheap syndicated "funny" strip—and so, for that matter, does the rest of the play.

We are holding checks in settlement of claims for Joan Abbey, Marge Adams, Nancy Lee Blaine, Adele Butler, Peggy Barrow, Janet Carver, Charlotte Davis, Guy Daly Betty Eisner, Margaret Freeman, Betty Field, Margaret Fitzpatrick, Vera Fredrick, Marie Gale, Inez Coetz, Gladys Harris, Marge Hylan, Marion Logan, Elizabeth Huyler, Fred Holmes, Edward Howell, Dorothy Melior, George Marshall, Matt Merrill, Katharine O'Neil, Robert Rochford, Carol Raffin, Percy Richards, Ragna Ray, Jack Richards, Frank Shea, Romulo Santos, Hazel St. Amant, Virginia Whiting and Dilean Ward.

BROADWAY RUNS

Table with columns: Dramatic, Musical Comedy, and other categories. Lists plays like 'All Wilderness', 'Big Hearted Herbert', 'The First Applle', etc., with dates and performance counts.

The Herbert in question is a self-made man, with a huge hate for colleges and all those things that he never enjoyed. His children, he is determined shall be plain kids in the plain home of a plain man that was good enough for him.

American Academy of Dramatic Arts. Founded 1881 by Franklin H. ... THE first and foremost institution for dramatic and expressive training.

Alvina Theatre. TALKIES, DANCING, SINGING. GRADUATES: Leo Tracy, Peggy Shannon, Vera Marks, Fred Astaire, etc.

PLAYS PLAYS. We have the newest and most attractive, as well as the largest assortment of plays in the world.

SAMUEL FRENCH (Incorporated 1928). Only play publishers in the world. 23 West 45th Street, NEW YORK CITY.

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

# MAJORS TO CUT PRODUCTION

## Believe Too Many Pictures Spoil Quality; Limit to 30

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

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

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

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

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

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

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

## United Artists Restores Pay Cuts

NEW YORK, Jan. 6.—There are smiling faces around the United Artists' headquarters here since Joseph Schenck called Al Lichtman to restore the depression pay cuts to the members of the organization. About 500 employees share in the good news.

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

## Cooper Annexes Two

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

## Indiana Exhibs Elect S. W. Neall

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

The new directors elected are V. H. Young, Gary; Roy Harold, Rushville; W. P. Easley, Greensburg; A. E. Bennett, Muncie; E. L. Miller, Brazil; Oscar Fine, Evansville; James Fushanase, South Bend; R. F. Scherer, Linton; H. P. Vonderschmitt, Bloomington; Frank Carey, Lebanon; Maurice Rubin, Michigan City; Ross Garver, Terre Haute; Alex Mantz, Indiana Harbor; R. E. Blair, A. C. Zaring and L. E. Foulden, the latter three all of Indianapolis.

## Dallas Censorship Looms

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

## Vitaphone Busy

NEW YORK, Jan. 6.—Vitaphone studios in Brooklyn are working at top speed in an effort to keep up with its shooting schedule. The company now has 20 shorts in the cutting room. The group comprises 5 two-reelers, 14 one-reelers and 1 three-reel special.

## Harry Thomas Elected Head Of Independent Producers

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

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

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

LINCOLN, Neb., Jan. 6.—Settlement of the William N. Youngclaus suit for damages out of court brought by Levar Martin, Allied Theaters president, to town for a while. Reluctant to give figures, counsel for both sides refused to voice the settlement, but those in the know understood it was for \$25,000, of which \$5,000 would take care of the Youngclaus attorneys and \$2,700 was to go to the Allied for backing received during the fight.

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

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

The suit was brought against the Omaha Film Board of Trade and the Motion Picture Producers and Distributors of America for alleged violation of an injunction received by Youngclaus two years ago. Suit was for \$325,000 damages and was settled by long-distance phone call from New York confirming a figure. Youngclaus was front page in the film trade journals for about three months during the previous fight and was a big factor in arousing the need of a stringent picture code.

## Australia Center Of Building War

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

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

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

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

## Rivoli Goes Foreign

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

## Fire Hurts 12

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

## L. A. Agents Get Break

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

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

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

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

Testimony brought out that the agency secured Cabot his first film work and had negotiated a contract with Radio Pictures for him whereby his salary advanced from \$200 a week to \$2,000 a week over a five-year period.

## Kuykendall Hears Exhib Complaints

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

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

## Simon With 20th

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

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

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

It is Mr. Thomas' plan to engage the services of a permanent executive secretary, who will give his entire time to promoting the interests of the Federation and its members. Headquarters are to be opened for the Federation at some centrally located point just as soon as the executive secretary has been chosen.

**PERSONALS**

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

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

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

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

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

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

Boots Mancell has been appointed director of advertising and publicity of Majestic Pictures.

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

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

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

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

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

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

**Mississippi Biz Up**

JACKSON, Miss., Jan. 6.—Business in the South is considerably improved as indicated by figures of the State tax commission on receipts for 10 per cent amusement tax. There was an increase last month of 2.7 per cent. Amusement tax the first five months of 1933 brought in \$698,587, as compared with only \$498,468 for the same period last year, it is reported.

**Majestic Steps on Gas To Meet '34 Shooting Schedule**

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

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

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

**Paramount Studio Hits High Speed**

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

Pictures in production are *The Scarlet Empress*, starring Mariens Dietrich and being directed by Josef von Sternberg; *Bohemia*, featuring George Raft, Sally Rand and Carole Lombard; *No More Women*, Edmund Lowe-Victor McLaglen story, *Good Dams*, co-starring Sylvia Sydney and Fredric March, and *Baby in the Ice Box*.

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

Starting during the month are *Melody in Spring*, in which Lanny Ross makes his screen debut; *We're Not Dressing*, featuring Bing Crosby, Ethel Merman and others; *The Trumpet Blows*, with George Raft; *It Ain't No Sin*, starring Mae West; *Murder at the Vanities* Honor Bright; *Come On, Martine*, and *The Man Who Broke His Heart*.

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

**Farrar Loew Mgr., Canton**

CANTON, D., Jan. 5.—L. Ward Farrar this week assumed his duties as manager of Loew's, replacing George Kraska, who has gone to New York to assume another position in the Loew organization. Farrar comes from Columbus, where he has been in charge of publicity relations for the two Loew theaters. He has been with Loew's organization six years. Kraska came here several months ago from the Pine Arts, Boston, replacing Adolph Buehrig Jr., who was transferred to Cleveland as manager of Loew's Granada.

**Ft. Wayne Palace Reopens**

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

**Minneapolis Improves**

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

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

Eight pictures yet to come are all taken from famous books, some of which have appeared on best seller lists. Among these are the following: *The Diary of a Bad Woman*, *Curtain at Eight*, *Gaily I Sin*, *Wild Geese*, *Laughing Woman*, *The Rowdy My Life* and *An Entirely Different Woman*.

A tight little organization comprises this company, and its distributing branches now cover the whole country with distribution also in Canada. Each of the Majestic franchise holders has a large voice in the management of the company, thus assuring unanimity of purpose and harmony for consistent progress.

**Sign The Code**

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

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

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

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

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

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

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

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

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

# 20,000 CODE FORMS MAILED

## All Assents Must Be Signed By January 31; No Qualifications

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

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

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

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

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

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

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

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

## Indies Join Hays To Kill Obscenity

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

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

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

## Lincoln Finds Biz Good Without Duals

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

Theater row can't figure it out.

## N. Y. Unions Will Hold Peace Talk

NEW YORK, Jan. 6.—An effort is being made this week to settle a long-standing dispute between Local 308, Motion Picture Machine Operators, and the newly organized Allied Motion Picture Operators' Union. The Local 308 won a victory this week when Judge Collins ordered that the Independent Theater Owners must not hire motion picture operators from their own "company union."

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

The sessions are being attended by William Elliott and Fred Dempsey, of the IATSE; Harry Brandt of the Independent Theater Owners; Harry Sherman, president of Local 308, and Sol Rosenblatt, representing the Recovery Administration.

Brandt at one meeting suggested \$75 a week and up for operators, but Local 308 representatives wouldn't agree, claiming that several times this amount is being paid operators in certain brackets.

## No Gams in Lincoln

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

The newspaper artist was ordered to paint out her gams!

## Fox Lot Busy

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

## Fox Creeps Up on Para Pin Knockers

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

Fox was high score with 2,731 pins. Fox had high single game with 975, with Adams, of Paramount, high individual, with 948 for three games. Adams also took high single game with 244.

For 2 games Adams, of Paramount, is high average with 188, while Fuchs, also of Para, is second with 181.

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

## Moon Says Detroit Must Raise Prices

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

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

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

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

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

## Louisville Artly

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

With a capacity of 300, the theater is located after small New York houses and probably will offer foreign films in an attempt to please a limited clientele. Construction of the theater, with modern architecture prevailing, was completed last week.

## Sam Dembow an Executive in New Paramount Theaters Setup

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

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

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

of a service nature to assist the managers in the field, it doing no managing of theaters from New York. In order that there might be no misunderstanding of its purposes its name was changed to Paramount Theater Service Corporation. He also stated that in the election of Sam Dembow and Frank Freeman as vice-presidents of this company the top personnel in the Theater Department of Paramount had been completed and that Mr. Freeman's duties would cover supervision of contact with the field in those matters pertaining to leases, real estate, deals, pooling agreements, fixed charges, insurance, purchasing, maintenance and building operation, and that Mr. Sam Dembow would supervise the contacts with the field pertaining to actual theater operations and would maintain the contacts with the distributing companies and have charge of the booking of artists for stage appearances insofar as either of these were done in New York.

## Sign With Reservations

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

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

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

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

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

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

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

## Detroit Modern Clicks

DETROIT, Jan. 6.—The Modern Theater, only local Trans Lux house, has closed for addition. House will have 300 seats added by alterations, in comparison with present 600-seat capacity. Identical policy featuring newscasts and features will be followed upon reopening of houses as soon as alterations are completed.

## Marlene "Scarlet Empress"

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

## Fox Completes Casts for Revues

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

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

For the same production four former *Scandals* beauties have arrived in Hollywood to begin their picture careers. Peggy Mooney, Hilda Knight, Lois Eckhart and Eunice Coleman were signed by White upon their return from road tour of the stage *Scandals*. These four and Miss Ames complete the cast that includes George White, Eady Wallat, Alice Faye, Cliff Edwards and Dalia Dunbar.

*Bottoms Up*, the second of the musicals, will have Joan Geis, one of the famous Four Gale Sisters, in the production. She has taken the name of Ardén Moore on the screen.

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

FROM THE BOX-OFFICE POINT OF VIEW

"Search for Beauty" (PARAMOUNT)

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

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

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

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

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

"The Last Roundup" (PARAMOUNT)

Previewed at the Westwood, Westwood Village, Calif. Time—58 minutes.

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

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

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

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

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

"Nana" (Samuel Goldwyn for United Artists)

Previewed at the United Artists, Pasadena. Time—84 minutes.

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

mighty favorable criticism from audiences everywhere.

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

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

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

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

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

"Son of Kong" (RADIO)

Roxy Time—70 minutes. Release Date—December 22.

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

"The Lucky Texan" (MONOGRAM)

Time—58 minutes. Western fans will find The Lucky Texan all to their liking, and in John Wayne they will find an ideal hero of the plains who rides hard and fights often. It is a fast-moving horse opera that is way above the ordinary run of pictures of this type.

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

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

"Sons of the Desert" (MGM)

Rialto Time—80 minutes. Release Date—December 23.

Oliver Hardy, Stan Laurel and Charlie Chase combine to make this Hal Roach feature something to be laughed at. Sons of the Desert doesn't pretend to be a highbrow comedy, but it does try to be very funny and succeeds admirably. The well-known comic duo situations that had the Rialto audience roaring for 60 minutes.

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

lulu and instead of making the trip they attend the convention. The boat which they were supposed to have taken on their return trip is sunk and the wives find that they have been crossed and double-crossed.

The story gives all the leeway in the world for the boys to put over their best stuff, and, as usual they take every advantage. There is fun from start to finish, and those who go in for slapstick can look forward to an evening of hilarity. Morgan.

"Fog" (COLUMBIA)

Brooklyn Paramount Time—60 minutes. Release Date—November 22.

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

"Lady Killer" (WARNER BROS.)

Strand Time—66 minutes. Release Date—December 9.

If you think you have seen Jimmy Cagney treat 'em rough before, wait until your audience gets a load of him this time. In true Cagney form he drags the gals all over the screen, and they like it. In Lady Killer all the old hokum is polished up and served nicely. There are gunmen, night club stuff, studio life and the final machine-gun chase.

The story isn't too hard on the mentality. It deals with a young tough who finally lands in Hollywood and makes good in pictures, only to have his old gang appear and put pressure on him. The gang robs an actress and Cagney is picked up for the job but is bailed out, and while being taken for a ride turns the trick and captures the bad men.

The intimate stud o scenes will appeal to the Cagney fans, and the rough stuff of the star will make him stronger than ever. It is a typical Cagney story and if your fans go for him, you've got a winner.

Roy Del Ruth, director, has kept the picture moving at a rapid clip and there is never a dull moment. It has box office written all over it and will make money for any showman. Morgan.

"Rainbow Over Broadway" (CHESTERFIELD)

Warner Time—68 minutes. Release Date—December 1.

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

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

Grace Hays carries off all the honors, with Joan Marsh sharing in the glory. The rest of the cast includes Frank Albertson, Lubin Litvak and Doll Henderson. Richard Thorpe directed.

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

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

Butler With Roach

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

"Harum" Cast Completed

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

North Promoted

DETROIT, Jan. 5.—F. E. North, who has been branch manager for First National for several years, has been promoted to divisional manager, handling Pittsburgh, Indianapolis, Cleveland, Cincinnati and Detroit. Headquarters of the new division are in Detroit and North retains his duties as branch manager as well.

First Division Moves

NEW YORK, Jan. 6.—First Division Exchanges has taken up new quarters in the RKO Building, Radio City. They were formerly quartered at 323 Seventh avenue.

Doug Must Pay \$72,000

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

Goldman To Start Chain

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

New Producing Company

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

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

1934 ECONOMIES

CARBONS, Size 35 mm and 16mm. HOME LAMPS All Sizes. TUBES, For Amplifiers, Rectifiers, Etc. PROJECTION MACHINES, New and Used. SOUND-ON-FILM EQUIPMENT. PORTABLE PROJECTION MACHINES.

WRITE FOR ILLUSTRATED CIRCULARS

24 Branch Managers at Your Service.

THEATRE SUPPLIES & EQUIPMENT

Vortkamp & Co.

1600 BROADWAY, NEW YORK CITY

THEATRE EQUIPMENT NEW & USED

MOVIE SUPPLY COMPANY 244 S. WABASH AVE CHICAGO, ILL.

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

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

Get Busy on Burly Code

Tab Tattles

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

NEW YORK, Jan. 6—NRA's Deputy Administrator Sol A. Rosenblatt has taken definite steps in regard to the code for the burly biz. On Tuesday he sent out telegrams to 49 burly operators all over the country...

The reason for the meeting is to work on the submitted code, a decision to be made whether the code should be that of the National Burlesque Association of America or whether it should be drawn up by the code authorities.

As a result of Rosenblatt's action, burly operators in town, including I. H. Herk, Joe Weinstein and Max Rudnick, met the most part of this week to discuss the code.

The NBAA has been inactive of late, this being noticed especially when Herk, president of this managers' group, recently sent out letters of a meeting and the response was nil.

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

W. E. MARTIN, recreation officer of the Veterans Administration... E. M. THORNBROOKS, who opened his Modern Varieties Revue in Northern Pennsylvania on September 9 and closed on December 16 for the holidays...

WORLD'S FAIR POLLIES, an aggregation of 30 dancers, singers and entertainers, played the Strand Theater, Lansing, Mich., January 4, 5 and 6. Show featured a tan dance by Roxanna Carmine...

were with the Royal Shaw Hawaiians during the World War?

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

MARSHALL'S BLACKHAWK CAFE, one of Dayton's (O.) leading night spots, has been booking for the last several weeks some of the town's most popular floor shows.

Placements

WAYNE'S THEATRICAL EXCHANGE, Kansas City, Mo. Colliers Comedians—Laura Chase, Eddie and Tille Paoli. McCord Players—Bert and Nelda Lamb and Altona Erantz...

Burly Briefs

SYD BURKE was held over for a third week to head a lineup of 25 performers at the Variety, Pittsburgh. JACKIE JAMES, the madcap dancer of the West, plays as an added attraction on the current anniversary show at the Variety in Pittsburgh...

ances New Year's Eve. Included on the bill were the Belmonts, "Texie" Bailey, the Oliver Trio and Jim Bow's burlesque company.

ANNA MING YONG, the first and only Chinese maoth dancer in burlesque, will not fill her scheduled engagement this week at the Variety in Pittsburgh due to illness.

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

BARNEY GERARD, around the New York burly biz, claims he's got a couple of things on the fire which will bring him back into the field shortly.

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

FRANK BILE, Mary Jean Penny, Iona O'Donnell and the Reed Sisters closed for Minsky-Wainstock Saturday night. The Reed girls stepped out because of Rae Reed's bum rib.

MAXINE DE SHON quit Minsky-Wainstock Wednesday matinee at the Republic, New York, when she didn't want to make the trip to Boston.

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

MURRAY (LOULU) LEWIS is now working for Sam Micaels at the State, Springfield, Mass. Prior to this engagement he was at the Bowery cabaret, New York.

GEORGE JAFFE, manager of the Variety in Pittsburgh, is celebrating his 20th anniversary in burly biz this week. He succeeded the late Harry Williams, veteran burly showman, in 1913 and has since operated the city's lone burlesque house.

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

FRED HURLEY'S burly show at the World St. Louis, according to a recent program, includes in the cast Bobby Vail, Paul (Boss) Workman, Charis (Dona) Williams, Bud (Tramp) Brownie, Fern Mason, Coral Lee, Wally Brennan, Helen Clayton, Lou Mason, Pauline Hunter, Bobbie King and Mignacette and Florette.

SYNCOATED STEPPERS, burlesque company, has been installed at the Princess, recently reopened Youngstown, O. house. In the cast are Slim Williams, George (Tramp) Bartlett, Billy (Peanuts) Barron, Thelma Smith and a chorus line of 12 girls.

OPERA HOSE Nationally known brand. Finest quality, \$5.75 per pair. White and Flesh in stock, all sizes. DOROTHEA ANTEL 226 West 72d St., New York, N. Y.

THE FILM WEEKLY AUSTRALIA Covering the Motion Picture and Entertainment Field Generally. Conducted by HARRY G. BRENNAN, 100 City Hall Place, New York, N. Y. Australian Office of THE BILLBOARD.

THEATRICAL COSTUMES KITTY ROTH - MY WARDROBE IS THE BEST - SPECIAL - PRINCIPAL STAFF COSTUMES RENTED \$2 Weekly - RENTALS for BURLESQUE CHORUSES - 112-118 WEST 44th ST. Phone 9-1073

PAUL RENO WANTS FOR YEAR AROUND WORK. Woman Singer, modern voice, young, wavy hair, good looking, like Boy Dano is. CAN SING good Chorus Girls year around. This unit goes to Florida. Wire PAUL RENO, Devote Theatre, Rome, Ga., January 8, 9, 10. Lagrange Theatre, Lagrange, Ga., 11, 12, 13.

MARCUS SHOW WANTS FOR THEIR ROUND-THE-WORLD TOUR. ADAGIO DANCERS, Three or Four People. STAGE PRODUCER. Capable of Producing Tiller and Other Novelty Numbers. CIRCUS CLOWNS. To Put on Walk-Around Numbers. Tolk Ford, Frog Horse, Trick House. CHORUS GIRLS. Send Photos, Description of Acts and Lowest Salary. BOB SNYDER, BUZZ BAKER and Other Similar Comedians Wire. All people must have passports or be able to secure same. Show calls from San Francisco February 3 for Japan, via Honolulu. Address as per Route: January 10 Paramount Theatre, Montgomery, Ala.; January 11, Springer Theatre, Phenicia, Fla.; January 12, Bazaar Theatre, Mobile, Ala.; January 13, Paramount Theatre, Baton Rouge, La.; January 14, Paramount Theatre, New Orleans, La.; January 15, Paramount Theatre, Monroe, La.; January 16, Strand Theatre, Shreveport, La.; January 17, Ardmore, Houston, Tex.; January 18, Memorial Hall, Wichita, Tex.; January 19, Auditorium, Dallas, Tex.; January 20, Convention Hall, Tulsa, Okla.; Tico Columbia Theatre, San Francisco, Calif., 21st Billing.

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

Beggs Ends Run In Hartford, Conn.

HARTFORD, Conn., Jan. 6.—The New York Player Guild, under direction of Malcolm L. Beggs, closed its Hartford season of eight months on Monday. Opening in the spring at the Intimate Theater in the Hartford Women's Club, it met with unexpected opposition from two other stock companies within a month. James Thatcher opened his look at Palace Theater, and the Shuberts opened a season of semi-stock at Burtons Theater. However, the summer found both of these ventures closed, and the "Players' Guild" continued to draw capacity crowds up to Thanksgiving.

Inclement weather and a somewhat out-of-the-way location are given as being responsible for a lessening patronage during recent weeks, and Mr. Beggs decided to close until spring. It is probable that he will be in another location until that time.

Many of the players have been with Mr. Beggs for three to five years. In company are G. Lester Paul, Adrienne Earle, Charles Richards, Isabel Mollins, Nancy Tucker, Robert Shierman and Peggy Coudray. Malcolm Beggs, who directed and played leads, is one of the youngest managers in the business and is the son of Lee Beggs, veteran motion picture and legitimate actor.

Manhattan Players In Their Sixth Week

BRIDGEPORT, Conn., Jan. 6.—The Manhattan Players, at Pyramid Mosque Hall, are in their sixth week, presenting *Up Pops the Devil*, beginning January 4. They have done *The Great Gambler*, *When Husbands Meet*, *Square Crooks*, *Mary's Other Husband* and *Mrs. Green Steps Out*. The last named was played for two weeks. Admission prices are 25 and 40 cents. No matinees are given.

Frank Lyon, who is associated with Guy Palmerton in the enterprise, is directing and playing. The personnel includes Peggy Coudray, Frank Lyon, Evelyn Farrell, John Hampshire, Grace Conway, J. Harrison Taylor, Roger Belne, Ezra Graham, Eleanor Kurt, Roy Berkeley and Palmerton.

Billroy Show Briefs

AUBURNDALE, Fla., Jan. 6.—Inside facts: Mr. Billroy treated the gang to a Christmas dinner at the Ye Boston Cafe, Sarasota, Fla. . . . Johnny Finch has written a new number called *Sexy Sal*. Has it copyrighted, too. . . . Roddy Jordan has a perfect profit for "mugging."

The writer's full name is Lewis McCauley Johnston (wow!!!). . . . The sign language (signing for this and signing for that), which has been used on this opry all season, is getting monotonous. . . . "Hireless model" mosquitoes are still active down here in this "old land of paradise." And are they hard to kill? The natives claim that fish kill mosquitoes. But who wants to take a fish to bed with him?

According to Manager Billy Weble, the Charlotte Bay Hotel in Punta Gorda, Fla., has installed revolving ceilings (get it?). . . . The first sandwich was said to have been made in the 17th century. Replicas of the original are exhibited in most of the Billroy banier cafes. . . . Norval Roberts' enthru team for football is colossal. He even knows the nationality of every man on the All-American team. . . . Johnny Finch and Art Farley have ended their season's argument on account of running out of material. The occupants of the Buick are now enjoying a peace that they have never before experienced and everyone seems to be hearing up under it as well as can be expected.

Mr. and Mrs. Norman (newlyweds) Hinkle are still billing and cooing, but the "billing" is in the lead by a big majority. . . . There is nothing organically wrong with Kitty Watkins, yet she continually imagines that she has all sorts of aches and pains. Dieting, fasting and patent medicines have all been given a fair trial by Kitty. Now she has found a new one called the "economy" luncheon which begins with beef broth and ends with mince pie. Evidently she's making both ends "ment." . . . Whatta a gal!

MAC JOHNSTON.

ORIGINAL FLOATING Theater, Charles M. Hunter, manager, is at Wilmington, N. C.

Rep Ripples

LEW AND THELMA WALRATH have joined the Rotary Players in Logan, O.

CODY THOMAS has joined the Ralph E. Nicol Company in Texas.

JIMMY DAWSON and wife, while in Cincinnati last week, gave *The Billboard* a call. They have been playing in circle stock in the Middle West the last two years.

DOC WADDELL has left the Morgan-Helvey Show and went to Dallas, Tex., to be with his representative, J. N. Wagner, who is arranging a lecture tour for him.

IT WAS Lola E. Falner who originated the idea of playing circle stock under K. of C. and other auspices in halls in Cincinnati and Kentucky towns near by. She devoted many an hour during the late fall to organizing the circuit.

HARRY D. BELMONT, who has a "Tom" show, advises that he has a few more dates in Michigan and then will go into New England for the remainder of the winter. Biz has been good. Show is carrying 18 people with an eight-piece band.

MAL MURRAY is stage manager and also is in the cast of *Her Master's Voice*, starring Margaret Anglin. When the company played the Cox Theater, Cincinnati, last week, Mal gave *The Billboard* a call. His wife, Elva Walters is at home in Cinthe, Kan.

CHARLES OST JR., formerly singing and dancing juvenile with rep and stock companies, has been back in vaudeville for a year with his former dancing partner, act being known as Oats and Meal, "the Cereal Cyclopaters." They are working out of the Boston RKO office.

CLYDE AND BEA DAVIS Players had a layoff the week before Christmas. Clyde and Bea spent theirs in Omaha, Neb. Jane Allardt went to Beatrice, Neb., where she was the guest of Al E. Pitschly, of the Anis Players. During her stay there she was visited by Chick and Florence Boyes, of Hixson, Neb.

DOLLY DIXON and her manager, H. E. (Sheeny) Bush were guests of Little Marie LaRoy and her husband, Harry at their clubhouse and filling station on Route 23, five miles out of Delaware, O. Spent Christmas and New Year's Day with them. Miss LaRoy was the former (See REP RIPPLES on page 46)

Burlesque To Supplant Stock in Utica, N. Y.

UTICA, N. Y., Jan. 6.—Nathan Robbins, manager of Majestic Theater, plans to start burlesque here in a few weeks.

The Majestic Players, stock, managed by William McVitie and Eddie Belgrade, folded here January 3. Town simply would not turn out for stock, altho McVitie and Belgrade put on excellent shows. Joseph Moran, favorite here who played for 52 weeks in Utica with the Harder-Hall Company in 1928, failed to add the company in drawing houses big enough to keep going.

Robbins reports that sandwiched between the contemplated burlesque showing he has booked Ina Claire in *Biography for February*; Eva Le Gallienne for *After in Wonderland*, March 13; *Green Pastures* for a date in March, and Walter Hampden for April 15 and 19.

Bonstelle Nonunion; Picket Line Formed

DETROIT, Jan. 6.—A picket line was formed in front of the Bonstelle Civic Theater on Thursday by stagehands and other unions for the opening of *The Late Christopher Bean*. The Civic Theater, now in its second week has been operating without union men, following negotiations with the union before opening. This is believed to be the first picket line in the history of the legitimate stage here.

According to a spokesman for the Bonstelle Civic, the theater management felt that the house, opening "cold" was entitled to substantial concessions from all parties in order to facilitate opening. "We all took out in order to open the (See BONSTELLE NONUNION page 46)

Hopkins in Second Year in Houston

HOUSTON, Jan. 6.—The Mr. and Mrs. Monroe Hopkins Players, under canvas, recently finished a year's engagement in the heart of the city to good patronage and are now in their second year. Turn-away biz was done Christmas night. The new Hopkins tent is a dandy. The show has a good eight-piece orchestra. The cast remains the same. Mr. Hopkins has become a member of the Chamber of Commerce.

Recent visitors were Mr. and Mrs. Arthur Henry, Mr. and Mrs. G. O'Connell, Mr. and Mrs. Frank Owens, Hila Morgan and company, Hila Morgan is Mrs. Hopkins' sister. The Hopkins Show gave a midnight "ramble" New Year's Eve, all acts being sold. Mr and Mrs. Morse after a three weeks' vacation, have returned to the company. JOEY LAPALMER.

Morgan-Helvey Show

FORT STOCKTON, Tex., Jan. 6.—Two weeks' layoff ended here New Year's Eve. Writer preached in First Methodist Church last Sunday night. Ranchmen and cowpunchers in front seats. Joe Smith, boss canvasman, and workmen have all property and wagons repaired. Larry Lind left show to accept position as feature piano-accompanist and violin artist in McManarra's Crystal Ball Dance Palace, McComery, Tex. Dan Kelley, night watchman, and Clifford Bass, mechanic, gone to spend remainder of winter in San Antonio.

J. Doug Morgan and Elsie, his wife, returned last Sunday from holiday visit to J. Doug's sister, and their son, J. Doug Jr., who makes his home in California. Lee Cogdell and his sister, Mrs. Clarence Holcomb, of Iraan, Tex., who visited their parents at San Francisco, and Neale Helvey, Jimmie Martin and "King" Rector, the midgit, who accompanied them, arrived on lot last Sunday. Dick Darling, Icol Negie, Phil and Peggy Hart, and Marvin Montgomery, back from Old Mexico and El Paso. Mr. and Mrs. C. E. Long on lot from San Angelo visit and Hubert Hunt from his Lukin, Tex., home. The 1934 season started here Monday night, auspices American Legion. Troupe entertained by Dr. James O'Connell and wife, who have chiropractor sanitarium here. The doctor hails from Buffalo, N. Y., and started life a performer and all-round globe trotter. DOC WADDELL.

Trousdale in Des Moines

DES MOINES, Ia., Jan. 6.—The Trousdale Players opened a season of dramatic stock last Saturday night in the President Theater with a three-act comedy, *Let's Get Married*. Plays scheduled for early production include *Your Uncle Dudley*, *Jongey*, *Broken Dishes*, *Bachelor Father* and *It's a Wise Child*.

Bennett Engagements

CHICAGO, Jan. 6.—Recent engagements made by Bennett's Dramatic Exchange include Richard Earl and Jimmie Billings with the Duncun Sisters at the Apollo Theater, Chicago; Miss Lee Smith and Jessalyn Dalsell with Saffier, *Baroness*, Solwyn Theater, Chicago; Robert Blakeslee with Jim Handy Picture Company; Stanley Davis and Earl Jamieson with Bybee Players, Madison Wis.; Lance Davis with Billy Webber's Musical Stock, Tulsa, Okla.; Bob Brister and Verroa Simpson with Sistrup's *The Sunday Husband*, opening at Studebaker Theater, Chicago, January 17; Eddie Lums and Louise Shaw with the Rotolour Players.

Plays recently leased include *Strap* to the Winnetka Dramatic Club; *Jesus James* to Edward Lynch, Portland, Ore.; *The Shepherds of the Hills* to Ted North Players, Wichita, and to the Ambler Players, Montgomery, Ala., and *Just Plain Mary* to Christy Orecht Players.

Stock Notes

THE PLAY'S THE THING starring Guy Bates Post, was held over for a second week at the Tremont in Boston.

MARGARET LYONS, character woman, who has spent the last two years at her home in Arlington, Ill., will return to the dramatic field this spring.

CRIMINAL AT LARGE was again given by the Playhouse Company in Cleveland last week, its third presentation.

THE COMPANY at the American Theater, Portland, Ore., headed by Ned Leland, presented *The James Boys of Missouri* last week.

ARNOLD W. CHAPIN has been elected president of the board of directors of the Civic Repertory Theater Company, which is giving a series of high-class productions in Syracuse, N. Y.

ATTRACTION at the 69th Street Playhouse, Upper Darby, Pa., last week was *Twain Beds*. Cast included Eileen Coyne, Bert Orlacom, Ed Burns, Helen Travers, Phyllis Gilmore, Mary Duncan Stewart and Ross Merahan.

CALIFORNIA PLAYERS spent Christmas in Salt Lake City before continuing their stunts thru Utah and Arizona. Walter Christensen, formerly head of these players, recently passed away, and his wife is carrying on. His daughter, whose stage name is Onda Christensen, plays leads, and Bill Mercereux is leading man. Jerry Dean, of Salt Lake City, is joining as scenic artist and utility man.

APPROXIMATELY 1,500 children attended the production, *The Bird's Christmas Carol*, presented by the Old Fort Players at Majestic Theater, Ft. Wayne, Ind., on December 29. Edith Nickail Balibo and Herbert Butterfield were directors. In cast were William Davies, Peggy Weaver, Ruth Eitler, Margaret Cross, Howard Grise, Harry Nelson, Claire Riegel, Marian Cabler, Edward Reeves, Carolyn Keel, Teddy Confer, Bobby Druhot, Richard Balibo, Jack Roberts and Roger Stock.

Kingdon in Fifth Week

RANDOLPH, Kan., Jan. 6.—The Sid Kingdon Players are in their fifth week on circle, with headquarters in this city. Ross Robertson and wife, Frances Valley, left the Kingdon Circle Stock to accept an engagement with a standard lyric attraction under Chicago management. Cliff Carl, who has a circle stock unit in this State, reports increasing business. The Stillman & Miller Circle unit is in Iowa.

Gilday in Massachusetts

BRAINTREE, Mass., Jan. 6.—The Gilday Players left off here for a brief period after 10 weeks of tary stock out of Boston. Show is again en tour. Seven people are with the company. Mrs. Florence Gilday and Harry J. Stevens have the leads and Billy Gilday is juvenile comedian. Company has been playing a short version of *Ten Nights' The Importance of Being Earnest* and *Call Me Brother Gerard*, the last named a new farce. Most of the dates are under auspices.

AL FREELAND, who is seriously ill at his home, 1351 Myrtle avenue, Cincinnati, O., would appreciate hearing from friends.

CRAGO WANTS WANTED in Circle Stock, Headquarters, Eau Claire, Wis. . . . of Boston, Mass. General pass me . . . of Stock and Bus. . . . 1934 . . . 700 and all . . . 21 . . . 100 in . . . letter . . . 100 . . . address CRAGO PLAYERS, Eau Claire, Wis.

IN EFFECT OCTOBER 1, 1933. ROLL TICKETS Printed to Your Order 100,000 for Cheapest GOOD TICKET on the Market. Keystone Ticket Co., Shamokin, Pa. \$13.50. Cash With Order—No G. O. P. Stock Tickets Any Assortment, \$12.00 for 100,000.







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

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

The benefit gyp does not confine his activities to phony shows for phony charities. He adopts various guises. But regardless of his guises he is kin under the skin to his less subtle colleagues. Just as guilty of gyping as the promoter who stages a show for a charity that doesn't exist and pays the actors nothing for their services is the lad we were told about last week. This particular specimen plies his trade in the shadow of a place he should have been thrown into when he was old enough to tell a \$1 bill from a sawbuck. He was engaged to put on a show at a prison in Pennsylvania. The show was given in connection with the prison's entertainment activity and the warden shelled out money for the show from the treasury of the prison's welfare league.

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

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

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

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

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

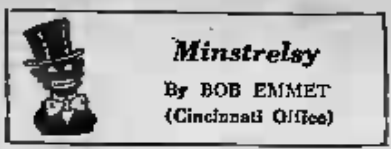
**W**E WERE yelling alone in the wilderness when we warned the show business against reaching the point where the development of new talent will become a virtual impossibility. It has almost approached that stage now and already there is panic. The circuits, we have it from authentic sources, are really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

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

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

**PORTRAIT NINETEEN**  
**MAJ. EDWARD BOWES**

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



**Minstrelsy**  
By BOB EMMET  
(Cincinnati Office)

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

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

**RUSTY WILLIAMS**, black-face comedian and minstrel, is now working under cork in Florida with a vaude company. Rusty met some of the boys down there—Bud Davis, Billy Payne and Nick Williams—and says they are all doing fine.

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

**THE DEER ISLAND Minstrels** and Variety Show of 1933 was presented by the Deer Island House of Correction for Boston and Suffolk County officials and their friends on December 37. The audience included Mayor Curley of Boston and Penal Institution Commissioner O'Hara. The show was under the direction of Officer Coleman J. Nee, of Deer Island, and was performed in its entirety by inmates of the institution. Musical numbers and chorus ensembles were staged by Joseph Hannon, dialog by Roy White, Sam J. Park, New York, donated much of the material.

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

**Cleveland Minstrel Notes**

Cleveland's leading minstrel vocalist is none other than Jimmy Thomson, former member of the Al G. Field Minstrels. So popular has this boy become that night spots are bidding weeks in advance for his services and the former minstrel has been compelled to make appearances in from two to five different spots in a single evening. . . . Eddis Raymond, the clown minstrel, has completed a local department-stores engagement and is now appearing under local Masonic auspices in a number of Shrinis and Croto shows. . . . Viola Houseman's girl minstrel band is in great demand, having filled some 17 engagements during the last two weeks. . . . "Hi-De-Dee" Charley Green is stepping the light fandango out at Ceter's east end ballroom. Just keeping in fettle for the winter minstrel season, so quoted the erstwhile hooper of yesterday. . . . Leo the "Baby Chale-ologist" has joined the "Yanks of the West and East" squad at the City Hall. . . . Belove man, dit oh repeal sure did belong in that constitution, according to this minstrel boy, who now pulls corks without even blinking an eyelash. . . . A local colony sleuth made an important discovery while covering his beat—the two Bobs (McLaughlin and Reed) standing outside their dental office shaking dice to see who will go in first. Both boys are slated for a brand-new set of teetles.

**NMP&FA Notes**  
By Robert Reed, Secretary

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

National headquarters and your sec-

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

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

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

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

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

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

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

**New Stunts for Your Minstrel Show**

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

Denton's Plays and Entertainments are known everywhere. Established over 50 years. Send for Catalog.

**F. S. DENSON & CO.**  
623 S. Wabash Ave., Dept. 180 Chicago, Ill.

**COSTUMES — SCENERY**

Minstrel and Musical Shows. You have needed the correct Minstrel and Revue sets easy to store and they pay most. Ask our Free Service Department how to produce your own show. They will help you to make money and attract new members.

**HOOVER-HOVE COSTUME CO.**  
21-23 So. State St., Decatur, Ill.

# The Broadway Beat

By GEORGE SPELVIN

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

The Stanford-Columbia Rose Bowl game New Year's Day out on the Coast (and what with the snow, you couldn't tell where the Pacific ended and the Coast began) aroused more interest in the picture colony than any other Rose Bowl game in years. According to reports, the Broadway expatriates were out in full force, howling for the Eastern underdogs. Columbia, you see, is on Broadway, even if it's up on 116th street—and when you're so far away a mere three and a half miles doesn't seem to matter so much. The mob that howled for Montgomery, Metal and the rest to die for Dear Old Broadway, they say, made up the major part of the Columbia cheering section—the some of the film boys, like Ed Robinson, Jimmy Cagney and the Morgans, are bona fide Columbia men. The players, incidentally, had the run of the studios for a while after the game, and Montgomery was given a screen test. With the East turning tazzberries into a laurel wreath the Broadway lads are cherishing almost as much as the Florida real estate men are chuckling over the downpour that turned the Tournament of Roses into a regatta. Ed L. Watts, who was out there, said that Californians seem so certain about their climate that the forecasts were probably just an Eastern state of mind.

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

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

Joe Orlando is auditioning at NBC January 19. The marriage last week of Doris Warner to Mervyn LeRoy at the Waldorf was filmed in sound. In addition, the ceremony was sent by telephone to the bride's grandparents in Hollywood. . . . Just a modest little wedding. . . . Pat Rooney may open a Park avenue night club—which would be his first venture in the club field.

40th YEAR

# The Billboard

Founded by W. H. DONALDSON  
The largest circulation of any amusement weekly in the world.

Member Audit Bureau of Circulations.  
Published every week  
By The Billboard Publishing Company  
E. S. LITTLEFORD, President and General Manager  
E. W. EVANS, Business Manager  
A. C. HARTMANN, Editor  
Outdoor Dept., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor  
Isidor Dept., 1844 Broadway, New York, N. Y.  
Main Office and Printing Works, The Billboard Building,  
25-27 Opera Place, Cincinnati, O. Phone, Main 3366. Cable  
Address, "Billboard," Cincinnati.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1554 Broadway. Phone, REEdinon 3-1515, 3-1517.  
CHICAGO—5th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 9100.  
KANSAS CITY—424 Chambers Bldg., 12th and Walnut Streets. Phone, Harrison 2024.  
ST. LOUIS—300 Arcade Bldg., 5th and Olive Streets. Phone, Chestnut 0445.  
PHILADELPHIA—D. H. Patrick, 722 Lambert Road, Upper Merion, Pa. Phone, Madison 6495.  
BOSTON—124 Boylston Street. LONDON—Bart Ross, care "The Performer," 13 Charing Cross Road, London, W. G. 2.  
SYDNEY, AUSTRALIA—Martin C. Brennan, City Tattersall's Bldg., 128 Pitt Street. PARIS—Theodore Wolfgram, Hotel Stevens, Rue Alfred-Dreyfus.



Vol. XLVI. JANUARY 13, 1934. No. 2



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the 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, 1844 BROADWAY.

## For RADIO

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

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

## For VAUDE

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

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

## For FILMS

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

# Chicago Chat

By NAT GREEN

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

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

Either fan dancers are a distinct novelty up in the Maple Leaf country or Fay Baker has a lot of talent. A letter from H. G. Hutchings, of North American Broadcasting Company, Winnipeg, says that Fay, who is being billed up there as "Original fan dancer from the Streets of Paris, World's Fair, Chicago," is given credit for having kept several theaters open over the holidays. "My reason for communicating with you," writes Mr. Hutchings, "is to inform your good magazine of an incident which will probably never be paralleled again in our time. So let me tell you that Fay Baker leaves Stevenson's Airport (Winnipeg) next Tuesday (January 2) at 10 a.m. by air in her own private plane to fill an engagement 500 miles beyond our most northerly outpost at a town called Fin Men, north of 53 and a step from the Arctic circle. It looks like the fans will have to be fur lined for this engagement, as at this writing the temperature is 45 degrees below zero." We can't find Fin Men on our antiquated map, but we're taking Mr. Hutchings' word for it and give the little girl a big hand for having nerve enough to fan herself north of 53!

Doris Kenyon, widow of Milton Sills, in town visiting Mrs. William A. Sills, mother of the late actor. . . . Biz of Sallor, *Swanee*, punk the past week and the cast got rambunctious and demanded their ousting on the line before they would go on. How presumptuous! . . . We thought musicians and stagehands were the only ones who stand up for what they quietly call their rights! . . . Beverly (sister of Mae) West tripped over the mike cord on the Uptown stage and fell flat—well, not exactly flat; one with Beverly's natural and simulated curves couldn't do that! . . . Another of Sid Kuller's and Mort Goodman's new songs, *With a Hey Nonny Nonny I Love You*, is being used in the Duncan's show. . . . Those boys are excellent songwriters, but the long titles they choose would kill most any ditty. . . . Raynor Lehr's *Show of Shows* going great according to press notices and reports from the advances man, Jones Farberg, of Farberg, Farberg & Farberg. . . . Morris Silver's rialto sheet likely to break any time now. . . . Will be called *The Stage Door*. . . . There's some talk of theater building activities on Wacker drive once more. . . . But the vet Aaron Jones, of Jones, Linick & Schaefer, probably was right when he told me in 1930 that it was about 10 years too early to start theater activities on Wacker drive.

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

The Duncan girls may play the *Balaban & Katz* house with a condensed version of their *Topsy* and *Eva*. . . . Charles Schwartz, rewrite man of *The Daily News*, has gone with U. Pictures as scenario reader. . . . He's the second Daily News man to go to U. . . . Charles Ford, bond of the *Daily News-Universal News* and who the home office were in, moved to Universal City when the office was moved westward. . . . Walter Huston here on his way east to rehearse for his stage appearance in *Dodsworth*.

Drama's Future With Road

Editor The Billboard:

Walter P. Hard Eaton, in a recent lecture in Boston, said among other things, that the road was dead and there was slight hope for its coming back. He said the whole future of drama lies in the little theater movement over the country. If anything, I believe the so-called little theater idea, along with its sophistication that worked up into the regular commercial drama, is one cause of the average person deserting the flesh and going to the movies.

The drama as it applies to New York got too smart, or perhaps too high brow. At any rate, it has been poor fare for well-balanced people. A careful checking will prove that this sort of thing started with goofy little theater movements holding forth in ultra-swell suburbs of large cities. The middle class or, at any rate, the rank and file, will not feed on such theater diet, and I don't blame them.

When it was introduced into regular show business it arrived with plenty of ballyhoo, as it had the so-dubbed intelligentsia plugging it furiously. This lasted until some of the newly arrived producers went broke and the idea began to slip and carried well-balanced drama down with it. They killed established flesh plays and warped the minds of those playwrights who tried to keep atop with them.

The quickest way to bring drama back is to get it into the good graces of the masses by giving them what they want. When you have to guess what a play is all about and wonder whether the stage set is a prison wall or a drawing room, few people will pay for the chance to guess. Life is too short. The whole future of drama lies with the road and away from New York smartness and pathosness madness. Out in the open spaces where people breathe deeply and live plainly the dramatic seed will sprout some time soon and grow greatly. Here and there over the country a few struggling repertory troupes are carrying the banner right now. It won't be long, but it won't be from New York. Boston. R. J. CARSON.

Was Houdini a Believer?

Editor The Billboard:

The articles on the Magic page in regard to Harry Houdini are attracting considerable attention and remind me of some things that occurred during Houdini's last appearance in Boston at Keith's Theater, Mts. C., a spiritualistic medium, who has given sittings to many psychical research workers as well as several stage celebrities, was surprised to get a telephone call about 11 p.m. The caller stated that Mr. Houdini was speaking from Keith's Theater and would like to come out to her home for a chat. She replied that it was late, but as her husband was present she would be pleased to receive him. They talked until 3 a.m., and on another evening had another long, pleasant chat. He thought so much of these visits that he offered to come and speak before a psychic inquiry club, of which she was a member, free of all cost.

A Mr. H., a friend, who knew of these visits, on the way to the West stopped in Chicago and went to a theater where Houdini was headlining, and when he asked for questions from the audience, Mr. H. asked, "How are Mr. and Mrs. C.?" Instantly Mr. Houdini replied: "They are all right and I was entertained in their home twice during my Boston engagement."

Mr. S., editor of a spiritualistic weekly was surprised to receive a visit from Mr. Houdini, and after a long, pleasant chat, Harry said, "You spiritualists some time will erect a monument to me for showing up the frauds in your ranks." Mr. S., whose wife was a wonderful psychic, agreed with him in many things. FRED W. TAYLOR. West Concord Mass.

A Vicarious Circus Troupier

Editor The Billboard

Louis G. Marshall asked for information regarding several old shows in a recent letter in The Forum. He asked a contribution from some old circus man, anticipating that information from such a source might prove disappointing. I am attempting to remedy such deficiencies. To answer some superficial queries whose longevity in the classified goods of repetitious experiences may qualify him to speak truthfully or superficially as to my presumed information on such historical items of troupings



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. Personal problems are discussed, which personal problems are discussed. Letters must be signed with the full name and address of the writer. Must not exceed 300 words, and should be written on one side of the paper. Send communications to The Forum, The Billboard, Box 572, Cincinnati, O.

days. I answer that I am truly an old circus man, even the most of my trouping experiences were vicarious instead of real.

Fate and circumstances determined my course, and the immutable laws of established routine and hereditary discipline were so strong that I followed their objectives instead of yielding to ailments which should have induced me to run away with a circus.

And yet I tramped in a modest way. Take that morning when I lugged pails of water from a well adjoining the circus lot where the one elephant of the Creston Railroad Circus drank it up as fast as I emptied it into a tub. I was on the menagerie squad that time. I fell thru an opening in the fence, spilled a pail of water over myself and stood in the sun until my linen knee pants dried, so that when I went to dinner nothing would be noticed to warrant questions. The next trouping incident came when an outfit using the name of Howe's London Circus (long before Jerry Maguire had it) came to town, and two of us lads were given a "prop" job, emptying the straw tick the tumbler landed on, shaking it up and putting it back in the tick again. We worked like Trojans and got some of the straw down our necks—but we were troupers and went into the matinee performance free. Next I picked up a pail of paste and headed it to one of the billposters, who was slapping up the gay heralds for Frank A. Robbins' Wild West Hippodrome, Caravan, Circus, Menagerie, Museum, Aviary and Aquarium. At the advance car after supper I secured a yellow complimentary ticket good for one performance and a copy of a billing. It was signed Charles White-Wonder where White is billing one.

In the Circus Pains magazine for March, 1929, C. G. Sturtevant's biography of Isaac A. Van Amburg said: "Van Amburg was born at Fishkill, N. Y., in 1801 or 1802, went to Europe in 1838, in 1844 he had a larger show in England and the Van Amburg Menagerie (always spelled Van Amburgh in newspaper advertising) became a household word in Amer. ca. and his success was so great that there were two companies, menageries on the road for 20 years. In the meantime, in 1848, Hyatt Frost became identified with Van Amburg, becoming his manager at an early date, and he gradually concentrated the show's winter quarters at Concordville, Ind. The menagerie, or the principal one, was leased to Thayer & Noyes' Circus 1864-65. Van Amburg's continued as a menagerie until 1873, when the circus was added as a regular act of the show. Van Amburg died in Philadelphia November, 1925."

French's Circus, Egyptian Caravan and Queen's Indians are organized in Detroit for its first season opening April 30-30, 1937, winter quarters at Troy, Mich. Frank W. Roston was manager. Opened in Detroit April 18-20, 1886. Phony Eastern territory 1870 and did not come back to Troy at the end of one season. In 1876 Lent's New York Circus and French's Menagerie started out, but did not finish season. Lent, who never thought animals were part of a circus, waited too long to learn differently. French's Menagerie was destroyed by a fire at Troy winter quarters May 23, 1878. French then forsook the hazards of trouping for hotel keeping, and was keeping a hotel at Chebeagan, Mich. when Charles Gayler advanced agent for Coup's Show, and his three assistants were stranded there, due to the collapse and attachments against the show in Detroit August 21-23, 1882. French pro-

vided Gayler and his aids with the means to return to Detroit, when they could only produce 25 cents between them, presumably because he had been a troupier once himself. Detroit. HARRY W. COLE

British Minstrels Popular

Editor The Billboard:

It may be interesting news to minstrel readers of The Billboard that the first English invasion to visit America was "Hague's British Minstrels" from St. James Hall, Liverpool. They made their first American appearance in New York at the Metropolitan Casino Theater, Broadway and 41st street, the week of January 9, 1924.

The company was composed of Sam Hague, proprietor and manager; G. Rubens, J. E. O'Keefe, Billy Richardson, C. Samuels, W. B. Stoddard, Horace Wheatley, Ted Traynor, T. W. Walton, J. M. Wood, F. Mathews, C. Garland, Edgar Wilson, Fred Dart, William Woodhead, Prof. Wallace, C. E. Lorraine and J. Carpenter's band of musicians.

The olio numbers were Wheatley and Traynor in songs, stand and jig dancing; Prof. William Woodhead, European musical marvel, playing seven musical instruments at same time; Fred Mathews, in grotesque dancing; Billy Richardson, monologist and comic singer; Dart and Stoddard, burlesque operatic duo; Prof. Wallace, imitator of animals, birds, etc.; Horace Wheatley, in his pedantic clog dance, for which he had held the championship of England over 12 years; Wisc, Mathews and Dart, in a fantastic act.

Minstrel shows were very popular in England in the '70s and '80s. Many American troupes that crossed the Atlantic and invaded England soon became popular. Sir Robert Peel was highly amused at a minstrel show and used to attend them regularly. Gladstone is said to have enjoyed greatly witnessing a minstrel performance and, like Peel, became a regular attendant. Queen Victoria, who for years averted her face from the regular theater but bestowed a curious patronage for the circus, often, at the entreaty of her grandchildren, permitted a minstrel troupe to visit Balmoral Castle and professed to be deeply amused at a minstrel show. For years the Moore & Burgess Minstrels thrived so greatly at St. James Hall that they were able to boast that they performed out of London. FRANK CAVERLY, West Smerville, Mo.

When Vaude Will Come Back

Editor The Billboard:

The year of 1933 has wended its way and the beautiful large soap bubbles of "fresh return of vaudeville" has burst like the preceding bubbles of 1930, 1931 and 1932. "Why?" some will interrogate. Well, from my personal observation and studious summarization of the seat of the trouble I shall, with your permission, endeavor to give interested readers what I think is wrong.

In the first place, we shall eliminate depression and dig down deeply into vaudeville's headquarters where acts find it possible to appear before the public. Bookers and the agents, they are the ones responsible. A booker lines up his bill and 90 out of 100 bills are cluttered with dancing, aside from flash acts, doubles and singles—dance, dance, dance. Talking acts that do not have strong singing or dancing specialties are rejected. The straight comedy talking acts that prevent hilarious chatter are given no credit. Why? I don't think it just as welcome

to find comedians who can please their audiences with capable comedy as with capable dancing and pleasing singing? Doesn't making an audience laugh for 12 or 15 minutes excuse any such act from inflicting more dance specialties on an already danced-to-death audience?

If present-day bookers' idea of vaudeville is an innovation, then why hasn't fresh returned? Vaudeville circuits' field men and office boys are sent out to cover acts and to a great many of them vaudeville is about as coherent as a jigsaw puzzle is to a Japanese goldfish. You'll hear the agent say, "Make it snappy; give to them hot," and other such 20th century coined expressions.

Managers get a bill and 50 per cent of their don't know what's wrong? Why? Because they, too, haven't made a study of what the public wants. We never see a sketch any more on bills. Bookers and agents say, "Too much talk." Well, sketches seem very popular over the radio, where people can listen to them without some booker or agent sneaking into their homes, switching the dial, and saying, "It's top talky."

When vaudeville is booked by experienced showmen and when immature boy scouts are replaced by experienced vaudeville heads to cover acts, when a variety bill is booked consisting of five or six different style acts, when graft is eliminated, when vaudeville is advertised with equal honors with the pictures and when stagehands and musicians become co-operative, then the fresh return of vaudeville will be a realization. J. FARRELL BROWNE, Chicago.

More on "Cradle" Article

Editor The Billboard:

I want to have you pass this letter on to your staff member, J. E. Bechtold, who wrote the article From the Cradle to the Cross in The Billboard of December 23. It is one of the finest efforts to tell in condensed version the story and the significance of Christ that I have ever read.

I have read many trade papers of the church, data that has been prepared for preachers and religious scholars, but it remained for a theatrical trade paper to present in a box in the center of one of its pages one of the most sensible and inspirational articles with regard to the practical meaning of Christ in the life of the people of today.

It would seem to me that this article should be reproduced in the trade papers of the church such as Zion's World and The Christian Century.

MILTON W. HOBBY, Bridgeport, Conn.

Minstrel Feast Is Relished

Editor The Billboard:

You old-time troupers, feast your eyes on this bunch of minstrel stars, then visualize this wonderful show away back in the '80s:

Opera House, H. A. Foster, manager, Erie, Pa., Wednesday evening, July 28, 1886. McNeill, Johnson & Slavin's Minstrels, Frank McNeill, Carol Johnson and Bob Slavin, sole owners; under management of W. S. Cleveland, Bones, Bob Slavin, Burt Haverly, Henry Carmody, John Daly and Arthur Christie; tambos, Carroll Johnson, Frank McNeill, John T. Keegan, Mat Diamond and Frank Christie; interlocutor, H. A. Morse. Operatic overture, especially arranged by Prof. James Carpenter. Vocal numbers, Jolly Times, John Keegan; My Saffor Boy's Return, J. H. Davis; Only, Only, Burt Haverly; Pay Your Respects to Maginis, Carroll Johnson; Jennie Who Lives in the Doll, Martin Hogan; Har Own Boy Jack, W. F. Holmes; Ah, There, I See You, Bob Slavin and featuring Frank Howard, composer of Sweet Heather Bell, the initial presentation of this song by the author.

Grand finale, The Bridal Trip, Slavin, Johnson, Arthur Christie, Willis Pickert, H. M. Morse and W. F. Holmes; also, Frank E. McNeill in his original Silence and Fun; Our Society Ball, arranged by Carroll Johnson, Johnson, Burt Haverly, John Keegan, John Daly, Arthur Christie, Henry Carmody, Mat Diamond and Willis Pickert; monolog, Chestnuts, Bob Slavin; The Pioneer Clog, ensemble number, arranged and led by Willis Pickert, "The World's Greatest Dancer"; "The Greatest Contortionist Living," Frank Hilton; concluding with the afterpiece, The Little Fly Coon, written by Frank Dumont, featuring Dan Quinlan in title role.

This show re-reheated and opened in Erie, Pa. and I was living there at the time. As I recall it, this was the first season of the show. Who knows? Who are still living of this wonderful cast? PROF. WALTER B. LEONARD, Glens Falls, N. Y.

SUBSCRIPTION, PAYABLE IN ADVANCE.

Table with 3 columns: Rate, U.S., Canada and Foreign. One Year \$3.00, Six Months 1.75, Three Months 1.00.

Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty cents per square line whole page 100 lines; half page 475; quarter page 125. No display advertisement measuring less than four lines accepted.

Last advertising form goes to press upon Monday. No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Sunday.

The Billboard reserves the right to edit all advertising copy.

# CODE NOW IN HANDS OF NRA

## Presented By Three Groups

CC, OSA and MCOAA  
submit plans for consid-  
eration at public hearing

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

A 48-hour maximum work week is fixed in the submitted code "except in case of emergency," and it is further specified that rules and traditions of circus discipline require "that off-duty labor remain on the circus premises and be available on call of the management for extraordinary emergency service." It also provides that no person under 18 years of age shall knowingly be employed as common labor in a circus. Persons employed in a managerial or executive capacity earning not less than \$36 per week and advance men are exempt from the foregoing. Minimum rates of pay are listed for 14 classifications of employees in railroad circuses or Wild West shows and for 10 classes in motorized or wagon circuses. These classifications are such as canvasmen, property men, train conductors, managers, cookhouse, ushers, etc. The rates of pay listed are combinations of cash and allowance for board and lodging. The minimum cash wages per week range from \$8 to \$10, and the allowance for board and lodging is \$10.50 per week for railroad, and \$8 for motorized and wagon circuses. The total minimum wages (cash and board and lodging) are from \$14 to \$20.50 in the railroad and from \$11 to \$13 in the motorized and wagon divisions. It is specified in the submitted code that in payment of wages the circus reserves the right to continue the "hold back" or "bonus" system as operations of the business require.

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

As mentioned in last issue of The Billboard (on page 3), definite date for the general public hearing on the circus code has been set for January 17 at the (See CODE NOW IN on page 42)

## Cleveland Grotto Show Plans Are Progressing

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

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

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

## Fay's, Providence, Has Annual Holiday Show

PROVIDENCE, Jan. 6.—Fay's Theater here staged its annual Christmas Circus December 22-23, with three shows daily. Business was fair, a cold weather wave hurting. On the bill were Charles Carlos Society Circus, Delmar's Lions; Five All-American Girls, acrobats; June Thurian, gymnastic novelty; Perez Duo, pairs; Dore and Yates, comedy; Random Troupe, acrobats, and the Flying Lamars. Harry Lamar broke a leg during the flying act and was forced to retire, being replaced by Larry Saunders in a single trapeze turn. Lamar sustained the injury when he failed to get enough spring into his double somersault to the net. He left for Bloomington, Ill. Gene Randow put on the clown numbers and Ernest Anderson was ringmaster and announcer. Show opened with a parade of performers across stage and closed with a Christmas tree tableau, both numbers being received with great favor, as was the entire program.

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

## World's Fair Circus, London, Good Program

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

The lineup is as follows: Mlle. Sandrina, voltage act; Lillian Fitzoy, aerial act; the Christiani Family of acrobats, including Machquito and Devise; Les Descamps, comedy bar act; Captain Ankner and his Blackpool Tower Torses; Lucio and Bianchi, clown riders; Josef Blank and Company, juggling and equilibrium display; Floxy Benhair and George, comedy acrobats; Magyar Troupe, high-speed springboard acrobats; Ten Lotaris, aerial novelty; John de Koch and his Tigers, and Captain Janesco and his Lions. All the acts were booked by Stanley Wathen.

## Robinsons to Miami

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

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



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

## Fed Jury Indicts Men Scored by Ringling in Bankruptcy Hearing

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

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

president Investors; Frank Bailey, chairman board of directors Investors; William H. Wheelock, vice-president and director Investors and president Prudence; Francis T. Fender, secretary-treasurer and director Investors; James B. Fisher, director RASC; James Graham, vice-president RASC; Gordon B. Brainsin, vice-president RASC and Prudence; Harry D. Burchell, vice-president RASC and Prudence; Eugene Moses, director RASC and vice-president Prudence; Henry S. Parker, secretary bondholders committee RASC; Otto E. Reimer, chairman latter committee.

Mr. Greve, a director in the Ringling-Barnum corporation, and Mr. Fender, its (See FED JURY on page 42)

## Theodore Simon Fatally Injured

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

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

## Endy Bros.' Circus Unit Playing Vaude

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

The program includes Barton's white dogs and pony act; Miss Clara and Miss Margaret, swinging ladders; George Barton, menage horses, with Miss Elvion, also high-school horses, worked by Miss and Mr. Torelli; Great Alvidio Perez, slack wire, finishing with a back somersault from wire; Bucking Mule; Billy and Margaret Faust, revolving ladder; Torelli's ponies, monkeys and dogs worked with revolving table; Ora Loreta, high horizontal bar; Barton's riding school, with mascharia; the Jenner Five, Rialty act; Big Rosie, elephant, four clown numbers by George Martin, Charles De Mole, Shorty Hunter and Cos Gee. This was the third week out for the Endy Circus unit in vaude. Opened in Hazleton, Pa.; then Williamsport, Pa., and then Bridgeton. The show is owned and under management of David E. Endy, who also makes all the announcements. George Barton is equestrian director. Show moves on one railroad baggage car and four trucks.

## Mills' Olympia Circus Again Has Good Sendoff

LONDON, Jan. 6.—Capt. Bertram Mills' 14th annual circus at the Olympia, which opened splendidly on December 21, was as usual prefaced by an invitation luncheon, given by Bertram Mills to some 1,100 guests, including H. R. H. Prince George the Lord Mayor of London, the Earl of Lonsdale, Rt. Hon. Ramsey MacDonald, the Bishops of Kensington and Kingston and many other prominent people. This luncheon has become the most important of its kind in the whole of Europe.

Besides the acts listed in the December 23 issue, the program also includes the Gordonelli-Malvida combined trapeze act; Ballerina, graceful posing on 6 horses, and Whimsical Walker, heading a bevy of clowns. Willy Sukumani remains as equestrian director, with Archie Pearson and Frank Eyster as ringmasters.

With the Circus Fans

By THE RINGMASTER



President, HAPPER JOE, Spokane, Wash. (Conducted by JOHN EDWARD, P. O. Box 518, Wheaton, Ill.)

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

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

Charley Davis, CFA and elephant biologist, of Hartford, Conn., attended the Mesonic Indoor Circus in the State Army at New Britain, Conn. which had a huge crowd and a fine performance. As usual, Charley spent some time on the elephant line.

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

President Harper Joy is in New York on a business trip. Had a get-together meet and dinner with Chicago CFA on January 6. Visited Norwich, Boston, Port Plain and Washington en route.

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

Pat Cunningham, of Jerry Mugivan Top, and National Director Lou Gross made the boat trip from Victoria, B. C., to Seattle together on December 23.

LAY-DEES AND GEN-TEL-MEN advertisement with illustration of a woman in a dress.

Circus Fans of America and the Circus Saints and Sinners Club endorse the Circus Room at the Cumberland Hotel... the management takes this opportunity to wish a most happy and prosperous New Year to the members of both these organizations and to all Circus people in America.

Make your appointments at The Cumberland BROADWAY at 54th STREET, NEW YORK

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

R. C. Beach, CFA, of Lewiston, Ida. recently visited President Joy and other CFA in Spokane.

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

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

West Coast Jottings

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

ed Whitney, Sam Comis, George Tipton, Scotty Thomas, Blossom Robinson, Mr. and Mrs. Al Mitchell, Fay Wolcott, Curly Phillips, Al Miney, Harry Wooding, John Backman, Nels Lausten and wife and Margaret Graham.

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

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

Los Angeles Brevities

LOS ANGELES, Jan. 5.—Inadvertently there was omitted in last issue's notes the Al G. Barnes Christmas party at winter quarters. There was an immense trog with 102 gift bags—Mrs. Cronin prepared the latter. Everyone had a fine dinner. Frank Chickarallo was Santa Claus, and the boys in the jungle camp were provided for. Foodies Hannford has arrived and the family will go into rehearsal at Barnes ring barn here, where the Clarkentons and the Castellinos are working. . . . E. L. (Yellow) Burnett and Ginger are back from a tour of the East and Middle West. Work will be started on the circus painting job shortly. . . . Turner Thomas is working special events

Persons or Groups Can Be Heard At Code Hearing in Washington

CINCINNATI, Jan. 6.—Opportunity to be heard (either in person or by appearance or by sending a written or telegraphic statement) at the general (public) hearing on the circus industry code, under the National Recovery Administration, to be held at Ambassador Hotel, Washington, starting January 19, and in connection with the proposed basic code submitted to the NRA by the Circus Committee, the Outdoor Showmen's Association of America and the Motorized Circus Owners and Agents' Association, will be given to persons or groups who can show a substantial interest as workers, employers, claimants or otherwise, in the effect of any provision of the proposed code.

Those wishing to be heard must comply with the following requirements:

- (1) A written or telegraphic request for an opportunity to be heard must be filed before noon on Thursday, January 18, 1934, with the Administrator, Room 4217, Department of Commerce Building, Washington, D. C.
(2) Such request shall state the name of (a) any persons seeking to testify in the hearing and (b) the persons or groups whom he represents.
(3) Such request shall contain a statement setting forth without argument, a proposal (1) for the elimination of a specific provision of the code; or (2) a modification of a specific provision, in language proposed by the witness; or (3) a provision to be added to the code, in language proposed by the witness.
(4) At the Public Hearings, all persons are regarded as witnesses and shall present orally facts only and not argument. Written briefs or arguments may be filed, but oral presentations will be confined to factual statements only.
(5) In the discretion of the Deputy Administrator in charge of the Hearing, persons who have not complied with the requirements of paragraph (1), above, may be permitted at any time prior to the close of the Hearing to file written statements containing proposals for eliminations from, modification or additions to the code supported by pertinent information or argument. Such written statements must be condensed as much as possible.

Public Hearings are solely for the purpose of obtaining in the most direct manner the facts useful to the Administrator and no arguments will be heard or considered at this time. Representation of interested parties by attorneys or specialists is permissible, but it is not to be regarded as necessary. Industry, workers and the consuming public will be represented by special advisers employed by the government.

ers' Club, Culver City, Calif. Looks like Nels will be a homeguard from now on, as he has a 7 1/2 years' lease.

Jack (Scotty) Thomas and Mr. and Mrs. Al Mitchell returned to their homes in Venice after spending the holidays in Arizona.

Mrs. Ova Thornton, wife of Bob Thornton, equestrian director Barnes Circus, is confined to bed with a severe cold.

Funeral services were held December 30 in the lodgeroom of the Elks at Santa Monica for James (Colonel) Cresson, aged 72, who succumbed to heart attack. The ritual ceremonies at the clubhouse followed by cremation at Woodlawn Cemetery, Santa Monica. Colonel was with Barnes Circus many seasons, but for the last few years was a resident of the Elks' Club here.

The writer had a clown band contracted for Venice Pier for New Year's Eve but had to be called off on account of rain. The beaches are dead at present on account of the lango and chip games being closed up.

Mr. and Mrs. Del Smith, Int. of Chocolato Garden in the Venice Ballroom on Venice Pier, have taken charge of St. Mark's Hotel for the Abbott Kinney Corporation. Visitors over last week were Sam Brown, Mrs. Marrett Blue, Roy Barrett, McKean Family, Dot and Ever-

... Capt. John Smith is breaking stock at the Barnes winter quarters.

Louis Goebel and the boys finished the Tarzan picture and are back at the farm; have contract for another 'circus' picture that will be in production February 1. . . . The McKown family is back on the Coast after an East and Middle West trip. . . . Phil Escalante has been doing stunts and doubling parts in the Tarzan picture. . . . The Flechians Troupe is doing stunts in the Tarzan picture at MGM. . . . Stanley F. Dawson and Hughie Hart in for a run with Col. Eg and Bertha Natic Drove from New York via southern route.

The Al G. Barnes winter quarters escaped serious damage in the flood, although much damage was done all around it.

LONDON, Jan. 6.—The Gaumont British Corporation is traveling a 50-minute circus presentation over its principal picture houses. The presentation, which opened successfully December 26 at the Gaumont Palace, Hammersmith, includes Kafka, Stanley and Mae Fowl, American acrobats; Hank the Mule, comedy prop" animal act; Astley's Animal Circus; Tommy Long, still walker, and the Meau-Kirakawa Japanese separation, which includes a thrilling "Slide for Life."

BARGAIN! PIT SHOW TOP advertisement for a tent with price \$250.00.

CIRCUS BALLOONS for the INDOOR SHOW advertisement with illustration of a clown.

LARGEST AND FINEST ASSORTMENT OF POSTERS FOR INDOOR CIRCUS SHOWS advertisement for Uncle Tom Minstrel and Musical Comedy Shows.

DOWNIE BROS.' CIRCUS WANTS PERFORMERS advertisement for circus performers.

COLE BROS.' BIG WILD ANIMAL CIRCUS advertisement for a wild animal circus.



## Under the Marquee

By CIRCUS SOLLY

PERFORMERS and others, which booked for next season, let's have the information.

THERE WILL BE great mental relief in circus circles when the NRA code for the industry becomes settled.

R. O. SCATTERDAY, of banners advertising note with streamers, is seen regularly along the route in Chicago.

HERBERT DUVAL, head of the executive staff of Rummel Bros., is winter hibernating at his home in Little Rock, Ark.

RALPH H. BLISS, Bill Peters and Andrew Manuel, of Seils-Sterling Circus, are residing in an apartment in St. Louis during the winter.

MAK E-MAY and Guy Blackburn have been enjoying visits with relatives and friends at Annapolis, Md. Will return to Dallas, Tex., for a few days.

LEE NORRIS, well-known clown, especially as a circus comic-in-walker, is vacationing with his family at Alton, Ill., for the first time in about two years.

THE REPORTED that a group of reputable performers has been active with a booking office at Chicago toward launching a circus on a co-operative plan.

INDOOR CIRCUSES staged during or shortly after the Christmas-New Year holidays have in most instances had bad breaks in attendance.

FRED YOUNG, manager Aerial Youngs, advises that the act will soon start its indoor dates, opening at Omaha on January 17, then to Cleveland and from there to Detroit.

JACK MILLS trumpet with Downie Bros.' Circus band, under direction of Rodney Harris the last two seasons, is now with Eddie Lit's Orchestra playing at a club and dance place in Cleveland.

LUCILLE'S BULLDOGS recently completed a five weeks' engagement at a department store at Memphis, Tenn., after which Lucille, Ray and Mrs. Hoom prepared to go to Florida to fill engagements.

AN ARTICLE in last issue with a Roy West, Fla., dateline erroneously stated that Kay Bros. Circus would close its season at Key West December 30. The closing should have been announced for a week later, January 6.

ETHEL LIVINGSTON formerly with Seils-Floto, Bob Morton and other circuses and more recently in vaude with her aerial act, has located in Gainesville, Fla., where she is teaching a class in aerial work.

FRANK FRANCE, who was part owner of the old Hart & France Circus that operated in the '30s, recently motored to Bradenton, Fla., where he has a cottage and spends winters. Dick Durkin, a nephew, accompanied him.

CANDY MYERS, many years treasurer with Robbins Bros. Circus, is operating a "trick show" in Des Moines, Ia. Word has it that also his business has been profitable. Candy probably could not be coaxed back into circus business.

OMER WATKINS and Martin Stodghill, both band musicians with circuses, among them Seils-Floto for several years, are filling orchestra engagements around Cincinnati. Watkins at Kelley's Cafe and Stodghill at Dreamland Dansant.

HI BOB RUSSELL, veteran clown (used to specialize on "Jargo"), closed the season with Wheeler & Almond Circus recently, after which he joined his son, Robert Jr., on the Dufour picture-show in South Carolina.

IN LAST ISSUE Solly commented that probably "news of a prominent individual tying up with a motorized circus would soon break into print." It did break—on page 3 of last issue, after this page had gone to press—Tom M's partnership with Sam B. Dill.

MR. AND MRS ROBERT McPHERSON recently returned to Manchester, N. H.,

from a six weeks' engagement at a large department store in Boston, with a troupe of trained monkeys owned by Leonie Cherbonneau.

MUNICE, Ind.—Chester L. Kessner, 39, midget of this city, has announced his candidacy for the Republican nomination for mayor of Munice. Kessner was formerly a traveling salesman, also a member of a midget vaude and circus troupe.

ROBERT G. WING advises that he and his co-workers started their indoor dates for Royal Bros. Circus on November 16 and kept it on tour for five weeks, but to only fair business. Mr. Wing also states that he will launch a 15-truck show under the same title next May.

AMONG VISITORS to Silver Bros.' Dog and Pony Show at Polkston, Ga., were members of the LaDair Comedy Company and some from the Ricton medicine show. Ray Wilson and some others of the Silver Bros.' troupe spent New Year's in Jacksonville, Fla.

SINCE RETURNING with Fernandez-Christy performers from Hawaiian Islands, Roy Barrett, producing clown, has about decided to remain at Los Angeles for the remainder of the winter. Roy had previously planned a dates trip eastward.

MR. AND MRS JOHN E. NORMAN, last season with Miller Bros. Show, in Missouri, Iowa and Illinois, with which John presented his musical acts, have been spending their winter vacation at Houston, Tex., also will visit Dallas and Los Angeles.

AFTER the season closing of Sam B. Dill's Circus, E. B. Sterchi and Andy Kelley went to Hot Springs, Ark., where they established a store show. According to reports, they are satisfied with business and expect to continue there until March, then back to the circus.

THE CIRCUS WORLD and circus lovers are awaiting official announcements of the "several more" shows planned to be launched the coming season. Judging from floating rumors, in some of the cases who will partner with who (or who else) is a difficult matter for decision.

MRS. CHARLES GAMM, whose husband died in Cincinnati recently and who for many years has presented her trained cockatoos with shows, is recovering from an operation she underwent a couple of weeks before Mr. Gamm's death. She was in a hospital at Cincinnati when her husband passed on.

W. P. ANDERSON, who is wintering near Walling Creek, Ky., writes that he is so far in the hills he has not been a circus fan, let alone a circus man. Has worked but one week since closing of Hagendek-Wallace season, which was to Santa Claus at a department store at Alva, Ky., prior to Christmas. However, he has greatly enjoyed his vacation in hunting game and other pastimes.

MYERS JOHNSON, after concluding five weeks' engagement at a large department store in Youngstown December 23, worked a theater midnight show sponsored by the American Legion at East Palestine, O. Rosalie Lucarell and her troupe featured on the same bill of seven acts. Silvers and the troupe playing other dates in Ohio, including at the Knickerbocker Theater, Columbus.

BURT AND JEANETTE WALLACE, after closing season with World Bros., motored to Long Island to spend the holidays at the home of Mrs. Wallace's parents, the Karsays. On December 26 a banquet and party was given in honor of Mr. Karsay's birthday, with Burt Wallace as guest. Several members of Circus Karsay attended. The Wallaces and the Karsays will troupe again next season.

MILAN, Italy.—Circus Nazionale played here under canvas recently in spite of zero weather and much snow. Tent pitched in "summer garden" surrounded by buildings and heated by huge electric stoves. Admission prices, 2 and 4 lire (about 15 and 30 cents). Several really good equestrian, aerial, wire and acrobatic acts, as well as several clowns and fair band. Quality of show much better than those usually offered in Paris at much higher prices.

WIT: Russell Bros. Circus having its winter quarters established on its own acreage, several hundred acres purchased by Manager Webb about a year ago at the edge of Rolla, Mo., and specially

The Silver Family Theater at Greenville, Mich., has a signficant slogan: "A Show Run by Show People." Bert Silver, manager and H. Bob Martin, assistant manager, Silver & Martin, proprietors, Bert Silver is one of the oldest showmen in the United States still engaged in some line of show business. He started in the business in 1886 and has passed his 73rd milestone of life. Many showfolk remember the Silver Family Swiss Ball Ringers, the Silver Family Concert Company and the Silver Family Circus.

equipped buildings to be erected to replace the present temporary quarters, civic-minded people of Rolla probably have opportunity to collectively cooperate with the circus management toward placing their city conspicuously on the tourist and show-city map. An overland circus started Peru Ind., toward what is a now widely known "circus city" and very profitably so to Peru business institutions.

PROPER SIGNATURES to all mailed communications intended to be published is a requirement of all publications. It is not necessary to publish all names of writers, but all letters should be signed in longhand—typewritten names are not proper signatures to letters intended as news for the Circus or under the Marquee column have had improper signatures—some names written with typewriter, others merely show title (without "By So and So") and some no signature on the sheet of paper on which statements were written—hence, not published. Carelessness is the outstanding fault.

### Australian Circus Notes

SYDNEY, Dec. 7.—Dave Meekin (Afr-lander), animal trainer and circus owner, arrived back from South Africa a fortnight ago. His journey home was hastened by serious illness of Mrs. Meekin who died a few days after her husband's return. Annie Bruce, mother of Clarence Bruce, circus rider, and Vera (now Mrs. Alfredo Codomo), is still sending horses to Hamilton's Circus in the East.

The Wirth Bros' combination is playing Victorian towns. Flood conditions are being met with and business affected as a result.

Gill's buckjumping and circus combination is touring the near-by country towns. Some of Australia's best rough riders are with the show.

Joe Leonard, veteran circus clown and acrobat, long since retired, paid a visit here from Melbourne to meet his old partner, Alex, for many years one of the best known clowns in Australia, with aggregate age of 155.

Berry's Australian Circus has closed its Tasmanian season.

### Circus Folks at "Wake" For Old Man Depression

CHICAGO, Jan. 6.—One of the enjoyable affairs incident to the coming of the New Year was the New Year's Eve party given by Harry Atwell, photographer, in his studios the afternoon of December 30. Quite a number of circus folks attended and many others who were out of town over the holidays sent regrets.

The party took the form of a matinee wake. Clever cards were sent out inviting the recipients to attend the wake of the "late but unlamented 'Old Man Depression.'" More than 100 responded and from 2 to 10 p.m. they helped to put the "old man" away in proper style. A clever artist had fashioned a striking "phiz" of Old Man Depression. The "corpse" was dressed in a tuxedo and laid in a coffin bedecked with trimmings which made it look like the real thing. As each guest arrived he or she was conducted to the coffin for a last glimpse of the "departed," then invited to partake of refreshments suited to such a celebration. They did full justice to the occasion.

Not all of those who attended registered, but among the guests were the following: Clint E. Beery, Jack Beach, Eddie and Fannie Cavanaugh, Melville Woods, Harry A. Guthrie, Beverly White, Ted Nelson, Benjamin Smith, Eugene Whitson, John F. McGrath, Al Beach, Eddie Fulton, Margie Fulton, Al Madson, M. Atwell and Lyman Atwell, of The Chicago Tribune; Harry Taylor, of The Daily News; Bert Kappeler, B. C. Niemeyer, Bert Rutherford, Nat Green, Cecil Samuels, Edgar I. Schooley, Jack Nelson,

## Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, Jan. 6.—The Whoopee party held in the club's auditorium on New Year's Eve was a big success and a large crowd enjoyed the show and dance until the wee sma' hours of morning.

President Toby Wells arrived back in town from the Hawaiian Islands and just missed the party by one day. With him came the following members of the club who were over there also: Aerial Flowers, Snyder's Bears and Patrick and Reia. The Fearless Flyers stopped off at Bloomington, Ill., for a visit at their home.

Walter Powell has been discharged from the American Hospital recovered from his operation and looks and feels as fit as a fiddle.

At last Tuesday evening meeting the following applicants for membership were accepted: Bert Mayo, Herb W. Mayo, Lyle L. Mayo and Fred Mayo, of the Flying Mayos; Cleo and Tom Mason, dancers; Eldon Allen, formerly of the Rifords, now at Great Lakes as a corporal in the Marines; Paul Jimmie and Eddie Avalon, of Six Avalons, wire act; Duke Art, clay modeler; Henry (Shiro) Tekeuchi, of Sakura Japanese Troupe; D. Vera Joseph, dancer; Opal Hugh Griffiths, dancer; Lyman Curry, dancer; Edward A. Ward, catcher for Fearless Flyers and son of the late Eddie Ward; Merritt Bellow, animal trainer for Christy's Animals; Albert Hodgini Jr., son of Albert Hodgini, of Hodgini Family riding act, and Francis Paul Reiner, socialist.

Mr. and Mrs. Lew Christensen paid the club a visit while in Chicago from their home in Sheboygan, Wis.

North Trio is now playing dates in and about Detroit.

Victoria and Frank are still playing in New England States.

Danny White is no longer with the Red Orange show, having joined the Long Tack Sam Sharnahall Folies.

The club's gymnasium is a busy place these days, as many acts are arriving in town.

The Machado Brothers are on the West Coast playing vaude dates and expect to stay out there the rest of the winter.

LOS ANGELES, Jan. 6.—Mr. and Mrs. William Denny staged their usual New Year's Eve party at their home in Culver City December 31. The occasion also marked Bill's birthday. The birthday cake had one candle, regardless of the many that could have adorned it. The night from a weather standpoint was terrible. Nearly every guest who came by auto had to be pushed from places where they had been marooned in the high water that played havoc in this section, and getting home was even a worse problem. However, the large number attending showed that showfolk don't let anything stop them. The following guests were noted: Mr. and Mrs. S. L. Cronin, Mr. and Mrs. Steve Henry Cole, Ed and Bertha Nuge, Stanley P. Dawson, Mrs. Dora Bronson (mother of Mrs. Denny), George Tipton, Mark and Ruby Kirkendall, Charles Cook Jr., Ralph Wagner, Frank Chicarello, Skippy and Bertha Mastlock, Mr. and Mrs. Kenneth Cook, Mr. and Mrs. H. McGraw, Capt. John Smith, John T. Beckman, Mr. and Mrs. Jack McAfee, Mr. and Mrs. Johnny Bronson, Mr. and Mrs. Scotty Bronson, Fabe Bronson, Turner and Babe Thompson, Mr. and Mrs. John Stansbury, Dorothy Denny, Eugenie Hart, Mrs. Mary Quay, Weston Robinson (who did her Mac West impersonation) and Dorothy Leslie. There was almost everything to eat and drink, and the crowd voted Bill and Mrs. Denny being perfect host and hostess.

Ernie Roemer, Gladys C. Calderwood, O. H. Helmer, Dorothy Helmer, Esther Helms, Thoda Corcott, J. W. Bawles, Emma Bauer, Hazel Green, Albert Powell, Marie Dystrop, A. W. Calderwood, Forns E. Lacey, Jackson W. Hickey, E. K. Goodman, Sam Keeler, N. Harry Canale, Sally Wolf, Sam Keeler, Grace Lee, Thomas Mahoney, M. L. Franklin, Mabel McCann, Charlie Powell, Elmo Olson, Ruth Trotter, Hollingsworth, Carl Bowman, Mike Kostr, Fred C. Gough, Elmer Barry, A. Brown, Doris Douglas, Carl Randolph, Thomas E. Kennedy, George LuVoz, Zee Carter, Zelma Cox, F. Langdon Morgan,



The Corral

By Roudy Waddy

GEORGIE BEAN opines: "A lazy contentant is one who hitchhikes back the ch... after experiencing a B. O. in the arena—ask any pickup man."

GUY WRADICK'S articles, "Cowboys I Have Known," in West magazine, have been attracting a great deal of cowboy fan interest.

WORD FROM Grand Rapids, Mich., was that the Texas Joe Mix and family were among "those present" and enjoying the Christmas holidays in that city.

KEN INSLY, well known contestant, has been liberating at Junction City, Kan. Ken noted that he would be at the Denver Rodeo to again try his luck with the pitch horses.

DID YOU READ the interesting story on this page in last issue, relative to William F. Cody (Buffalo Bill), titled "From Scout to Showman," by Frank A. Small? If you didn't, you should read it. The article cut down the usual space for The Corral, but it was due such consideration.

JIM AND ALICE FOSTER since closing last season with Hagenbeck-Wallace Circus, with which Jim had charge of Oregus, with which Jim had charge of Oregus, have been spending some time with Jim's mother, Mabel Mack (Mrs. Lyman H. Dunn), who has been showing at Sulphur Springs, Pa., near Tampa. A few weeks ago Mab had the misfortune to lose a jumping horse, a valuable asset to her stock additional to her military mules.

POWDER RIVER JACK and Kittle Lee are still entertaining, with their cowboy songs and instrumental music, aboard a Texaco public address truck in the West. On Saturday before Christmas, Jack and Kittle donated their services at Hollywood, Calif., toward raising funds and baskets of food for the unemployed. They bailed in front of the relief headquarters and drew immense crowds.

MAY THERE BE faithful resolves on the part of rodeo producers this year, to make sure that contestant winners and contended performers' money is "in the bank" or otherwise assured prior to the announced dates! In instances of successful rodeos the cowboys and cowgirls get only their earnings or salaries, while the "big money" goes to the sponsors and promoters; hence, even good sportsmanship would not suggest that they take it on the chin in case of flops.

EARL AND ANNA SUTTON made a long motor trip (2,970 miles) from Valdosta, Ga., where the Sutton Rodeo Attractions have been in quarters on the fairgrounds for a few weeks, to Estevan, Sask., Canada, to spend the holidays at home. Met quite a change in temperatures—Georgia and Saskatchewan—from warmth to 40 below zero. They were scheduled to start the return trip on January 4, in order to reopen the show as a feature with Mighty Shoesley Midway in Florida. Esther Sutton, who has been in New York City, will join them for the winter season.

THE FOLLOWING letter was received from Tex Sherman, from Miami: "Rumors are floating that there will be a rodeo here in February. I suggest that all producers intending to come here for the purpose of producing a rodeo to investigate conditions regarding license. It is doubtful if a rodeo would make money here unless put on in a big way, as in the daytime there is horse racing at several tracks and at night there is dog racing. The crowd here is show hungry, but the State and city officials do not want any shows here because they believe that the show will take plenty of money out of town."

TUCSON, ARIZ. — Many large dude ranches and suburban hotels in Arizona are staging "cow shows." The craze for bulldozing, calf roping, etc., has become so rampant that many of the top lands are competing. Among the widely known contestants and performers who are planning to spend January and February in Arizona are Roy Adams, Earl Thede, Chuck Wilson, Fox Wilson, Everett Bowman, Tom Breeder, Johnnie Mullins, Breezy Cox, Carl Arnold, Frank

Marshall, Arthur Belmont, Richard Merchant and Finky Gist. The Bud Parker string of horses is getting a workout two and three times a month. Among those underwriting the fiestas, all ranchmen, are Thomas Griffin of Nogales; Lee Zimmerman, Patagonia; Mild Yoss, Fort Thomas, and Jack Stewart, Phoenix.

"PICKUPS" from Rinehart's Lone Star Ranch Wild West, in quarters at Richmond, Va. There are 12 in quarter—Charlie Poplin, Jewel Rinehart Poplin; Pat, the Indian, Frenchy Hoden, cowboy; Dad Brown, cook; Crip Collins, booster; Pete James, stable boy; Buddy Purvis and Freddy Price, cowboy, and the Rinehart children, Jackie, Jack and Jake, going to school and are seen daily working with ropes. Jackie and Olive are going over big at the Roof Garden and at clubs, the former with whips and ropes; the latter, singing and dancing. Jewel and Charlie Poplin will work with their father the coming season. Christmas a big time was had by all. There was a Christmas tree, and Jack Rinehart appeared as Santa Claus and passed out presents. Mrs. Rinehart prepared a sumptuous dinner. BONNIE PRICE.

APPARENTLY, powers-that-would-be (local business men and some of their friendly supporting officials at Miami) are not so much concerned about having a wide scope of entertainment for winter visitors to their city as they are to "hog" all the spending money possible. Miami would be a logical point for a big rodeo (really big and real contests). If properly advertised it would draw thousands of people to the city during its run. Even warm climate, beach bathing, band concerts, motor boat races, movie theaters and the other "regulars" become a bit monotonous, and tourists

leave for a change of "thrills" and atmosphere. This writer has spent a part (just a part) of several winters there, and circulated among and conversed with visitors to the city, hence is not "guessing" in the foregoing statement. That is one point in which California has it "all over" Florida—there are many rodeos in California for Eastern- or visitors, who really like them.

Peru Pickups

PERU, Ind., Jan. 8.—It was announced Thursday by Jess Atkins, general manager Hagenbeck-Wallace Circus and in charge winter quarters here, that units will be used at the Oroto Indoor show at Cleveland, starting January 26, and Shiro show at Detroit, starting February 6. Dates contracted at Minneapolis, Minn., and Canton, O., have not been definitely set. Units, moving direct from Peru, will be used in Shiro Indoor shows at Grand Rapids, Mich., week of January 22.

Salub, one of two male lion cubs that were pots of Mrs. Clyde Beatty—being led on downtown streets by leashes—died last week. Other cub to be trained and worked by Beatty in largest group of mixed cats ever appearing in wild animal acts in United States, and officially said to total 40. Construction of an aluminum arena is progressing rapidly. Will be six feet larger in diameter than that used previous years, more attractive and easier to handle. Beatty and cats to make pre-season opening of Ringling Barnum at Madison Square Garden, New York, in April.

Duke and Pauline Kamakua, past years with Duke Druckerbrooks' H-W side show and off road past season—cont. (See PERU PICKUPS on page 37)

showhouse moved from the Village to Brooklyn. Date of Nationality party has been set for January 23 instead of 20. F. Darius Eppham with a heap of legal papers sticking out of his pockets, all of them having to do with the proposed home. Jolly Bill Steinke did his share of benefit work during the recent holiday season. Carlton Hub can again talk in his natural tone of voice.

Circus Room Jottings: The Circus Room at Hotel Cumberland was visited during the holiday week by many people, old troupers and those not connected with circus. Everyone was loud in praise of the little room, and its appointments. Charley Bernard has sent 23 pictures from his wonderful collection and they are now on the walls. Warren Wood of Englewood, N. J., was a caller and brought with him some one-sheet lithos and a copy of Charley Bernard's Half Century Circus Reviews, called Red Wagon Stories, which is one of the best and most authentic books on circus history the writer (Harry Haugh) has ever read. Florence Kinney, of Des Moines, Ia., sent a bunch of snapshots which she took on circuses she visited last summer. Numerous circus folks who are now in New York dropped in during the week, and the following lovers who belong neither to the CFA nor CSECA from out of the city called on commander V. Saugh and wife of Newport, R. I., Capt. Sherwin and wife; Capt. Mann and wife, of Fork Union, Va.; Alvin Redford, CSECA, from Virginia. The room was stacked with fine Christmas cards received from members of the CFA, CSECA and other friends. A beautiful Christmas tree 10 feet high, with electric lights and many trimmings, was the central attraction in the room, and everybody had a wonderful time, especially on New Year's Eve. F. P. FITZGER, National Secretary.

Old-Time Showmen

By CHARLES BERNARD

Continuing the review of early day circus visits to Frederickton, N. J., the records show that after the July 25, 1878, exhibition of the John H. Murray Circus, the show played Florenceville, N. B., July 30; Grand Falls, 31; Fort Fairfield, Me., August 1; Woodstock, N. B., 2, and Houlton, Me., 3—evidence that crossing the international border was not difficult. The P. Barnum Show, with its wonderful offering of equestrian acts, and Carl Antony, with his group of 30 trained stallions, exhibited in Frederickton on June 11, 1878. In that year's program were the five famous lady riders, Madam Dockrill, Linda Jent, Emma Lake, Katie Stokes and Lizzie Marcellus, each of them a specialist in a particular equestrian act. A pair of black dromedaries were an advertised feature of the manager's, and in the Side Show Capt. George Costenbous, tattooed Greek nobleman, was the outstanding attraction.

Frank A. Robbins' New Railroad Shows made its introductory visit to Frederickton on July 14, 1884. In the list of performers appear Decoma Brothers, in an aerial bicycle act; Audrey Geary, famous strong man, a native of Dundee, Ont., and in his 50th year was doing his great specialty of juggling cannon balls. In the manager's Robbins featured a white llama, a wild yak of Tartaria, an Abyssinian ibex and kangaroo. July 1885, Barnum, Bally & Hutchinson gave Frederickton its opportunity to see Jumbo, and the "Sacred White Elephant." St. John N. B. had his view of Jumbo on July 6-7, and Woodstock got the show July 10. Two years later Adm. Forepaugh's Circus visited Frederickton July 21 and St. John, 22. The herd of 25 trained elephants, led by the Giant Buller and worked by Adm. Forepaugh Jr., was the big animal act feature of the 1888 season. Blondie, the rope-walking horse, was also heavily advertised. The concert of the Forepaugh Show had as its magnet to hold the crowds then flocking to it daily Capt. A. H. Bogardus and his four men in their exhibition of marksmanship. A street parade of dazzling splendor and the historical pageant Lallah-Rook was a combination that impressed the New Brunswick city as being a grand amusement institution.

Frank A. Robbins made his second visit to Frederickton July 8, 1887. Special publicity was given to an "Elephant Band, valued at \$125,000." On the bill as ring stars were Charles W. Fish, Linda and Elms Jael, as riders; William and Lucy Davene, acrobats; Chevalier Ira (See OLD-TIME SHOWMEN page 42)



THE TITLE of the sketching is "A Brahma's nightmare"—the artist's name in lower right corner. Imagine a Brahmin drawing these three boys at one contest while trying to maintain a good buck'em-off record!

Circus Saints and Sinners Club For the Troupers—and a Home

NEW YORK, Jan. 8.—We have received a neat brochure, entitled Doc Waddell, Inc., written by J. N. Wisner, outlining many good things about Doc Waddell, Waddell (right name, W. S. Andes), if the reader has known it, is the able and eloquent chaplain of the CSECA and has held that exalted office for many years. The Christmas party of the W. W. Workman Tent, Richmond, Va., December 28 on roof of John Marshall Hotel, was a huge success. There were 129 in the party, and in their white aprons and white hats they made an impressive sight as they gnawed on their knob of beefsteak. A huge program, 174, by 24 1/2 inches, was gotten out, on one side of which was an elaborate burlesque menu, with humorous cuts, and on the reverse side was a roster of the members of the tent—counted 131. Ham Watson acted as toastmaster and was better than ever. The guest speakers were Judge R. T. Wilson and F. Darius Barnum. The following appeared in The Richmond Times-Dispatch: "The organization was founded with an impulse to build a home in Richmond for aged and indigent circus troupers, but last night at their Christmas feast, the members devoted themselves mostly to the devices of frolic and goodfellowship. Fred D. Barnum, representative of Dexter Fellows Tent, New York City, said that some money has been raised toward the building of the home in Richmond.

He said that within a few weeks he would return to the city to make a further report. The advice of health authorities everywhere to eat well was followed, and after the hearty dining Judge R. T. Wilson, of Petersburg, made an address. Mayor Bright commended the movement for the proposed home for aged troupers and urged the organization toward greater activities for its fulfillment. Other speakers were Dr. Cliff Hudd, past national president; Charles Somms, current national president; Charles W. Moss, another past national president; and Joseph Kassa, president of W. W. Workman Tent. The Happy-Go-Lucky Revue, directed by Frank Barker, provided entertainment at the conclusion of the supper meeting. Johnny Brown's White Fleet Orchestra provided music throughout the dinner. From one who was there we learn that Charley Woo recited that talented epic, "Who's-a-Gel!" What has become of Freddy Heckel? And Jack Colvig? And Bill Scoble? All of these promised Tent notes, many of these notes seem to have gone to protest. Send 'em in, you v. p.—your notes always draw interest. Short Haits, F. V. B. Jr.'s dad is getting better. Bob Johnson is interested in fog photography and that it will be a success is a fog-gone conclusion. Pancoast has his desk loaded with promotion ideas, some of them good and some bad. Prexy Tony Sarg his his marionette

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

# RACE TRACK FOR A. C. AUD

## Indoor Horse Oval Is Projected By Groups for Summer Revenue

*Innovation, which may include dog racing, now under way and considered break for amusement men of resort—ample room seen for stables and other activities*

ATLANTIC CITY, Jan. 6.—Atlantic City Auditorium, largest in the world, will have the first indoor horse race track in the State and perhaps in the country, making a distinct innovation for amusement enterprises. This was learned yesterday, following conferences of city officials, Auditorium management and a syndicate of Maryland race track men who plan to convert the mammoth structure into a track during July and August, with a couple of weeks in September, covering the height of the resort's summer season. Although no definite contracts have as yet been drawn, it is learned that locally the plan is entirely favorable. The syndicate, which includes the famous Widener stables, has offered \$1,000 a day for use of main hall and stage. A quarter mile track would be built with the dirt stored away following close of the football season. There is ample room for stables in the basement and the stage would be used for various other activities of a track. Ballroom would continue with its dance policy.

It is possible that a smaller track would be built within the large one for dog races, which, like horse races, would be run every night, including Sunday. Meets would be under auspices of the Atlantic City Jockey Club, of which Hugh Riddle, Chamber of Commerce head, is president. It is felt that this plan would not only give the hall a much needed summer revenue, but would attract many extra thousands to the beach front and be a big break for other amusement men of the resort.

This would be a yearly event, according to present plans. It would do away with the American Fair, which had three successful summer seasons in main hall of the Auditorium until it was this year discontinued because of the World's Fair in Chicago, at which were many of its exhibitors. However, the idea has not been entirely dropped.

The big main hall of the Auditorium has been a disturbing puzzle to the city ever since it opened. Large conventions do not come in until fall, making possibility of the present plan practical from this standpoint.

## Damage by Fire Is \$10,000 For Resort in Connecticut

DANBURY, Conn., Jan. 6.—Marionette Inn, summer resort on shores of Lake Casadieu, near here was destroyed in a week-end fire. The Inn operated by Mrs. Fred Olmstead, had recently been renovated, but was occupied only by the Olmsteads during the winter season.

Firemen were unable to pump water from the lake because of ice and concentrated their efforts on saving a number of furnishings. Damage amounted to more than \$10,000.

CINCINNATI—Ned S. Hastings, business manager of Cincinnati Zoological Garden, talked on "Cincinnati Zoo Plans for 1934," at a luncheon on January 4 of the American Legion Luncheon Club, Netherlands Plaza Hotel. His talk was featured with slide of scenes from Cincinnati Zoo and Hagenback Zoo, Hamburg, Germany.

## Lift Skiffs; Drop 'Gators

NEW ORLEANS, Jan. 6.—O. H. Dale Smith, manager of Audubon Park Amusement Company, reports loss of two skiffs which someone removed from the lagoon. What bothers him most is how anyone could carry away two cumbersome boats without being noticed by passers-by or watchmen. This is the second mystery in Audubon within a year. Not long ago the pool was made the receptacle for dozens of strange alligators, not babies, but full grown ones.

## Stock Gilronan Successor For Departments at Idora

YOUNGSTOWN, O., Jan. 6.—Bert Stock, for the past year announcer and musical director of WYBM here, will leave his radio affiliation on January 20 to take over the assistant manager's job at Idora Park, filling the vacancy left by the recent departure of Eddie Gilronan, who had served in that capacity several years.

Mr. Stock, who for many years headed his own dance band in the Middle West, will have charge of booking bands for Idora Park Pavilion as well as management of the ballroom, in addition to having complete charge of the park's promotion and exploitation.

## Connecticut Oakland Ready

CONNECTAULT LAKE, Pa., Jan. 6.—Oakland Hotel, golf course and dance pier, will open in the early spring. Looking to a revival in summer resort business, the new management has within the past year completely renovated and remodeled at an expense of nearly \$50,000. H. Frederick Lewis, who has been active over a period of years in promotional and advertising work has taken charge of the promotional work and plans an aggressive campaign using radio, newspapers, direct mail and billboards.

## Uncle Sam Wants Info

Operators of amusement parks, pools and beaches who had not received copies of the proposed NRA code up to January 10 will please apply at once to Deputy Administrator Sol A. Rosenblatt, Washington, D. C., for free copies. Acquaint yourself at once with your tentative code and fill in, and return immediately the questionnaire supplied by the NRA. This is important to you!

## Membership Classes Are Defined And Objective Declared by AAPB

CINCINNATI, Jan. 6.—In a newly issued announcement the American Association of Pools and Beaches, of which Leonard B. Schloss, Washington, D. C., is president and W. H. Shearer, Philadelphia, is secretary, objective of the body is stated and classes of membership are defined.

"To promote the best interests of the swimming pool and bathing beach industry by securing, thru joint study, discussion and agreement better methods of construction, operation and management with increased safety and pleasure to the public," is given as the objective.

Operating members are defined as individuals, partnerships, associations, corporations or municipalities operating swimming pools or bathing beaches, indoor and outdoor, which shall have met the standards of practice and construction now or hereafter established by the pool and beach association to regulate memberships. Each operating member shall be entitled to one vote which shall be cast by its properly accredited delegate and its representative shall be



DE ARV C. BARTON, who has begun his third consecutive year as field secretary of the National Association of Amusement Parks. The post was created at the annual convention in Chicago in 1931 at the demand of leaders in the industry. He was married to Dorothy Shober on November 23 in Cincinnati and the couple are making their home in Chicago this winter.

## Barger Has Illinois Spot

DANVILLE, Ill., Jan. 6.—J. W. Barger, of this city, has acquired Homer Park, on Route 48, a mile north of Homer, Ill., and 18 miles west of Danville and the spot will be opened next spring. There are a new set of buildings, dance pavilion, cafe, casino and 30 acres of woodland along the Salt Fork River.

## Blaze Takes Ohio Pavilion

FAINESVILLE, O., Jan. 6.—Fire of undetermined origin destroyed the Madison-on-the-Lake dance pavilion, near here, with a loss of several thousand dollars.

## Mayor Would Fence Ventnor

*Closed beach plan as advocated in South Jersey is considered radical*

ATLANTIC CITY, Jan. 6.—Fencing in of the entire Ventnor beach front, from the city line connecting it with Atlantic City to the line of Margate, for exclusive use of Ventnor citizens, charging admission to all others, spending of considerable money in building cabanas and other beach improvements, with possibility of city-conducted bathhouses for visitors at certain spots, were recent recommendations of Mayor Isaac B. Sweigart of the down-beach community in his New Year's address to city council.

If his plan is carried thru it will be the most radical step in the history of South Jersey resorts and may lead to similar action in certain parts of the Atlantic City strand.

## Hackney Opens Beaches

Ventnor City owns its beach front, while Atlantic City has its use only thru means of an easement deed with the owners executed in the early days of the resort wherein for certain tax considerations the city was allowed to use the strand as a free attraction to visitors. Any attempt to commercialize it in a way not approved by the owners immediately voids the agreement.

Two years ago a real estate group controlling an uptown beach shut it off, charged admission and built bathhouses and showers. This was the principal uptown beach and would have most likely come thru in the money had not Harry Hackney, prominent restaurant man and owner of considerable beach front property, improved his beaches and thrown them open to the public within a block of the closed beaches. The fences around the latter are now destroyed. The Ventnor situation once more brings this matter to the foreground.

## Auto Dressers Increase

Mayor Sweigart said reports showed a large increase in bathers last year and increased trouble with bathers who came from the large cities in cars and trucks and attempted to change clothes in autos or on the beach.

He suggested admission to the beaches free to Ventnor citizens showing a special ticket, but said details could be worked out later. In his opinion he said, this would protect residents, aid the city and help property owners to rent to better advantage.

## Best of Holdup Argument Goes to Texas Park Man

FORT WORTH, Tex., Jan. 6.—O. C. Fleet, proprietor of Deer Creek Amusement Park on Burleson road, won an argument with a would-be robber on December 31—thanks to intercession of an employee, Ray Miller. As a consequence a Cleburnes youth, 19, is in jail, pending further developments and recovering from a knockout by Miller, 19. The suspect, picked up on the road by a party of two boys and three girls, stopped at Deer Creek resort. He engaged Fleet in conversation as follows:

"Were you ever held up?"

"What's more, Fleet countered, 'I'm never going to be.'"

With a gesture toward his jacket pocket, the youth said: "Well, it looks like the time is ripe to stick you up."

But he was not aware of the fact that Miller was in the place. In the next moment Miller broke his hand and the would-be robber melted to the floor unconscious.

The stranded suspect was lodged in jail and his companions' cleaned after they established they had picked him up on the road.



# NAAP

## Manufacturers and Dealers' Section

By R. S. UZZELL

At the close of the old year two of the old-time Coney Island characters left us. Harry E. Tudor, with his wife, has departed for England. He gave the best of his life to the amusement business. As a young man he came to America with the famous Hootock Wild Animal Show.

Back in those days Frederick Thompson and the Hootock Show could always make the front page of get good display. Tudor put Hootock over with the press. He was on the alert and could always get a story which was "news."

He has seen hardships, but never despaired. His unquenchable energy never failed him in times of stress. His hand has turned to blacksmithing, horseshoeing, sign painting, bicycle racing, aviation, park management, device operator, device salesman, press agent and author. He has a book to his credit on training wild animals. He carries some marks from scratches of beasts of the jungle. He made long trips for Hootock in quest of wild animals.

### From the "Tudor Line"

He comes from the "Tudor line," which once ruled England. He says the king business is about out of date. Handicaps and discouragements which would have finished many men never caused him to falter. He was loyal to his employer and to the amusement profession.

In 1917 at the Astor Hotel in New York City he had a part in organizing the Outdoor Showmen of the World, which subsequently became the National Association of Amusement Parks.

He could write well on many phases of the amusement park. He was an original character such as does not often appear in any industry. Here is wishing you well, Harry. The ocean gets narrower every year. Hop it often for our conventions. May you live long and prosper again.

### Oscar Jurney's Rise

The second character to leave us is the late Oscar C. Jurney. Death claimed him in the last week of the old year. This man never fully grasped an opportunity and carried thru.

He was a stenographer for the United Railway and Electric Company, of Baltimore, as was his first wife, whom he married while with that company. He became secretary to the president of the Baltimore Railway Company, where E. C. Collier found him.

Collier had a minority interest in Luna Park, Coney Island after its reorganization from the Frederick Thompson regime. Oscar looked after Collier's interest for about three years until Collier acquired controlling interest of the park, when Jurney was made president and general manager. This advanced him in salary and authority too fast. It was good neither for Oscar nor the park. Collier was so deeply engrossed in his varied interests that he gave little time to the park.

Things ultimately were not satisfactory, so the arrangement was not continued and Jurney drifted for a time. He went to Cuba for the E. A. Thompson Scenic Railway Company, but with no worth-while results.

### At Rendezvous Park

After some little time he connected

in Atlantic City to help build and to operate Rendezvous Park. Here he deserted his friends and at the end of the season his contract was not renewed. At the annual meeting in Chicago that year he was not re-elected a director of NAAP. He drifted for a time. In this interval he tried Detroit without success. When he turned up at the Times Square Hotel in New York he was ill and destitute.

Dr. Courtney, of baby incubator fame, got him from the hotel and placed him in a hospital. On recovery he obtained a minor position with Collier but this time in Florida. He handled some vaudeville acts for a short time, was with the coin-operated photo machines a brief interval then back to Collier again.

For a part of 1928 he was in Luna Park under Merritt. We find him at Collier's New York office again until the bankruptcy proceedings, when the forces were cut down. The last drifting was more severe because of the times. He was living in a summer cottage near Matawan, N. J., alone and cooking for himself.

The cold weather was too much for his weakened condition, so we are told. He died alone. He left one child, about 7 years old, by the second wife and a son and daughter, now grown, by the first wife. We all regret that he let some golden opportunities slip by and just dropped out of sight.

## Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: From the sound of things right now, it looks like Freeport is angling to build itself up as an amusement center by spring, with much in the way of enterprises supported. Wants to steal some of the Jones Beach thunder. . . Jim Pasta definitely slated to retain his post as Queens County Park Comptroller. . . Bob Biersdorfer and his Broad Channel crowd planning to expand there in the spring. . . Phil Durland's plan for a Roller Coaster near Richmond Hill was tossed into the basket after he learned that zoning laws in the area made it impossible.

La Casino, expensive Jamaica play spot, which seemed to be making a go of it, folded, leaving the Golden Glades. Fighting, with an open field. . . The lights are on and the Atlantic Beach Boardwalk is scheduled to remain dark until Dedication Day. . . Island Park will buzz with activity this spring, with many things contemplated. Doc Sullivan will do much around the sector. Ed Warner, Tony Kelly and Abs Leister, Island concessionaire, off for a sojourn in the South.

ROCKAWAY BEACH: A. Joseph Geist, Rockaway Playland's proxy, played an active part in winning favor of solons for rapid-transit line to the Rockaways. Along with John Morris, Rockaway Chamber of Commerce president, and Charles Will, owner of the Moulin Rouge and other amusements property, Geist is given credit for having won the transit's approval. Sanction was given last week. Anchor Inn, on the Boardwalk, now the scene of important political shindigs. Jack Segal, Walk politician, in Atlantic City for a spell. . . Jim Hayden, leader of the Seaside colony, in New York for his winter months, but will be back early in the spring. . . The Zazel tribe is planning things here for the summer. . . What- ever the plans are for Elk Park in the spring, they've been carefully vetted for the last few weeks. . . Johnny Lilly and Arnold Minstrel registered the

## Merchandise Made the Game Business

(Editorial reprinted from The Billboard of July 15, 1933)

THERE was a time, some years since when amusement games flourished on midways. The reason was public confidence in the games. People were encouraged or induced to play when they saw others who had already played walk away from the games with armfuls of merchandise. That merchandise was a walking advertisement.

Sights of that kind on midways today are few and far between. And that's why the concession business, to no small extent, is at such a low ebb. The general depression is to be blamed, too, but it must be remembered that the popularity of games began to wane before the depression.

What the concession business has been sadly in need of in late years is new methods of operation or a revival of the old methods which won public confidence. Too many evils have crept in and if the business is to come back they must be eradicated.

Owners and operators blame grafting politicians and local fixers for this unpleasant game situation. It is their contention that they are compelled to pay dearly for fixing and must get this money back some way. In consequence all kinds of methods are resorted to, the public squeals and unfavorable publicity follows, not publicity against the grafting politicians and local fixers, sorry to say, but against the show carrying the game.

All cities and towns of course do not come in this class but the number by no means small, the operators say. The sad part is if the show won't do as the grafting politicians and local fixers say, obstructions are placed against the operation of the whole midway. Therefore, a show's concessions cannot be any cleaner (or more of color) than the city or town where grafting of this kind goes on.

Anyway, wherever this situation does not exist, owners and operators of games should play fair with their public and they will benefit in the long run if not immediately. Even the World's Fair has proven that it is absolutely necessary to pass out merchandise to get the business. Those concessions not doing this are "starting to death." Location, it is true, has some bearing, but failure to put out merchandise is a strong factor.

It was merchandise that made the game business, and it will take merchandise to bring it back.

most unusual of all New Year's Eve experiences in their city. Both went to Manhattan to colbrate. Lilly lost his car (he's had it about 10 years) and Minstrel found his brother Carl whom he hasn't seen in years. Windup: All three had their overcoats swiped.

LONG BEACH: Morty Gold named by Mayor Louis Gold as city clerk for the new administration. Morty'll have charge of the issuance of permits to concessionaires. . . Murray Chute may hold forth next summer at Atlantic Beach. Former Police Commish Moe Grossman, who was the stormy petrel during that 'walk trouble two summers ago, is suing to get his job back. . . Franklin Hotel damaged by fire. . . Bert Wealin, dasher king, will mark his 20th year in biz the coming summer. His wife in the trade the same length of time. . . Decrease in the number of traps and buses coming in here. They'll all be restored by May 1, tho.

## Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, JAN. 6.—The resort saw its greatest New Year's since 1917, with a record crowd and free money, with temperature 20 degrees above any other mark in surrounding territory, together with Philly blue laws and lack of New Year's Day parade. Visitors poured in for a three-day period, keeping hotels jammed and giving Walk concessionaires a good play. Charles Corman, m. c. of railroads, said rail travel reached 8,700 in one day, highest since 1917.

Prices were slightly under usual, with highest party price \$7.50, including supper. . . Ambassador forced to open two main halls to accommodate night-club crowds. . . famous old Knickerbocker, killed by prohibition, reopened, with Charlie McGarry and Erik and Floer show, and will be new flesh spot for Walk. . . Charlie Doolin, minstrel, put in show for holidays at Minstrel Inn on Pike. . . Brook Adams, m. c. of big Truymors floor show, with Gloria Day and Maurice St. Clair.

All flicker houses run midnight shows with Steel Pier holding flesh. . . packed 'em in with Center Flicker. . . Silver Slipper and Beaux Arts reopening highlights of Walk.

What helped greatly was pre-holiday arrangement of safe and garden owners that there would be no increase in liquor prices. . . Orsola Fuscatelli.

Frank La Forge pupil, in concert at Colton Mader. . . Al Lewis furnished music for Billy Arnold's revue at reopened Babette. . . Mayor Harry Bacharach in New Year address predicted banner summer season.

## With the Zoos

WASHINGTON.—A new anesthetic for animals, declared by eminent veterinarians to be the most successful yet devised, will be used in an operation on one of the Sunnaran tigers in National Zoological Park. The tiger is suffering from a small cyst or tumor which Dr. Mann, director, says must be removed. Dr. David E. Buckingham, Washington veterinarian, will administer the anesthetic and perform the operation. According to Dr. Buckingham, the anesthetic can be used on any species of animals. It is said to take effect in about 15 minutes after being administered and animals remain under its influence five to six hours.

MEMPHIS.—The Zoo announced inauguration of a birth control program for coyotes, tigers, panthers, wolves and lions — the meat eaters—but not for hippos, buffaloes, elk or deer—hay eaters. "It had to be," explained N. J. Molroy, superintendent. "The price of meat got too high. There was no market for the young—so there won't be any more." The superintendent said it was "different with the hay-burners."

FITCHBURG, Mass.—John T. Benson, of the Bonson Wild Animal Farm, Nashua, N. H., phoned The Billboard representative here that the lowest temperature ever at the farm was recorded on December 30, when 32 below zero was reached. Animal trainers and attendants turned firemen, working in relays keeping roaring fires going in all the animal barns. No animals suffered because of the extreme weather, the coldest in New England since 1640.

LONDON.—Three characteristic Indian animals have been acquired by London Zoo, a four-horned antelope from Jubalpora, Central Provinces, and a hog-nosed deer and two nilgahs or blue bulls which were born in the antelope house Nilgahs are largest of Indian antelopes. Lord Moyne has presented (See WITH THE ZOOS on page 46)

## "The Billboard" --- and You

For 33 years The Billboard has conscientiously rendered a definite service to people affiliated with the amusement industry. This service to our many thousands of readers has been in numerous forms—publishing of authentic news, editorial comment, constructive criticism, suggestions, letter list, routes in advance, lists of various enterprises and events, etc., not to overlook a special service at our various offices to inquirers or callers for information and advice concerning amusement organizations and individuals.

Our aim is to be of even greater service in the future, and your assistance will aid us in accomplishing this. We earnestly solicit your candid opinions and welcome and value criticisms or suggestions.

Furthermore your friends in the amusement industry are naturally interested in your activities or the activities of the organization with which you are connected. Won't you submit to us any news or other data pertaining to the amusement field which in your judgment will prove interesting or of a definite value to them? Many have been doing this for years and we invite you to join them.

1934

## Auto-SKOOTER Water

THE RIDE THAT ENJOYED GREATEST POPULARITY AND BIGGEST NET PROFITS AT A CENTURY OF EXCELLENCE. CHICAGO, ILL., LAST YEAR.

WATER SKOOTER. LUSSE BROS., INC., 2229 North Lincoln Street, Philadelphia, Pa. U. S. A. LUSSE BROS., LTD., Central House, 25 Abchurch Lane, London W. C. 2, England.

# PROTESTS HOOSIER POLITICS

## State Association Takes Steps To Dodge Board Electioneering

Indiana delegates may get away from annual meetings of board of agriculture—Claypool made head of that body—fair men's new officers are Struckman, Ade, Felton

INDIANAPOLIS, Jan. 8.—If a special committee carries out the intent of the motion creating it, Indiana Association of County and District Fairs, which met in annual convention in the Claypool Hotel here on January 2, will "divorce itself from State fair politics." Secretary James A. Terry, La Porte County Fair, La Porte, was prime mover in the effort toward what he called "a rebirth of this association and a reorganization by which it will be possible for us to get together by ourselves." Impending election of members and annual organization of Indiana Board of Agriculture on the following day overshadowed all activities of the fair men's association, declared Mr. Terry. He favors holding annual meetings of the fair executives at a time and place separate from the gatherings of the State board, which has the State Fair in charge.

Buttonholing and electioneering among fair men attending their meetings by candidates for places on the State board would then be avoided. It is assumed members of the State board are elected by representatives of county fairs and breeders' associations.

### Felton Succeeds Barker

A new set of officers was named by the IACDF. E. J. Barker, Thorntown, retiring secretary-treasurer of the association and of the State board, being succeeded by Oren E. Felton, Fairmount, Grant County. W. E. Struckman, Huntingburg, was advanced from the vice-presidency to the presidency to succeed Charles A. Halleck, Ellettsville, who served two one-year terms, and Roland Ade, Kentland, was elected vice-president.

On the reorganization committee, created unanimously on motion of Mr. Terry, President Struckman appointed Mr. Halleck, chairman; Mr. Terry and Clarence E. Edwards, Connersville.

A general legislative committee to scan past mutual legislation and any other bills affecting fairs was named and its members are Frank J. Claypool, Muncie, new president of the State Board of Agriculture, chairman; Joseph Glintner, Crown Point, and Mr. Barker.

### Beer as a Concession

Mr. Terry is desirous that the reorganization committee arrange to hold the 1934 meeting so that those attending will not be affected by the election of State board members. He declared that only a handful of active fair men were in attendance at sessions of the association, while some years ago when meetings were held in Muncie and other out-of-the-State cities several hundred attended and big, constructive meetings were held.

There was considerable discussion regarding sale of beer on fairgrounds, members appearing to be about 50-50 on whether to sell or not to sell. But it was the consensus that sale of beer let out as a concession is much more desirable than having fair associations handle it.

At the afternoon session, Mr. Terry, telling of success of La Porte Fair with gate cut from 50 to 25 cents, declared all fairs should have an objective, and he believed fairs conducted for benefit of boys and girls would bring best results. He advised members to keep off "bad concessions" and advised that ministerial associations be lined up behind fairs wherever possible.

### Praises The Billboard

Nell R. Godwin, Johnson County Fair, Franklin, told how that show had had a profit since 1929 with a free gate heavy grand stand and concession receipts and support of civic bodies and press.

"Our concession receipts doubled with a free gate," he declared. "They will come if you know how to get them." (See PROTESTS HOOSIER on page 36)

LANCASTER, O.—Lancaster Fair made a profit of about \$8,000, reported Omar S. Thomas, treasurer, in his annual report to directors

## Shreveport Program Is Big

SHREVEPORT, La., Jan. 8.—Secretary-Manager W. R. H. and officers of the State Fair of Louisiana have drawn plans and specifications to be presented to the PWA for a concrete stadium, pad-dock, grading, drainage and landscaping all over the grounds. It is planned to lay sidewalks and to widen streets, estimated cost of the work to be nearly \$100,000.

## Beer and Profits (?)

INDIANAPOLIS, Jan. 8.—An impromptu symposium on sale of beer on fairgrounds during the convention of Indiana Association of County and District Fairs here on Tuesday developed that most fair boards who handle the trade themselves are apt to wind up without "either beer or profits." "News" knew we had so many friends," was the report of several secretaries. "Beer selling is a sort of sore spot with us just now," remarked Joe Gintner, Crown Point, where profits appeared much more ethereal than foam on the lager. Sell the beer concession to someone who knows what it's all about, was the advice that met greatest favor.

## Ga.-Ala. May Meet Jointly

COLUMBUS, Ga., Jan. 8.—It is likely that the convention of the Association of Georgia Fairs here late this month will be a joint meeting with Alabama secretaries, as plans are under way for such a gathering. The Georgia association is sponsored by President O. C. Johnson, Americus, and Secretary E. Ross Jordan, Macon.



P. T. STRIEDER, genial general manager of the Florida Fair, Tampa, looks over activities on the grounds where buildings have been wrecked to permit a rebuilding and expansion program in which \$228,000 will be spent on improvements.

## Great Falls Getting Its Grounds "Out of the Mud" by CWA Funds

GREAT FALLS, Mont., Jan. 8.—With unprecedented rainfall partially inundating North Montana Fair grounds in 1933 and 1934, necessitating cancellation of important entertainment features, officials are determined that the exposition be brought "out of the mud" for once and for all and to that end have obtained between \$50,000 and \$100,000 of CWA funds.

The extensive work program is now under way, with 125 men employed. On January 1 they had already spent two weeks on the improvement projects and it was then anticipated that the work would be continued for 60 to 90 days.

Fifteen inches of sandy loam is being placed on the entire surface of the race track which, in the opinion of highway construction engineers, will practice to eliminate possibilities of mud in case of heavy rainfall. Two miles of storm and sanitary sewers are being laid on the grounds and the carnival lot and parking areas surfaced with gravel.

Harold F. DePue, secretary-manager, recently was appointed and the board of county commissioners in December

reappointed members of the board of fair commissioners whose terms were expiring. A reorganization meeting of the board is scheduled for this month to elect officers for 1934.

The commission is now composed of W. F. O'Leary, president; G. T. Boyd, first vice-president; W. H. Bertsche, second vice-president, and Frank McPheter and E. I. Steinmetz.

## Syracuse Adds to Surplus

SYRACUSE, N. Y., Jan. 8.—New York State Fair made a profit of \$31,491.77 from the 1933 fair, according to J. Don Ackerman, director. Of this sum \$17,000 was used for bills incurred in 1932. Net surplus of \$14,491.77 from the 1933 fair was transferred to the permanent construction fund. This brought the total in the fund up to \$37,000. This will be used for construction of a woman's building if Governor Lehman includes the remainder needed, \$33,000 to \$45,000, in the State budget.

## Raleigh's Net Is 15 Grand

Gross just below \$50,000—George Hamid, co-lessee, ready to talk '34 terms

NEW YORK, Jan. 8.—North Carolina State Fair, Raleigh, grossed nearly \$50,000, had an operating profit of more than \$18,000 and net profit of better than \$15,000, according to figures released this week by William A. Ornum, State Agricultural Commissioner, and forwarded here to George Hamid, head of George A. Hamid, Inc., who was co-lessee of the event last fall. The exact figures were:

Total Gross	\$49,798.07
Operating Expenses	\$1,423.39
Profit from Operation	\$18,374.68
Expenses for Administration	\$3,108.26
Net Profit After Deduction of Expenses and Charges	\$15,266.42
Due and Outstanding	\$50.00

Twenty-five per cent went to the State and balance to Mr. Hamid with the late W. H. Joyner, his associate in the operation of which is held to be the most successful North Carolina State Fair on record, receiving more than \$1,500 out of the Hamid end.

## Program Well Balanced

Fair's board of directors met just before the holidays, says Hamid, to decide various matters in connection with this year's event and to consider matters put in by Raleighites and by two New York concerns, whose names were not made known. Board adjourned without a definite decision, but is scheduled to meet again late this month, when Hamid is expected to be present.

Hamid gratified with the results, credits the co-operation of all sources involved with the splendid financial and artistic showing. A lot of people, he stated, were under the impression that because he is a supplier of talent and attractions the fair would be dominated by the amusement element. In contradiction of this attitude he points to the fine racing program, some of the best exhibits on record and most commendable agricultural and industrial features, including a poultry show of unusual magnitude.

## Chambliss Is Credited

"We did have one of the finest grandstand shows ever to play Raleigh, but did not neglect the other departments," he said. Hamid also credits Norman Y. Chambliss, the manager, for his great advance work.

For this year's fair Hamid states that a number of changes in his agreement with the State would have to be made before he would commit himself. He admits, however, that "there is a pronounced feeling among the higher ups that the fair should be operated by me and my associates, and Mr. Chambliss, of course. I am ready to entertain the right kind of a deal for 1934, but should the State decide to conduct on its own, we are ready to extend every co-operation."

## Farmers To Have Majority On Michigan's New Board

DETROIT, Jan. 8.—Michigan State Fair will be permanently a farmers' organization, according to decision of Governor Constock. The new board of managers will have 50 members, and 11 will be bona fide farmers, according to the governor.

The State is taking back the fair, which was run under management of Detroit business men last year, piling up an attendance record after the State withdrew all aid. Net profit is reported at \$2,000.

Lease of grounds to Detroit Racing Association will mean a higher class of exhibits than has ever been possible before, it is believed.

# Big Work on For Nashville

**Improvement program to cost \$125,000 under way —passes cut out by law**

NASHVILLE, Jan. 6.—Having selected September 17-22 as 1934 dates and contracted with the Royal American Shows for the midway, Tennessee State Fair is moving along for the 29th annual exposition. Increased premiums will be featured in every department, and with improvements now being made under CWA sanction, the entire grounds will be more attractive when the gates swing inward.

About \$125,000 worth of improvements are being made. The covered track has been rebuilt, stock barns replaced and all buildings repainted, color scheme being uniform. New booths will be built in buildings to conform to present-day needs. The concession department, under direction of Phil C. Travis, is signing contracts and initial publicity has started.

J. W. Buszewski, secretary, is busy with building operations and on the job early and late. He plans to issue the 1934 catalog about March 15 so as to give farmers, horsemen, poultry and livestock raisers time to qualify for the many cash premiums. Horse show premiums will exceed \$5,000.

"We expect to have legitimate merchandise stores again, but will stop there, with such stores, in a limited number, on our main walk and also with the carnival. Speaking of passes, Tennessee State Fair has not issued anything of the kind for many years. In 1908 the legislature enacted the following: 'It shall not be lawful for the board of fair trustees or any other State Fair official to issue free passes to any person or persons other than employees connected with said fair.' We publish this in our catalog and do not print passes of any kind," said Travis.

## Renewed Interest Promises

**Large Meeting for Kansas**  
TOPEKA, Jan. 6.—More interest is being manifested in Kansas fairs than for many years past, says President William F. Rorer, Coffeyville, in announcing the program for the 11th annual meeting of the State Association of Kansas Fairs in the Jayhawk Hotel here on January 9 and 10. Maurice W. Jencks, secretary of Kansas Free Fair, Topeka, will be toastmaster at the traditional annual dinner night of January 9.

A long list of speakers and subjects has been made up for the sessions. Banquet entertainment will include a show staged by Amy Cox, of RKO, Kansas City. Indications are for a big attendance.

## Silver, 74, Goes on Board

GREENVILLE, Mich., Jan. 6.—Hert C. E. Silver, who at 74 is among Michigan's oldest active showmen, has been appointed a member of Michigan State Fair board by Governor Comstock. He has been active for years in promotion of fairs. Samuel T. Metzgar, State commissioner of agriculture, reaffirmed an announcement that there will be a State Fair in 1934.

## Short Biographies Of People Engaged in Fair Business

Under this heading each week will appear a short biographical sketch of some person active in the fair field.

### No. 64—A. C. BATTERSHELL

Mr. Battershell was born in Clero, O., on October 20, 1878, making him 54 years of age. His home is in Hillsdale, O., where he is secretary of Defiance County Fair. He assumed the position in 1930. He was in newspaper business, 1896-1921, and is now in commercial printing business. He is a member of the county election board and of the Jeffersonian Club of Defiance County. His wife, Delphia M. Battershell, is not active in fair work. They have two sons, Richard, 29, and Frederick, 18 years old.

## Fair Meetings

Minnesota Federation of County Fairs, January 10-12, Lowry Hotel, St. Paul. H. F. Hall, secretary, P. O. Box 854, Minneapolis.

North Carolina Fair Secretaries Association meeting, January 12, Raleigh, N. C. C. S. Farnell, Mebane.

South Texas Fair Association, January 15 and 16, Hotel Nimitz, Fredericksburg. George J. Kempth, secretary, Seguin.

Western Canada Association of Exhibitions, January 15 and 16, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Nebraska Association of County Fair Managers and Nebraska State Board of Agriculture, Hotel Cornhusker, Lincoln, January 15-17. Perry Reed, secretary, Henderson.

Western Canada Fairs Association (Class B), January 15 and 17, Royal Alexandra Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

North Dakota Association of Fairs, January 17-19, Grand Forks. H. L. Plink, secretary, Minot.

Massachusetts Agricultural Fairs Association joint meeting with Vermont Association of Agricultural Fairs, January 18 and 19, Hotel Weldon, Greenfield, Mass. A. W. Lombard, secretary, 138 Statehouse, Boston.

Vermont Association of Agricultural Fairs, joint meeting with Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Weldon, Greenfield, Mass. Glenn W. Rubie, secretary, Enosburg Falls, Vt.

Louisiana State Association of Fairs, January 19 and 20, Courthouse, Lafayette. Harry D. Wilson, commissioner of agriculture, Baton Rouge.

South Carolina Association of Fairs, January 19 and 20, Columbia Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Virginia Association of Fairs, January 22 and 23, John Marshall Hotel Richmond. Charles E. Baskett, secretary-treasurer, Staunton.

Michigan Association of Fairs, January 24 and 25, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Saginaw.

Pennsylvania State Association of County Fairs, January 24 and 25, American Hotel, Allentown. Charles W. Swager, secretary, Reading.

Texas Association of Fairs, January 26 and 27, Adolphus Hotel, Dallas. George D. Barber, president, Mineral Wells.

Association of Tennessee Fairs, February 8, Hermitage Hotel, Nashville. W. F. Barry, secretary, Jackson.

Wisconsin Association of Fairs, February 7-9, Plankinton Hotel, Milwaukee. J. E. Malone, secretary, Beaver Dam.

Ontario Association of Fairs and Exhibitions, February 8 and 9, King Edward Hotel, Toronto. J. A. Carroll, secretary, Parliament Buildings, Toronto.

Association of Connecticut Fairs, February 20, Hartford. Leonard H. Healy, secretary, State Office Building, Hartford.

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

INQUIRIES are being made regarding coming meetings and association secretaries should send in their dates.

## Milledgeville Is To Elect New Head and Plan for 1934

MILLEDGEVILLE, Ga., Jan. 6.—President E. H. Dunaway, Middle Georgia Fair here, has been transferred from State Prison Farm near here, where he has been an official the last 12 years, to the State's new penitentiary in Tattnall County, near Reidsville. This will mean a special meeting of fair stockholders for election of officers and a successor to Judge Dunaway, who is well known among Southern fair officials.

He has been president of Middle Georgia Fair since its organization in 1928 and under his leadership the fair has made large profits each year that it has been held. The association owns 38 acres within city limits. Plans are going forward for a fair in 1934, it having been discontinued three years ago.

Officials plan to introduce harness racing. C. E. McCullar has been secretary since the fair was organized.

# Public's Preferences Shown In More C. of P. Figures

**World's Fair attractions grossing less than sum of \$250,000 give interesting insight into popularity—101 Ranch Wild West and Indian Village are light draws**

CHICAGO, Jan. 6.—Figures just released by A Century of Progress, giving receipts of the various shows and attractions that grossed less than \$250,000, give an interesting insight into preferences of the public. There were some conspicuous failures among the amusement attractions as well as a few outstanding successes. As to just what caused the successes and failures showmen themselves are not agreed. Location, newsiness, manner of operation—those and other causes are put forth, and doubtless all had something to do with final results. The most conspicuous failure was that of the 101 Ranch Wild West, which lasted only a short time and grossed only \$4,846. Another was the Indian Village, gross of which on the season was \$18,508.

## Nebraska State Probable in '34

LINCOLN, Neb., Jan. 6.—Nebraska's State Fair is virtually assured for 1934 and final decision will be made at the meeting of county and State fair managers in the Cornhusker Hotel here on January 15-17. Secretary Perry Reed previously announced after his return from the international fair convention in Chicago that the Nebraska exposition was in the worst shape, bar none, of any fair in the country.

Whole trouble lies with \$250,000 of grand stand bonds eating up \$12,500 worth of interest annually and thereby just about taking all grand stand receipts. Then the fair must dig into other pockets to pay for all entertainment. The chamber of commerce announced intention of trying to work with the fair to get some other pro rata means of payment to bondholders and to assure the fair's continuance.

A recent CWA grant of \$5,000 for improvements raised some hope, and the fact that passing of the Labor Day week once might lose it forever to the fair board will be a strong factor in votes for a fair. County fair outlook is much better for the next season.

## Strieder Does It

By JIM MALONE

Ten weeks before opening of the 1934 Florida Fair in Tampa, which gets under way on January 30, P. T. Strieder, general manager, learned that his application for \$228,000 Civil Works Administration grant had been allowed for fairgrounds improvements, providing he could spend the entire amount in 90 days.

The mythical Brewster with his million to spend in a year was a piper compared to the action manager. Strieder gave the CWA nine wooden buildings were raised within a week and on January 13 saved concrete and steel structures will be turned over to exhibitors, giving them over 55,000 square feet of floor space.

Besides the new buildings, five old brick structures were redesigned, stuccoed and floored with concrete; auto race speedway was relayed and concrete walls built entirely around it, both on the rail and on the pole; a magnificent new entrance erected, administration office remodeled under the grand stand and hundreds of other minor improvements effected. Over 2,500 men are on the job, working night and day.

Down Tampa way the folk are doffing their hats to Manager Strieder. They said it couldn't be done but he has done it, and when the big Florida exposition opens for an 11-day run it will be difficult to find any trace of the frenzied activity which has made the grounds look like the jumbled debris from a Kansas cyclone for the last 10 weeks.

## Biden Continues in Halifax

HALIFAX, Jan. 6.—A Nova Scotia Exhibition Commission, sponsoring Halifax Fair, continues H. D. Biden, Amherst, in his triple office as secretary-treasurer-manager of the commission and fair, altho he offered his resignation after he reported he had been "invited to resign" by some members. Political parties, it is declared, are using the commission and fair as a political football and result has been heavy deficits every year since restoration of the plant here.

Others that showed poor results were the Show Boat, \$21,698; Days of '49, \$68,808; Plantation Show, \$59,416; Gettysburg, \$67,593; Lion Motordrome, \$35,877; and Observation Balloon, \$12,035.

The balloon suffered from poor location, the Indian Village poor management and the Show Boat was never allowed to present shows as it had intended.

Among the money makers in the list of attractions grossing less than \$250,000 were the Life Show, which grossed \$147,834, the Cyclone Coaster and Flying Turns, which grossed \$173,239 and \$144,174, respectively, these two rides grossing more than all the other rides combined; Miss America, an attraction with beautiful setting but little show (merely one posing girl inside), \$63,525; Snake Show, \$43,217; Guess-Your-Weight Scales, \$188,821, and the Crystal Maze, opened late in the season and with a small "nut," \$12,645.

Complete list of attractions which grossed less than \$250,000, with gross figures for each, follows:

Chris Craft Speed Boats.....	42,048
Columbia Transportation Company, Steamboats.....	69,230
Cycling Coaster.....	173,239
Flying Turns Ride.....	144,174
Driftblines.....	79,309
Auto Scooter on Enchanted Island.....	11,407
Maynes Illinois Rides.....	80,590
Leaf in the Dark.....	39,104
Sea Flanes.....	65,871
R J Stegol, Pony Rides.....	19,619

## FOR SALE EXCLUSIVE

by the

# TENNESSEE STATE FAIR

at Nashville, September 17-22, 1934.

- Bottled Sodas, grand stand and sell at 10 cents.
- Candy Apples, Candy Floss, no peddling. Cushions.
- Frozen Custard, Ice Cream.
- Novelties, Palmistry, Peanut Peddling, grand stand.
- Popecorn Peddling, grand stand.
- Scales, 2 locations.

These exclusives do not apply to Carnival Midway.

Ice Cream Cones sell for 5 cents. A separate bid for each item. All bids must be in the hands of the Superintendent of Concessions by noon of Thursday, January 18, 1934. Right to reject any or all bids is reserved. Upon acceptance all successful bidders must pay 25% of the privilege.

Address all bids to:

Phil C. Travis

Superintendent of Concessions, Tennessee State Fair, Nashville, Tenn.

WITH THE Trotters By EDWIN T. KELLER



Recent visits to the leading winter training centers thruout New England have found harness horsemen in that section getting ready for the first leg of the spring training season...

At the Keane oval Trainer Safford has the imposing stable of E. P. Cray, the leading patron of the sport today from Vermont...

One of the biggest surprises we received in New England was on our visit to Fair Oaks Farm, the noted country estate and training plant just completed the past summer by Paul Bowser...

In the space of four years the Boston sportsman has transformed the farm from an old rundown landmark into a country estate of beauty and one of the most modern and complete training plants that is to be found anywhere in the country...

Interest in the East centers around the stewards' meeting of the Bay State Circuit to be held in Springfield, Mass., on January 13, having been moved forward from the original date of January 2...

Goshen, N. Y., which inaugurated the circuit season a year ago the first week in June, will again inaugurate festivities in the East, and racing is to be staged right up until the opening of the fair season...

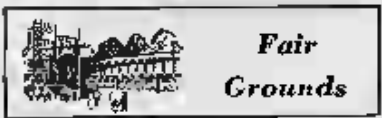
WEST MINERAL, Kan.—Mineral District Free Fair re-elected John Blair president, W. E. Baugher was elected vice-president and J. C. Thompson was re-elected secretary-treasurer...

New York Aid Bill Put In

ALBANY, N. Y., Jan. 8.—A proposed law to provide aid to county and town fairs of the State to the amount of \$280,000 has been introduced in the Legislature by Senator James J. Crawford, New York City. It is designed to permit betting at race tracks operated by racing associations and jockey clubs with right of civil action to recover money wagered...

Shelby May Race at Night

SHELBYVILLE, Ind., Jan. 6.—Among new plans announced by President Rufus Eix for Shelby County Fair is one for lighting the track for night horse racing. The cue is taken from Anderson, Ind. where harness horses under the lights have been popular and profitable. It is proposed to change Shelbyville dates and get away from the week before Indiana State Fair.



ANDERSON, S. C.—Elaborate colored announcements have been sent out by Secretary J. A. Mitchell, Anderson, for the fifth annual meeting of South Carolina Association of Fairs in the Hotel Columbia, Columbia, on January 19-20. There will be a program of speaking and entertainment in charge of Paul V. Moore, Columbia, and Judge Jerry Hughes, Orangeburg.

ST. JOHN, N. B.—St. John Exhibition Association decided to discontinue having an assistant manager and to substitute a managing committee consisting of G. D. Ellis, president, and H. G. Harrison and W. J. Welmore, vice-presidents. They will work with G. William Frost, new secretary-treasurer-manager, who succeeds H. A. Porter, after being the latter's assistant eight years. Directors have appointed chairman of committees for the 1934 Fair Labor Day week.

VAN WERT, O.—Nolan E. Stuckey, secretary of Van Wert County Fair, reported the 1933 fair showed a balance of \$139.50 after \$1,500 owed for several years had been paid. A total of \$7,627.88 was paid to a record number of 7,418 exhibitors.

WINTER HAVEN, Fla.—Chambers of commerce, service clubs, women's organizations and American Legion posts thruout the citrus-growing section have been asked to pick out in it prettiest unmarried girls and send or bring them to the Ritz Theater here night of January 16 to participate in a contest for the honor of being chosen queen of the Florida Orange Festival in this city on January 23-27. Six maids of honor also will be chosen.

MAEYSVILLE, O.—William C. Moore, secretary of Union County Agricultural Society, said the 88th annual Union County Fair will be held here on September 4-7. Under the CWA program a new stock barn is being erected, the track widened, new fences built and other improvements made to the grounds.

UPPER SANDUSKY, O.—Because of a cyclone last March which blew down buildings and unroofed others, it was necessary to spend \$1,700 for rebuilding, reported Secretary Ira T. Matteson, Wyandot County Fair, at the annual meeting. Numerous shade trees were lost. Despite a week of bad weather, receipts of the fair enabled payment of all bills and half of all premiums. There is a balance of \$800, and with State aid another 25 per cent will be paid on premiums.

GRAND RAPIDS, Mich.—All claims of the city of Grand Rapids to land of West Michigan Fair Association at Comstock Park was vanquished with a ruling by the State Supreme Court denying an appeal from a finding against the city by Circuit Judge Brown. The city considered it had a claim to the property thru a reversion clause in original deed. C. Sophus Johnson, co-receiver of the Fair Association with Olive Jones, said

the decision paves the way for sale of the property to race-track promoters.

MADISON, Wis.—Assurance that Dane County will have a fair in 1934 has been given by R. G. Nuss, secretary of Dane County Agricultural Association, who said profit from 1932 will make this year's event possible.

CHIPPewa FALLS, Wis.—Northern Wisconsin State Fairgrounds were sold on December 23 to heirs of the late S. C. P. Cobban in a mortgage foreclosure action for \$30,000. Reports are that the property will be divided between the three heirs.

ELKHORN, Wis.—A CWA offer to move the art hall and make repairs at a cost of about \$1,732 has been approved by Watworth County Agricultural Society. Charles Fountaine has been elected vice-president to succeed Lawrence Clancy, resigned. The society owes about \$13,000, and resources total about \$4,700, September 3-6 are 1934 dates.

Fair Elections

LOUDONVILLE, O.—Loudonville Agricultural Society, sponsoring the annual street fair, elected H. G. Arnold, president; A. H. Welmer, vice-president; W. S. Henson, treasurer, and O. K. Anderson, secretary.

CONVERSE, Ind.—Miami County Fair Association elected Lew Marburger, president; Don Miller, vice-president; W. J. Gift, secretary; L. L. Heeter, treasurer; Cleveland Remaker, John Shaw, Albert Whitlock, Fred Blumfield, Albert Hays, G. E. Laird, James Smith, L. M. Green, Edward Powell, William Bowman, M. M. Snyder, E. L. King, O. A. Reynolds, O. L. Sullivan, P. E. Smiley, directors.

LONDON, O.—Madison County Agricultural Society re-elected President Howard Correll and Secretary Lemay P. Wilson, his 21st year in that position.

SPRING VALLEY, Minn.—State Senator O. A. Starks was elected president of Mower County Fair Association, succeeding Ben J. Hussey, who was elected secretary.

VAN WERT, O.—Van Wert County Fair elected Nolan E. Stuckey, secretary; Elmer Island, president; Joseph Giesler, vice-president; O. A. Carlo, treasurer.

WILMINGTON, O.—Clinton County Agricultural Society re-elected Dr. Frank A. Feala president for the third consecutive year; Frank Hunicutt, vice-president, and O. G. Griffith, treasurer.

UPPER SANDUSKY, O.—Wyandot County Agricultural Society elected D. A. Bloom president; E. E. Williams, vice-president; Charles Artz, treasurer, and Ira T. Matteson, secretary, re-elected.

PROTESTS HOOSIER

The best money we ever spent was with The Billboard in advertising for concessions.

He said that his fair board objected to county fairs voting in election of members of the State Board of Agriculture and he questioned the right of each of the 13 board members to have a box in the State Fair amphitheater. He referred to State Fair passes sent to county fair men, stamped "Good only at the gate."

"There have been too many passes issued to the State Fair," he concluded. "and our board recommends that the State Fair managers try one free Indiana State Fair."

Townsend for Criticism

Remarking that the 40 fairs now in the Indiana association were only about one-third of the former membership, Lieutenant-Governor M. Clifford Townsend, who assumed the duties of secretary-treasurer of the State Board of Agriculture on January 1, told the members that fairs should not be "100 per cent agricultural." He said manufacturers, city folks, business men, workmen and boys and girls all should be considered in balancing a program.

Wise counties will continue to support county fairs, he said, and real fairs should teach how things can be produced at least cost. He said there always would be criticism of the State Fair and that he would welcome any sort of constructive criticism.

"There is no such thing as a free fair or a free pass," he declared. "Somebody pays. If you don't get it at the gates, you get it after they get in, which is all right. I am open-minded on how to get it."

Skating Act Is Hit

Mr. Haddock was toastmaster at the banquet in the Riley Room at 7 p. m., presenting President Strickman, who introduced William Rainey Bennett, Eight, Ill., as guest speaker. Fairs must be better publicized to make the public want to go to them, Mr. Bennett said. Mr. Townsend made the address of welcome.

A highlight of entertainment was presentation by Earl Reynolds, Ronselaar, of Reynolds-Donegan roller skating team, of his girls' aerial skating act, which went over big, as it did also at the December banquet in Chicago of the International Association of Fairs and Expositions. Markler and Schenck were given a big hand on their St. and Mandy act.

Visitors Are Numerous

Among attractions representatives and other showfolk present were: A. F. Thavut, Thavut's Sensations of 1934, A. P. Thavut, Theatre-Duffield Fireworks Company, Charles H. Duffield, Art B. Bane, Belmont Fair Attractions, Sidney Belmont, Eastern Educated Jasses, Charles Eaker, J. W. Watson, Jack Champion's Explosive, Jack Champion, Ohio Display Fireworks Company, A. T. Vitale, Barnes-Carruthers, Sam J. Levy, Big State Shows, Roy Gray, J. Douglas Hongland's Circus Revue, Frank Hongland, J. G. Weep Shows, J. C. Wor, Gus Sun Booking Exchange, Pete Sun, American Fireworks Company, C. E. Pearson Shows, Mrs. C. E. Pearson, Indiana Amusement Company, J. D. Duffy, World's Fireworks Display Company, A. C. Roberts, Hudson Fireworks Company, A. D. Michale, Harry Lessinger, Gordon Fireworks Company, J. Saunders Gordon, Illinois Fireworks Company, J. E. Forshedd, The Hubbard, Clara R. Ellis, Four Lorenzos, C. W. Haddock's Congress of Thrillers, Gold Medal Shows, Oscar Bloom, Jack St. Julian, Mike T. Clark and Fiddling W. Scholler.

Secretary H. B. Kelley, Hilldale (Mich.) Fair, was a visitor and renewed many acquaintances among those in attendance.

New Board Organizes

Mr. Claypool was named president of Indiana Board of Agriculture at the re-organization meeting in the Statehouse on Wednesday. It was predicted last week in The Billboard that his election would be effected. Earlier in the day he had been re-elected without opposition, to a two-year term as a member.

Everett S. Fridy, Warren, holdover member, was named vice-president, and Lieutenant-Governor Townsend, commissioner of agriculture, assumed the duties of secretary-treasurer. He succeeds Mr. Barker, who completed 10 years' service on the board, one as president and nine as secretary-treasurer.

With completion of organization, the board immediately began to lay plans for the 1934 State Fair. Concessions men were interviewed and assignment of departments to board members was discussed.

One Slipup in Slate

In his final report, Mr. Barker pointed to the plans on which the Indiana fair is placed by agriculturists from all parts of the country and stated the fair again became an asset instead of a liability in 1933.

"Of the 16 years just ended, we have shown a profit seven years, totaling a little more than \$135,000," his statement said. "You all know the trying times of the last few years and the difficult tasks we have had, but a way out always has been found. We all are glad that we were able to get back on the right side of the ledger this year."

Three old members were re-elected over constants, three old members were reelected without opposition and two others were defeated for re-election in election of members of the board held earlier in the day.

Two new members are E. Curtis White, Indianapolis, State senator, and Charles B. Morris, Salem, newspaper publisher. Guy Cantwell, Gosport; Thomas Grant, Lowell, and U. C. Briggs, Kendallville, each were re-elected over opponents, and Levi F. Moore, Rochester; O. H. Taylor, Booneville, and Mr. Claypool had no opposition.

Election of Mr. Cantwell over Prof. R. M. Mikeseit, Bloomington, was the only slip in the plans of the administration for election of new members. Otherwise the administration slate went over as planned.



By CLAUDE R. ELLIS  
(Cincinnati Office)

ABE FRANKEL, president of Riverview Amusement Company, Des Moines, Ia., has opened Arcadia Rink there, using equipment from Riverview Amusement Park, which the company operates. The rink in a building in the heart of the business district, has had a big take the few days it has been open, at times not being able to take care of would-be skaters. Several thousand dollars were spent in decorating the spot.

DEATH of Sheila Charles removes from roller skating one of its most prominent figures. Following the funeral in Winston-Salem, N. C., his brother, Fred, returned to Muscogee, Mont., where he operates a rink. Death details are in the Final Curtain of this issue.

MADISON SQUARE Ice Club Skating Rink, atop Madison Square Garden, New York City, reports successful business to date, especially due to recent cold weather.

ICE PALACE Rink, Bedford and Atlantic avenues, Brooklyn, N. Y., is having good attendances, operating seven days a week, with matinee and evening sessions.

ROYAL ROLLER SEATING Rink, Brooklyn, N. Y., has had good business since its grand opening a month ago. Matinees are from 2 to 5 and evenings from 7 to 11. These sessions prevail seven days a week. Rink is in heart of the Brownsville business and amusement district and is the only roller rink in Brooklyn, with exception of the renowned Brooklyn Roller Rink some five miles distant. Pro roller basketball, speed skating, races for amateurs and pros and hockey will be the season's features at the Royal.

CHRIS HAHN, manager of Fort Wayne (Ind.) Roller Polo Club, announced that the league is ready for the season and that Terry Hautz will be a member. Hahn and other officials believe the sport will regain much of its former popularity this season. That officials consider basket ball an attraction with which they must compete is seen in the announcement that basket ball games will be played as preliminaries for the first home roller polo games.

A CARD from Skating Jack Hyland from St. Petersburg, Fla., tells of him breaking in a new partner for an act to be known as Jack and Mary Lou. He believes that locality would be good for a portable rink, as there are no rinks for miles around.

MALCOLM CAREY Philly, has leased a building in Hagerstown, Md., and will open a Rink shortly. It is said that George Shire, formerly floor manager in Carey's Carman Rink, Philadelphia, will be resident manager.

CHARLES BEAT, formerly with C. V. Park, New Kensington, Pa., is now operating New Ken Gardens in that city and reports satisfactory biz.

J. O. RIGGLES, operating at Lake Orion, Mich., advises that his Petoskey (Mich.) rink was destroyed by fire of undetermined origin. Some years ago

Riggles had two skating bears which were drawing crowds at rinks. This reminds E. M. Moore that a prominent skating act is breaking in a bear as an addition to the act.

## Do Races, Hockey Profit Operators?

By PETER J. SHEA

This question has been asked many times and from practical experience I am compelled to say that races and roller hockey have their good and bad effects on the skating public. The trouble with the average rink operator is that his knowledge and experience are so limited that he is under the impression that to give patrons attractions and entertainment he must stage a race or hockey game at least two or three times a week.

A great weakness of rink managers is that they overdo a thing. If a race or hockey game is drawn good attendances the first two or three times, they keep it up and in the majority of cases it soon becomes boring and interest is lost. Managers should keep one slogan always in mind, that "variety is the spice of life." Keep giving your patrons something new and speaking of novelty attractions and features, they see many if managers would only make an effort to obtain them.

One disadvantage in staging hockey or speed races is the after effect. Floor men spray the floor with various floor surfacers that rise and make a rink unsanitary and dusty. And soon the patrons learn to come only on nights when there are no contests or games and when the rink is more presentable. It is my opinion that racing and other sports are not essential in making a rink a success financially. There is a time and place for everything. The proper time to stage racing is the last month or six weeks of the season when business begins to slow up. Occasional races or series of races, along with other rink features, prolong business to the end.

A great mistake is made by many rink operators in that they carry their season too long. Some run the year around, some into hot weather, business declines to fewer and fewer as unseasonable weather approaches and it is generally a losing game. It's mighty hard to get those patrons that hung on to become enthused again, as they remember the few who attended toward the last of the season and the skaters look for other entertainments.

The idea is to keep patrons hungry, always wanting more. As Al Plath, of Brooklyn, recently wrote, there are so many more amusements, so much more competition for the rink manager to contend with that he has to be on his toes at all times if he is to make a go of it. The great trouble with present-day rinks is that there are too many small ones in small towns and not enough in larger, more substantial cities.

So why not operate on a larger scale when the population is so much greater and receipts larger? The average rink owner works equally as hard in a small town, where his success is limited and his profits small, yet his overhead is nearly as large as if he operated a larger, more presentable, up-to-date roller rink in a larger city where his success is bound to be more certain as possibilities are bigger and better.

Nearly every city, large or small, has buildings available and suitable for rinks. Write the secretaries of Chambers of Commerce to find you such buildings in whatever cities you choose to locate. They are paid to help bring in more enterprises to their cities. If rink managers would co-operate with one another it would be beneficial, especially to those who have not been in the game very long. Rink managers should send in their names, locations and news to *The Billboard*. Others like to hear from them and the rinks they operate.

### NSA Notations

By BERT RANDALL Secretary

Bill Henning reports that M. Trump and P. Myers, Carlisle, Pa., have been matched for a five-mile relay race against De Haupto and Calvin Shields, Baltimore. Race will be in Charles Mt. Royal Rink, Baltimore. Lebanon Tigers defeated Mar-Del hockey team, Balti more, 3 to 1. Henning reports hockey picking up in Baltimore.

Arthur Westfall reports a new hockey team to play in Coliseum, Cleveland, Battle Creek, Mich., opens for hockey on January 18, playing Detroit.

Eastwood Park, Detroit, closed for the winter season.

Rinks throughout the country found business off during the holidays, but this is not unusual.

George Anckaert, Detroit goalkeeper, is confined to bed with a severe attack of flu. This cripples the Detroit team severely.

Contest in securing the most new members during 1933 was won by Del Brown, Miami, Fla. A new contest is now under way. Any member of NSA is eligible to compete, and the contest closes on December 31, 1934.

Here is the long-looked-for definition of an amateur. This rule not only applies to skating but also to all other sports:

An amateur skater is one who skates purely for the pleasure, honor and glory of the sport without any mercenary motive or pecuniary intent, one who has never competed in any athletic contest for money or stakes, or with or against any professional athlete or has never received any money directly or indirectly from any promoter or person as compensation for his performances other than necessary expenses allowed for traveling to and from contests, or who has never competed for a prize of more than \$35 in value, or has never obligated himself in any way to the dictation or control of any professional trainer or promoter, or who has never taught, instructed or pursued the art of ice or roller skating or any athletic sports as means of obtaining money, or who has never sold or disposed of for money any prizes won by him, or who has never entered any competition under a name other than his own.

We have received many inquiries regarding this rule, and it is issued in the hope that it will benefit all who are in doubt.

### PUBLIC'S PREFERENCES

(Continued from page 35)

R. J. Wilker's Observation Balloon	19,033
C. S. Winton, Auto Racers	13,882
Air Show	136,042
Battle of Gettysburg	67,690
I. J. Herkson, Octopus and Whale	28,445
N. A. Bierdman, The Great Beyond	30,674
Byrd Ship	76,176
Carlson Amusement Company, Miss America	43,525
Century Beach, Bathhouse and Amusements	112,694
Lincoln Exhibit	98,263
Indian Village	16,508
Crystal Maze	12,645
Days of '49	58,208
A. M. Dufour, Life Show	17,834
Lee Dufour, Two-Headed Baby	39,551
Kimmar, and Young Alligator Farm	93,310
Fort Danforth	60,688
Havana Rhumba Show	81,038
Flea Circus, Prof. William Hockler	9,378
Domestic Animal Show	70,062
Baby Incubators	164,412
Lama Temple	169,688
Corilla Villa	40,319
World a Million Years Ago	139,760
Midget Village	182,497
Zack Miller, Rods and Wild West	4,666
Duke Mills, Plantation Show	59,418
Duke Mills, Freak Show	79,650
Log-Rolling Show	26,513
Pantheon de la Guerre	136,999
Show Boat	24,898
B-49 Submarine	97,018
Lion Motordrama	68,877
Spoor Spectaculum	63,362
Clit Wilson, Snake Show	63,217
M. Goldberg, Guess-Your-Weight Scales	168,821

### PERU PICKUPS

(Continued from page 31)

ducting Hawaiian music and dance studios downtown—are leaving to spend winter months in Los Angeles.

Frank Howard and A. E. Burstein, veteran trouper with ACC shows in past years, are back at farm.

Steve Finn, assistant boss hostler Ringling-Barnum, and the misuses had as guests at New Year's party Harry Holden, Charles Cable, Johnny West, John Grant, Thomas Glancy and Stanley Wacht—all eight-horse drivers on Big One.

A large black bear killed in vicinity of winter quarters by Otto Kollmar and M. V. Workman, Kokomo, Ind., business men, did not escape from the circus farm, but was owned by C. H. Littleton, who raised the animal from a cub, and released it several weeks ago.

Joyce Leo Beatty, 6, daughter of Clyde Beatty, and who underwent an operation at Dukes Memorial Hospital, is home again and recovering nicely.

Pat Patterson, back lot superintendent H-W, road season, has returned after a visit to Chicago.

"No Help Wanted" is sign on main gate at circus winter quarters.

Mrs. Mary Keister, Denver, Ind., who died November 18, left entire estate to daughter, Mrs. Emma Alderfer, according to provisions filed for probate in Miami Circuit Court. Alderfers are internationally known aerialists.

Members of five RKO vaudeville troupes, formerly with ACC circuses, and working at New Year's midnight show at a local theater, were guests of winter quarters officials. Borneo and Bees Greene, Sylvia Clark and Bobby Edda, Eddie Black and Hazel Dawn, Zigfried and Company, and Graham and Fisher. Event here happy one for Graham and Fisher, whose infant daughter made first stage appearance as "Miss 1934."

Dick Richter, working advance with United Indoor Circus, is again with a local news agency.

Rolland Habeler, H-W seal man, has returned after holiday visit with relatives in New York State. Is busy getting charges ready for indoor shows. Stated that four new seals will soon arrive from California and be added to Jimmy Brown's care.

The cage and thibaux rebuilding shop, largest structure at circus winter quarters here, has been transformed into a thing of beauty, in that the interior will be utilized next few weeks in the filming of one of the greatest wild animal pictures ever attempted.

Scenes of attacks, direction of Harry J. Wickland, production manager Mascot Film Corporation, Hollywood, have been engaged last two weeks placing scenery, high-powered Klieg lights and props, brought on special train from Western studios. Clyde Beatty, noted circus animal trainer, will be started in a 12-script serial, *The Lost Continent*. Beatty has been breaking in large group of mixed exotics, purchased the past year, which will be augmented by almost every known wild animal. Daring and nerve of Beatty have been put to test many times during the last 10 days, said to be first time in history of making jungle films that by means, sedras, springboks, deer, pumas, lions, tigers, etc., have been placed together in steel arena. Charles Brady, H-W road season wraps superintendent, winter months in charge of building, directed placing of steel arena and safety devices. Studio has all restrictions—GHI Mike as doorman and visitors prohibited.

**Rink Men Who Use "CHICAGO" Skates**

**ARE SUCCESSFUL**

*There's a Reason!!*

**CHICAGO ROLLER SKATE CO.**

4427 W. Lake St., Chicago, Ill.

**PROFESSIONAL SPEED ROLLER SKATERS, ATTENTION!**

FIRST INTERNATIONAL TWENTY-ONE DAY ROLLER SKATING CHAMPIONSHIP Will Be Held in Newark, N. J., February 7 to February 28, on New Baked Track 1/8 Laps to the Mile.

This is the opportunity the speed skaters have been waiting for. CONTESTANTS WANTED. Entries close February 3. Write or wire

**VICTOR J. "BUDDY" BROWN**

DREAMLAND PARK, Fredlinghausen Avenue, NEWARK, N. J.

The First Best Skate

**QUALITY**

**RICHARDSON BALL BEARING SKATE CO.**

Established 1884.

3312-3318 Ravenswood Ave., Chicago, Ill.

**The Best Skate Today**

# HASC PARTY HUGE SUCCESS

## 325 Enjoy New Year's Banquet

*Cootes House scene of big throng of merry-makers—committee receives praise*

KANSAS CITY, Mo., Jan. 6.—Heart of America Showman's Club and Ladies' Auxiliary's Annual Banquet and Ball, held New Year's Eve in the Cootes House ballroom, proved to be a surprising event for the officers and committee in charge. A much larger gathering was on hand for the occasion than the most optimistic person prophesied. More than 325 participated in the celebration. The banquet committee, under the chairmanship of Gean J. Berni, assisted by J. L. Landes, chairman of the ticket committee, and their assistants, received much praise for the splendid manner in which it staged this year's event.

The arrangements differed from those of previous years in that the speakers' table was missing and the tables ranged in cabaret style, with the dance floor in the center of the ballroom. Clarke B. Feiger was m. c. He called upon prominent guests to make their attendance known and later presented the retiring president, Norris B. Cresswell, with the gold life membership card, awarded to all past presidents of the HASC. The newly elected president, L. V. Riley, was then introduced, as was the newly elected president of the Ladies' Auxiliary, Mrs. Mary Francis.

The floor show was presented at 10 p.m. Acts that took part were Baby Betty Russell; 1,000 pounds of Harmony Quartet; Bert Bender, radio entertainer; the Burch Duo, tap dancers; the Curtis Sisters, torch singers; Myrtle Cleveland, character singer. Following the floor show there was dancing and hilarity through the night.

Among those who attended the banquet were Mr. and Mrs. Clifford Adams, Erell Arnold, Leona Josephine, Ted and Gean Berni, Mr. and Mrs. Ben Block, Evelyn Brown, Henry J. Brown, Captain and Mrs. Kenneth Elnke, Mr. and Mrs. F. B. Beauchamp, Fred Baker, Mr. and Mrs. Art Brainerd, Mr. and Mrs. C. G. Butler, Mr. and Mrs. Guy Burkholder, Ida Bonough, Mrs. E. Bass, Mr. and Mrs. Cornelius Costello, Elsie Calvert, Frank H. Capp, Mrs. Andy Carson, W. Frank Delmaine, Norris B. Cresswell, K. G. Clapp, Dorothy Durnill, Paul K. Elliott, George Elzer, Louis Eiseman, Leroy Elster, Virgil Earl, Mr. and Mrs. Ray Farnum, Billie Friedman, Mr. and Mrs. W. J. Francis.

(See HASC PARTY on page 41)

## League's New Year's Eve Party Over Big

CHICAGO, Jan. 6.—For the first time in many years the Showmen's League last Sunday night staged a New Year's Eve party that did not go "in the red," but made a profit. This in spite of the fact that there were many competing affairs the same night. The success of the party reflects the new spirit that appears to have been instilled into League members during the last few weeks and is looked upon as a happy criterion of what the League will accomplish during 1934.

The New Year's Eve party was well

attended, members and their friends turning out in large numbers and every body had a wonderful time. Al Miller's Orchestra furnished music. Lunch was served and there was dancing until the early morning hours.

## Krause Opens Fla. Jan. 29

TAMPA, Fla., Jan. 6.—Bernie Krause, general manager Krause Greater Shows, announced that on account of rearranging of dates by the management of Florida Fair Circuit, the show would open January 29 instead of January 15.

## Carnival Code Hearing January 17 At Ambassador Hotel, Washington

As announced in last issue of *The Billboard* (on page 3) the Outdoor Showmen's Association of America, claiming to represent 25 per cent by number and 75 per cent by volume of the industry, has submitted to the NRA a proposed code of fair competition. Copies of this proposed code are now available at the office of the NRA, Room 3315, Department of Commerce Building, Washington.

A public hearing on this code will be conducted by the Administrator, beginning at 10 a.m., January 17, in the South Lounge, Ambassador Hotel, Washington, and continuing until completed. An opportunity to be heard (either in person or by duly appointed representative either by appearance or by sending a written or telegraphic statement) will be given to persons or groups who can show a substantial interest as workers, employers, consumers or otherwise, in the effect of any provision of the proposed code.

The maximum work week would be 48 hours under the code except in cases of emergency.

The minimum wage that would be paid during the exhibition season would be \$10 a week. To this would be added a credit of \$4.00 for meals, transportation and sleeping quarters when furnished.

Those wishing to be heard must comply with the following simple requirements:

(1) A written or telegraphic request for an opportunity to be heard must be filed before noon on January 16 with the Administrator, Room 4217, Department of Commerce Building, Washington, D. C.

(2) Such request shall state the name of (a) any persons seeking to testify in the hearing and (b) the persons or groups whom he represents.

(3) Such request shall contain a statement setting forth without argument, a proposal (1) for the elimination of a specific provision of the code; or (2) a modification of a specific provision, in language proposed by the witness; or (3) a provision to be added to the code, in language proposed by the witness.

(4) At the Public Hearings, all persons are regarded as witnesses and shall present orally facts only and not argument. Written briefs or arguments may be filed, but oral presentations will be confined to factual statements only.

(5) In the discretion of the Deputy Administrator in charge of the Hearing, persons who have not complied with the requirements of paragraph (1) above, may be permitted at any time prior to the close of the Hearing to file written statements containing proposals for eliminations from, modification of or additions to the code supported by pertinent information or argument. Such written statements must be condensed as much as possible.

Public Hearings are solely for the purpose of obtaining in the most direct manner the facts useful to the Administrator and no arguments will be heard or considered at this time. Representation of interested parties by attorneys or specialists is permissible, but it is not to be regarded as necessary. Industry, workers and the consuming public will be represented by special advisors employed by the government.

**Ballyhoo Bros.' Circulating Exposition—A Century of Profit Show**  
By MAJOR PRIVILEGE

Nickolas, Okla. Week ended December 30.  
Dear Bill:  
This one of our dearest spots. Natives short of cash after the Christmas hey day, with the sheet and the note got a little money. Auspicious here the Yarn Spinners' Union. Not a Hars' union as thought, but employees from the spinning room of the local woolen mill. Good many show talkers disappointed. Planned on joining. A lecture was taken up on the midway for the show children's Christmas. Had to use the money to move the train, but our floor squeezed them with a nice lecture, stressing on the fact that the show must go on.

But, as in many cases it fell on the press agent to save the day. Borrowed enough money to buy some sleigh bells, gray wiskers and an ounce of snow. Distributed the trash from hoopla and extra game among the children, also the prize package candy.

A new Junglesland Show joined here. Ten cages — monkeys, snakes, hares, wolf fox, a wildcat, white rats, armadillos, porcupine and six-legged dog. Name of the show is "Bought 'Em All Alive."

On account of this attraction management placed order for new letterheads, with cuts of lions, tigers and elephants. Ballyhoo brothers presented with a beautiful Christmas gift by the show's employees — a beautiful gold-plated chisel, with the following engraved on the handle: "In God We Trust.—Happy New Year."

## Gate City in Quarters

ATLANTA, Jan. 6.—Gate City Shows, which closed at Lakeland, Ga., December 23, are now in quarters here. Dick Harris, manager, announced the past season very good, and that the show would open latter part of March. Harris has been in Chicago purchasing new equipment.

## De Coursey Again With Bach Shows

CINCINNATI, Jan. 6.—Frederick De Coursey has been engaged as general manager for O. J. Bach for the coming season. Mr. De Coursey states that the show will open about the latter part of April in New York State with a (See DE COURSEY on page 41)



HEART OF AMERICA SHOWMAN'S CLUB—14th Annual Banquet and Ball December 31, Cootes House, Kansas City, Mo.

Pacific Coast Showmen's Association

LOS ANGELES, Jan. 8.—Monday night was the big night for some years—71 members present. It being the night for installation of officers for coming year, it appeared that everyone who could come was in attendance. Roll call of old officers all present. After retiring President Brown called the meeting to order and the routine gone thru, the new officers faced the rostrum and were inducted into office by Judge J. L. Karnes. The new officers, S. L. Cronin, president; Frank Downie, first vice-president; Harry Hargreaves, second vice-president; Mel Vaught, third vice-president; Ross E. Davis, treasurer, and John Beckmann, secretary. Speeches were in order. President Cronin really outdid himself in an impromptu talk that means much for POBA, pleading himself to make the club a worth-while organization for showfolk. Frank Downie responded in a short talk, as did Harry Hargreaves, Mel Vaught and John Beckmann. President Brown discharged all standing committees, and President Cronin announced the new committees that will be available next meeting. There were two new members accepted and two reinstatements. President Cronin was the recipient of wires and letters of congratulation.

Program for annual memorial services arranged by Chasman Brown. Services set back one hour to meet the convenience of Sister Almeda Sample McPherson, who offered her services, and she with Brother Burr Meibohm will make the address and tributes. Her services were secured thru the efforts of Brother Ardell Clarke. Report on Charity Banquet Ball and floor show made by Chairman George Tipton. At this time reservations for tickets was much in excess of former years. The Hollywood Ladies' Orchestra will play the dance music, and another orchestra will play the floor show—this in charge of Charley Hatch and a fine program is assured. The advertising program handled by Joe Krug and Phil Williams will outdo any program for some years. The routine of the meeting was somewhat out of usual order on account of matters that had previously not been placed in order of business. President Cronin presented the new Past President Brown with gold life membership card. A fine luncheon with all that goes with it was furnished by President Cronin and handed by William Denny. POBA is on the high road to a big 1934—a real showfolk organization.

Ladies' Auxiliary PCSA

LOS ANGELES, Jan. 8.—Meeting January 2 was called to order by our new president, Mabel Crafts, with Wynona Smith secretary and Esther Carley, vice-president. Officers appointed to serve for the ensuing year were as follows: Board of directors: Clara Zelger, chairman, with Rose Clark, Pearl Vaught, Sis Dyer, Dorothy Cronin, Mabel Brown, Nora Karnes, Ethel Krug, Estell Hanscomb, Florence Weber, Wynona Smith and Lucille King. House committee: Rose Clark, Lucille King, Mrs. Downey, Ada Moore, and Edith Bullock, chairman. Entertainment committee: Clara Zelger, chairman; Pearl Vaught, Estell Hanscomb, Nell Robidoux. Sick committee: Florence Weber, chairman; Pearl Vaught, Wynona Hausman. Door committee: Nora Karnes, Topsy Gooding. Sales-board and raffish: Ethel Krug. Publicity: Lucille King. Arrangements for the installation dinner were approved and it will be held January 8. Mrs. Margaret Colon, Millie Dobbert and Agnes White were the new members joining the Auxiliary.

Telegram received from Edith Walpert in Texas wishing the club and new officers a Happy New Year and successful 1934. Mrs. Marie Thomas was a guest and expects to be a future member. Door prize donated by Mrs. Gora Miller was won by Nora Karnes—a beautiful combination cigaret holder and ash receiver. Evelyn Barlow returned from Florida after an absence of seven months and was in attendance Tuesday night. Mrs. Mabel Crafts presented the club with a beautiful book handsomely bound in leather with Auxiliary in gold letters on cover. Ethel Krug, physical instructor of the club, was demonstrating new methods of reducing exercises, using Topsy Gooding as the model. Eddie Brown, past president of the POBA, came in to congratulate our new president, and, seeing Krug's "school," started to

Tampa Fair To Get Lion Drome

CHICAGO, Jan. 8.—Carl J. Sedlmayr, of Royal American Shows, left Chicago Thursday night for Minnesota and will remain in the Northern country until Minnesota, Winnipeg and Dakota fair meetings have been held. Before leaving Chicago Sedlmayr told The Billboard that he is building for Walter B. Kemp a special motordrome, which he says will be the most beautiful and elaborate ever built. Kemp left for Florida Thursday to supervise the building, and he will join the Royal American Shows January 30 at the Florida Fair and Gasparilla Carnival at Tampa.

Kemp's Lion Motordrome, which was a midway feature of A Century of Progress, will be seen on a much larger and more elaborate scale with the Royal American Shows. The lions used in the show have been wintering at Lincoln Park Zoo and will be transported south within a few days. The drome will be managed by Walter B. Kemp. His wife, Marjorie Kemp, will be featured in the show, working with the riding lion Sultan in a specially built automobile in which she drives upon the perpendicular walls of the drome. Bill Kemp will be assistant manager. His wife, Lolita, will accompany him and take an active part in the show. Steady Price is a well-known driver, who has been contracted for the new season. A number of others had been lined up by Kemp and will be announced soon. L. B. McCoy and Bud Riley will be on the front. There will be a continuous performance and ball, amplifiers being used. A new special front is being built and it will include special enlarged (40x60) photographs of the feature acts.

Philadelphia "Pickups"

PHILADELPHIA, Jan. 6.—Hank Shyrow returned from a Western trip. He left in the fall for A Century of Progress and then visited St. Louis, Detroit and several other cities. He will likely open his Prison Show here shortly.

Word comes from Detroit that Louis Corsette, well-known showman, is in the Kiefer Hospital in that city. He writes that he was sick nearly all season with Castle-Hirsch Shows and on account of it could not properly attend to his show. His stay at the hospital is indefinite.

Bob Morton returned and will take up his spring promotions very shortly.

Al Faber and wife returned from a visit to Carl Lauther and family at Norfolk, where they spent the holidays. Mrs. Faber is a sister of Mrs. Lauther.

Pollie-Scully, Traveling

ASHEVILLE, N. C., Jan. 6.—Pollie-Scully Museum, now in its eighth week of operation, is enjoying good business at 68 Faxon street, in the Electric Building. This is the center of Asheville's business district. It is understood the museum goes from here to Canton, N. C.

Showmen in Auto Wreck

PINE BLUFF, Ark., Jan. 6.—Jack Holstein, Ad Singer and Jack Oliver, members of the Greenland Exposition Shows, wintering in North Little Rock, were injured in an automobile collision. They were rushed to a local hospital.

Holstein had a badly injured leg, and it was feared at first it might be necessary to amputate.

Murphy in Cinoy

CINCINNATI, Jan. 6.—J. F. Murphy, whose last affiliation with the carnival world was in position of general manager of John D. Elliott's Shows, was a visitor at the office of The Billboard.

Asked whether he would be trouping again the coming season Mr. Murphy was non-committal. Seems perfectly satisfied with his business at Piqua, O.

exploit one of his special exercises, for which he got a great big hand. Believe he sold it the "bad little devil." King Secretary Wynona Smith as his model. Luncheon was served by Mrs. Crafts; Minnie Fisher, Addie Butler, and Gora Miller, after which cards and get-togethers were held in all parts of the clubroom.

Heart of America Showman's Club

KANSAS CITY, Mo., Jan. 8.—A special meeting was called Sunday afternoon to install the officers for 1934. Brother C. H. Rice was the installing officer. Immediately after installation, L. V. Riley, newly elected president, gave a brief talk in which he outlined a program for the coming year.

Hard to believe, but true—Brother Cliff Adams left here on Wednesday morning with a truck load of furniture for Duluth, Minn., and was back in town Saturday morning before 9 o'clock. The trip encountered rain, fog, snow and 37 degrees below zero weather. Adams is electrician of the J. L. Landes Shows.

The annual celebration is another page in our history and another successful one to add to our records.

Larry Hogan, of Beckmann & Greety Shows, was in the city for the events, but spent the greater part of his time visiting his brother, who is in business in this city. Larry left New Year's Day for a business trip.

The Exhibitors' Convention this year included a few automotive displays. Chevrolet exhibited a chassis, and three trailer companies, namely, El Bridge, of Jacksonville, Ill., Springfield Trailer Company, Springfield, Mo., and Keyston Trailer Company of this city.

Los Angeles

LOS ANGELES, Jan. 6.—The Rose tournament at Pasadena, despite torrential rains, attracted over 200,000. The football game had 87,000 tickets sold and over 50,000 braved the rain. Charley Riding had all concessions in the bowl and for first time suffered a loss. Joe Krug and Clyde Gooding had outdoor stands at bowl. John Barton did a thriving business with umbrellas and rubber capes. Local people who had arranged grand stand erected on 80 trucks and trailers (new idea) did not have one customer. The parade was the usual marvelous affair but ruined by weather conditions. In former years there has been approximately 1,000,000 spectators. . . . Roy Ludington, back in town, will be associated with Crafts 20 Big Shows as assistant manager. . . . Thomas (Fuzzy) Hughes returned from extended Eastern and Southern tour, located in Long Beach for the present.

Mel Vaught and Harry Gordon are getting the Vaught equipment in readiness for early opening. . . . The Steffen Shows, playing spots in Los Angeles district, placed at Florence and will be moved until spring opening.

Harry Phillips and Shorty Wells on promotion at Ventura. . . . George Gore returned from Northern trip. . . . Mr. and Mrs. Orville Crafts spending the holiday season in Los Angeles. . . . Johnny Branson and Scotty Branson framing a new show, will have a show on each of two shows. . . . Bill Lewalyn busy building illusions, has opened new shop in Venice. . . . Art Stanley in from East and South will have a Gird Revue and plans opening in Seattle. . . . Letter from Joe Joyce says business in Seattle

(See LOS ANGELES on page 43)

Ludington Joins Crafts 20 Big Shows

LOS ANGELES, Jan. 6.—Roy E. Ludington, long associated with John T. Wortham Shows, has contracted with Orville Crafts to become assistant manager and director of public relations with Crafts 20 Big Shows.

Well known as a carnival executive Mr. Ludington has hosts of friends on the Coast and is already in receipt of many congratulatory messages upon acceptance of his new position with what will be next season, the largest motorized carnival in the West.

New Deal Books Fairs

BLOOM, Miss., Jan. 6.—T. L. Dedrick, manager of New Deal Shows, announced that his midway organization had secured contracts to furnish amusements at the Biloxi and Gulfport fairs next October.

Ladies' Auxiliary HASC

KANSAS CITY, Mo., Jan. 6.—The Ladies' Auxiliary of the Heart of America Showman's Club entertained extensively during the holiday season.

On December 27 the ladies held their annual bridge party in their clubrooms for the members and their friends, including out-of-town visitors to the city for the showmen's convention. Prizes were awarded to Catherine Oliver, Miriam Ruple, Hattie Campbell and Mrs. Alta Nelson.

December 29 was installation of officers. Mrs. Bertha Brainerd performed the ceremony, following which the newly elected president, Mrs. Mary Francis, invited all members to Cocoonat Grove, one of Kansas City's exclusive night clubs, where a special program was arranged by the management for the ladies. The table was decorated for the occasion and a tasty luncheon served. Lola Bridge, m. c. at the club and close friend to many of the ladies' auxiliary, helped to make the evening an enjoyable one. Flowers were presented to the new president, Mrs. Mary Francis, who proved to be a charming hostess. Those present at the party were Mrs. Mary Francis (See LADIES' AUXILIARY on page 42)

BINGO CORN GAMES

FROM 20 TO 100-CARD SETS. 20, 30, 50, 75, 100, 150, 200, 250, 300 Cards. 24-Card Set.....\$1.00 30-Card Set.....\$1.25 75-Card Set.....\$3.50 Send for Free Sample Cards and Price List. We pay postage except O. P. expense. Largest delivery. No checks accepted. Established 19 years. J. M. SIMMONS & CO., 116 North Dearborn Street, CHICAGO, ILL.

NOW IS THE TIME

To place your order for Miniature Gasoline Driven Auto Cars, fully equipped with speedometers, gears for Park and Reverse, full price only \$125.00. P. O. Box 500, Fresno, Calif. JAMES DEMARCO, 721 Harrison St., San Francisco, Calif.

WANTED FOR CASE, GENUINE FULL-GROWN M-U-M-M-Y Must be in good condition. BOX D-978, care Billboard, Cincinnati, O.

MARKS SHOWS, Inc.

NOW BOOKING 1934 SEASON Can place high-class Shows of merit. Interested in anything new. We furnish complete outfits. One more flat ride. All Concessions open. Legitimate only. JOHN MARKS, Gen. Mgr., Box 771, Richmond, Va.

WANTED!! Convention Booth Attraction

Something of an outstanding nature that will draw crowds, create enthusiastic talk, and maintain interest throughout a 5 day convention. Write, giving full particulars to BOX D-891, care The Billboard, Cincinnati, O.

WANTED WANTED WANTED STATE FAIR SHOWS

OPENS MARCH 2-CLOSURE ARMISTICE WEEK. WANT Ahelle Showman Shorty Costello write Miniature Show. Have complete frame-up, Circus Slide Show or Tee-in-Guns. Grand Shows with own frame-up. WANT Talker for featured Wild Animal Show. WANT BOOK Mix-Up or Glider. Concessions all open except Cook House and Court Game. This is a railroad show and will have a circuit of Middle-West Fairs. Address all mail to STATE FAIR SHOWS, 710 South Broadway, Los Angeles, Calif.





Beckmann & Gerety's World's Best Shows

BECKMAN ANTONIO, Jan. 6.—Mr. Beckmann and Mr. Gerety are back of winter quarters after attending the Chicago meeting, and visiting friends and relatives at several points while en route home to the winter playground of America. They are both busy with routine duties and planning the activities of the coming season.

John Morton is doing some excellent work on the repairing of the several carved wagon fronts that the show uses. John is not only a first-class mechanic and builder of things with wood and iron, but is an exceptionally clever worker with wood-carving tools. Gold leaf for the fronts was purchased before the government established the now price on gold.

The horses and lions belonging to the show under the careful care of Harry Campbell are looking wonderful and are the admiration of the many visitors at winter quarters.

The many friends of Sam Fulberg will be glad to know that he is recovering nicely from his recent operation and is moving along the road to complete recovery very fast. He has been moved back to his storeroom in the Beckmann private car.

General Agent L. S. Hogan advises that he had a royal time in Kansas City during the holidays and that he is back on the job of whipping the 1934 route into shape, and from the several contracts that have been received at headquarters he is doing good work.

Christmas greeting cards and remembrances galore have been pouring into winter quarters for the past week and every member of the organization in quarters, from the bosses down, were liberally remembered by their friends in the profession and out. The card mailed out by the management, "Christmas at the Alamo," has brought them several complimentary letters.

The old-time members of this organization read with sincere regret in this week's issue of The Billboard the notice of the death of Owen Doud, for several years legal adjuster with the show. Owen was a congenial fellow and a true friend, and his passing is to be regretted.

EDGAR T. NEVILLE

Crowley's United Shows

RICHMOND, Mo., Jan. 5.—Work has been progressing far beyond original schedule and at present time all show fronts have been rebuilt and repainted, two new 24-foot semi-trailers have been completed and are now ready for paint shop, which at present is completing the rides.

Recent visitors included Mr. and Mrs. R. E. Barnett, with whom Mr. Crowley had a string of concessions on Barnett & Schutz Shows for a few seasons.

Joe McKinzie, Merry-Go-Round foreman, returned to quarters, now making a force of five men.

Everyone in winter quarters had quite a surprise when Superintendent Bailey entered in the realm of the heeppedeck by marrying Dorothy Phipps, non-professional.

Since the new year every effort and everything possible will be done to make the show not only bigger but better in every department. The last of the new canvas arrived and will make every top new for the coming season.

Word received from Agent H. R. Hopkins who will come into winter quarters to start his season's work within the next few days. Show opens latter part of April with 7 rides, 10 shows and approximately 35 concessions.

W. D. DALE

J. J. Page Exposition Shows

ROME, Ga., Jan. 6.—The commodious quarters of the show here is bristling with activity under the direction of Roy Faun, who is in charge for the fourth consecutive year. A hurried trip was made by Owner Page from Johnson City, Tenn. in order to restock the larder, also to buy the essentials to refurbish and repaint all the physical equipment of the show.

Five-cent gate was one of the factors that brought the show on the right side of the ledger in 1933, which was a 32-week season exhibiting in six States, opening at Greenville, S. C., and closing at Decatur, Ga., with 14 dates under legion auspices, two major celebrations, eight fairs and six still spots. The two outstanding dates for the year were the Rhododendron Festival at Asheville, N. C., and the Centennial celebration at

Bome, Ga. From away up in Pennsylvania comes word from the Montgonerys that they will move in shortly after the 15th to their new quarters, several of their rides crews wintering here. Bill and Helen Moore stopped off long enough to stock their equipment then north with stops at Stauntonville, O., Detroit and Toronto. Word from Dick Sisco, Billy Clark and Frank Shepard to the effect that they will be in quarters soon. Incidentally, 1933 was the first season that Dick Sisco opened and closed with the same show. Dick will have two concessions here, one of those newangled picture galleries, and the old staidy, Watcha. He also will have the band.

O. F. Tibball, erstwhile electrician and later operating an office connection, arrived in quarters and is awaiting the call, as are E. E. Baker and family, formerly of the Bee Show. Leroy Skaggs and his merry minstrel gang have been playing schoolhouses, halls, etc., lately and clicking occasionally. Charlie and Jim Phillion built two cookhouses at quarters. Charlie again will have his entry on the show, while Jim is sprucing around for a location. Carl Jackson and the missus, accompanied by Mac McGinnis, stopped in and said hello. They are winter trouping and came in to get some surplus equipment to take back to the Fleming Show. Dad Reynolds and family, after a brief sojourn here, left for a winter show. Benny Fowler and wife visited with the writer and wife for a week before the holiday season, then to Montgomery, Ala., to spend Christmas with Mrs. Fowler's parents. Incidentally, Benny has the tent show, big and averse he will launch one the coming season. Opening date of Page Shows is scheduled for the middle of April, and the show will go out with 8 major riding devices, 10 shows, 25 concessions, band and fire act.

R. E. SAVAGE

Leon Broughton Shows

KIRKSVILLE, Tex., Jan. 6.—Leon Broughton's motorized carnival closed at Riverside, Tex., December 27 and is now in winter quarters in this city. Eighteen people are in quarters, and the work of rebuilding is already well under way. Christmas dinner was served to all on the show at Riverside, and all were high in their praise of Mr. Green, who headed the job of building the food. Mr. and Mrs. Broughton were at their home for Christmas with their parents. The show has enjoyed wonderful weather during the fall, and business was very good.

Leon Broughton's Minstrels will open January 15, playing week stands in a radius of 50 miles of quarters here. Show will be under a 50 by 90 heated tent, carrying 15 people, small band and calliope. It is the intention of the management to open the carnival about March 1.

J. E. BLAIR

Marks Shows

RICHMOND, Va., Jan. 6.—The advertising wagon which, at the time of last writing was under way of construction has now been completed and is on the streets. Finishing touches are being added to the two new show fronts that have been built since the show has been in winter quarters, and another new ride, just purchased, is expected to arrive in quarters within the next few days.

Mr. Marks has returned to his office and is very much pleased with the outlook of the territory he has covered and the closing of a few Southern fairs. Mr. Ramiah, general agent, also returned with very good reports on his Northern trip. It looks like the show will have an exceptionally good route to follow its early opening. Everyone is very optimistic about the coming season and no expense has been spared for the improvement of the show, which will carry 9 rides, 12 shows, feature a rumba band for ball and two free acts.

A big Christmas dinner was enjoyed by all in winter quarters, and as the building is quite large there was plenty of room to entertain many Richmond friends at an old-time barn dance after the feast. Music was furnished by Standford's string band, and by the light of kerosene lamps all danced, sang and made merry. Among the guests were Mr. and Mrs. Al Huband; Jack Rhinehardt and family, of Wild West Show (Jack gave a specialty number on his banjo); Mr. and Mrs. Britt, Mr. and Mrs. Rafferty and their troupe, Freddie Bennett, Helen Carlola, Mr. and Mrs. Al Palmer and many other showfolks who are wintering in Richmond.

JOE PARKS

Dodson's World Fair Shows

CLARKSDALE, Miss., Jan. 5.—Now that the holiday season is over quite a few communications are coming in to Dodson's World's Fair winter quarters from the boys all anxious to know the opening date of the carnival and when they should report. No new arrivals as yet, but quite a few of the folks expected in the next 10 days.

Mel and Guy Dodson info from Ft. Myers, Fla., that they are having a very enjoyable time fishing with the genial Scout Younger. If they are only landing 25 per cent of the sealed family that they claim they sure are making some wonderful catches.

Ed Bruce and wife write from Ft. Worth that they are having a wonderful visit with their daughter, Mrs. Montgomery, and meeting several of the show colony.

Bryant Thompson (Tommy) sends word from Macon, Ga., that he is on the road to recovery. The hustling Tommy, who has been associated with T. A. (Kid) Stevens the last 10 years, figured in an auto wreck which demolished the car and in which he suffered some very painful injuries.

Sammy Smith, after closing out his stock of Christmas trees, left for Florida to hold a consultation with Guy and Mel Dodson relative to the building plans for the coming season.

Sparky F. J. Ballwig, scenic artist, will be in soon, ready to give the outfit the once over and says he is working on an elaborate color scheme for the various attractions.

George Roy and Red Bell busy building two elaborate housecar trailers.

The following showfolks were guests of Mr. and Mrs. Bell on New Year's Eve and report a wonderful time: Mr. and Mrs. George Roy, Mr. and Mrs. Clay Bunyard, Mr. and Mrs. Joe Baker, Mr. and Mrs. Dick O'Brien, Mr. and Mrs. T. A. Stevens and Mr. and Mrs. Henry MacCauley.

Binsky Stein and his wife off on a 10-day trip to visit Kinfolk in Kentucky. Joe Baker has closed his storeroom and Penny Arcade here and is out scouting for new locations.

Billy Spence info from Hot Springs that he is taking a course of baths. The writer spent a couple of days visiting Loula Cutler Attractions at Slaughter, Miss., and reports them having a very lively little organization.

MARK BRYAN

Al C. Hansen Shows

BIRMINGHAM, Jan. 6.—After a season of 35 weeks, which began at Helena, Ark., March 18, and ended at Jasper, Ala., December 16, covering Arkansas, Missouri, Illinois, Kentucky, Mississippi and Alabama with all records broken for poor business during the first six weeks, it was necessary that the show be put back in the barn or devise some new ideas to offset the depression.

At the end of the sixth week Mr. Hansen called his staff together and some deep thinking was done. It was agreed that what was needed most was a new method of presentation, something to revive the interest that was once manifested in carnivals. After several hours of serious thought a new policy of operation was agreed upon, and commencing at Malden, Mo. May 8, with heads up eyes straight ahead, a new and more modern method of presentation was instituted. With the result the midway was packed, Saturday it was necessary to open at 9 a.m. and operate until midnight to take care of the business, and "believe it or not" 1933 was the most successful season in the history of the Al C. Hansen Shows. The show has seen the light and will never return to the old methods of operation. A era was born in the carnival world, and we are convinced that it will take more than a depression to stop the property presented surmount.

Following the sacking at Jasper the run into Birmingham was made in excellent time, and the holidays found the show nicely stored away for the winter months in the large building at the fairgrounds.

In honor of Mr. and Mrs. Al C. Hansen's charming little daughter, Gladys, who came home from school to spend the holidays with her parents, a dinner and party were held in the dining hall and were greatly enjoyed by the following guests: Mr. and Mrs. Walter Moore, Mr. and Mrs. Harry L. Small, Roy Edison, Shanty Cross, Happy Greff, H. Hurst and J. Pollock.

Christmas Day another big feast was enjoyed at the home of Mr. and Mrs. Moore by all the members of the show here in quarters, and everyone voted

Corey Greater Shows

JOHNSTOWN, Pa., Jan. 6.—Manager E. S. Corey has contracted the South D street lot here and will open April 28-May 6. The show will be greatly augmented for the coming season and be routed thru the coal, glass, oil and textile districts of Pennsylvania until fair time, and then will head south thru Maryland, Virginia and the Carolinas.

Charles Keya, who is wintering in Cumberland, Md., will handle advanced publicity. Murphy Brothers, of Philadelphia, have booked their new kiddie ride. Mr. and Mrs. George P. Milliken, of "Argo" fame, who are wintering at Harrisburg, Pa., state that they will have a complete outfit for the new season. George V. Armon, boss canvasser, is building a snake show. Duke Benward, concessioner, is wintering at Harrisburg, Pa. Frank Madish and wife, wintering at Mt. Carmel, Pa., have purchased two new trucks and a dandy house trailer. They will have five concessions this season. Mr. and Mrs. Virgil Klein are at Lebanon, Pa. Sam Collier, Forey Patricio, Emmet Maulle and Joseph Gray are wintering here.

The Vendome Hotel is the showman's mecca. They are over welcome by John Horton, the general manager. Charles Boxler, ex trouper, who has a general store opposite the D street showgrounds, had a deep-sea show with the Krause Shows years ago. He is always glad to talk of the old show days and he has a warm spot for all trouper. ED BROADS.

HALC PARTY

(Continued from page 38)

Mr. and Mrs. Noble C. Fairly, Mr. and Mrs. J. Crawford Francis, Mr. and Mrs. John (John and Mary) Francis, Katharine Frost, J. E. Gregory, Mr. and Mrs. Charles Goss, W. D. Hoener, Mr. and Mrs. C. L. Hasley, George Heistrom, Mr. and Mrs. R. E. Honey, Mr. and Mrs. Mox Hanley, Mr. and Mrs. Hennis Hawk, Mr. and Mrs. George Hawk, Mr. and Mrs. Tave Hornbuckle, L. G. Heneil.

Mr. and Mrs. Everett Hombles, Harry Hennis and mother, Mrs. Kenneth Harpler, Louis Ister, Mr. and Mrs. Russell Jewett, Owen Jones, Mr. and Mrs. George B. Jacobson, Janet Jones, George B. Kogman, Mr. and Mrs. J. L. (Louie) Landes, Don Lutton, Mrs. Ruth Landes, Mr. and Mrs. C. J. Lovitt, Mr. and Mrs. J. W. Laughlin, Jack and Bertha Lucas, Mr. and Mrs. L. R. Lowe, Mr. and Mrs. Dave Lechman, Ruby Latham, Col. Dan McCaughin, Kenneth Miller, Mr. and Mrs. W. L. Mellor, Mr. and Mrs. E. J. McCaffrey, Frances and Grace Mulligan, N. W. Minnick, Don, Ruth and Mary Lou Melrose; Mr. and Mrs. Art Martin, Mr. and Mrs. Ross McKay, Paul McKenke.

Mr. and Mrs. Roy G. Marr, Mr. Alta Nelson, Catherine Oliver, Toots Riley, Mr. and Mrs. L. V. Riley, J. P. Rodabaugh, Ben O. Roodhouse, Mr. and Mrs. C. B. Rice, Baby Betty Russell, Madge Russell, Miriam Ruple, L. S. Larry Roher, Clay Shurt, R. C. Snyder, Harry C. Somerville, Mr. and Mrs. Jerry Spivans, Mr. and Mrs. Ed Strasburg, Mrs. Rita Stookey, J. M. Stookey, Ned Stoughton, Emil Schomberger, J. T. Taylor, Mr. and Mrs. Morris Trusbaum, Mrs. Doc Turner, Velma Vaughan, Mr. and Mrs. J. J. Utcar, Mr. and Mrs. Herbert Walters, L. E. Warner, E. B. Ware Gertrude Whipple, Mr. and Mrs. C. L. (Mike) Wright, Mr. and Mrs. Emmitt Wealy, Virna and Doris West, John Wolf, Mr. and Mrs. J. O. Wiant, Elizabeth Yearout and C. V. Ziegler.

DE COURSEY

(Continued from page 38)

Contemplated season of not less than 26 weeks. The show will have five rides, five to six paid attractions and from 15 to 18 concessions.

Six free outdoor sets will also be carried, three aerial and three stage. A complete amplifying system and two units of advertising will be used. For lighting a special truck will be carried, in which will be mounted two 20 k-w. transformers complete with all ground cables.

While 1933 found many new features on the show, Mr. Bach, now at his home at Ormond, Fla., has worked out several ideas to greatly enhance the beauty of the midway for the coming season.

Mrs. Elva Moore a most charming hostess as well as a champion in the art of preparing good things to eat.

The new year found everyone at work, with Manager Al C. Hansen directing the rebuilding.

Visitors during the holidays were Bill Biddle, Frank Ringman and Mrs. Smith. HARRY LEE.



## MUSEUMS

### International, Traveling

**WILKES-BARRE, Pa., Jan. 6.**—Closing its week's engagement in Harrisburg at midnight December 30, the two large trucks bearing the equipment of the International Congress of Freaks, departed at 2 a. m. for Wilkes-Barre. Notwithstanding a portion of the 140-mile jump was over ice-coated mountains in sub-zero weather, the trip was made in less than five hours.

Due to the stringent blue laws in Pennsylvania, the show did not open until midnight New Year's Eve. From then on until 5 a. m. the auditorium was a solid mass of amusement-bent holiday seekers. The doors were opened again at 10 o'clock New Year's Day. The receipts on the opening day were double of any previous day's business since the show opened early in November at Birmingham, Ala. The engagement in Wilkes-Barre will be far eclipse the gross business done at Charleston, W. Va., which previously was the record city for big business.

Wilbur Plumbhoff, the original pain-proof oddity, best known as the human pin cushion, is the newest addition to the human personnel. Plumbhoff recently concluded a long engagement at Ripley's Odditorium at the Chicago World's Fair. During the past several years he has been depicted three different times in Ripley's syndicated newspaper cartoons. He is occupying the center stage. Prof. George Burkhardt, well-known punch and magic performer of Brooklyn, N. Y., is another addition. Burkhardt handled the side show on the Walter L. Main, also the Gentry Bros.' Circus for several seasons. His two apartment houses in Brooklyn are being looked after by his wife, Helen Burkhardt, during his absence.

Doc Ojler, well-known sideshow manager, formerly of the Miller Bros.' 101 Ranch Show, and his wife motored over from his farm near Duncan, Okla., to spend several days with the show.

Is again contracted to handle a side show the coming circus season. Harry C. Seymour, well-known circus adjuster who lives in Wilkes-Barre, was a daily visitor.

Owner J. J. Stevens has returned to the show after visiting his home in Atlanta, Ga. Ray Marsh Brydon, general agent, visited the advance at Scranton en route to New York City. The week of January 8 the show will be located in a large three-story building at Lackawanna and Penn avenues, Scranton. The first and second floors will utilized for exhibit halls.

### Philadelphia South Street

**PHILADELPHIA, Jan. 6.**—Business at this museum has held up very well during the past week, notwithstanding very cold weather. This week's attractions are good and please the visitors. Adam and Eve, educated chimps, still hold the feature spot and show how well Captain Smith has trained them. Others are Sema expansionist; Albino twin sisters—these girls are natives of this city and have a very attractive personality; Doral Dina; Mme. Verons, men fist and sword box. Bobby Hanson and Fat Corrine are now looking after the front.

### Philadelphia Eighth Street

**PHILADELPHIA, Jan. 6.**—Since the change in the annex attraction business has improved considerably with this museum. The main hall for this week has Prince Buddha, magic and Punch, Snickers handcut, and strait-jacket escape; Prince and Princess Zulung, fire eating and glass dancing; Van, costumed artist Jimmy Schaeffer with sword box; Clara Hag, Ahsha Kelly, Agnes Roberts and Zema provide the entertainment in the annex Jack Leeper is still the inside manager and lecturer, with Jack Kelly and Bill Spivan looking after the front.

## FREAKS WANTED

No list too high for people with box office appeal State all in first letter.

RALPH REDDNER writes. Important.

RADIO CITY MUSEUM, 6th Avenue and 17th Street, New York City.

### Wade's Traveling

**GRAND RAPIDS, Mich., Jan. 6.**—W. G. Wade Museum has opened in a downtown location here, the first organization of its kind to be granted a license to show here in 25 years, according to optimists. Show came here from Lansing and Flint, and include a strong cast of freaks and performers, some of whom played A Century of Progress last summer.

A big New Year's Eve performance was reported the museum being filled with crowds until 3 a. m. Farnworth and Lynch have a Flea Circus, with Farnworth as show man and the ideas from the Chicago Fair. Rex Orner is assisting in lecturing. In addition to his sword swallowing act. Other acts include Pauline Paul; Wee Jean, called the smallest midget mother, and her baby; Coma Sando, sketch artist; Madame Louise, mentalist; Monus, magician; Al Franz and Dan Deering, tickets; Kola Hawaiian guitar players; Rosalie Slabers, fat girls; Texas Joe Mix and wife, and Dudley Farnworth door.

Low Dufour's Naked Truth is being presented by R. W. Curtis and Barry Gray, the latter a veteran of more than 50 years in the show business. Burney Glenn, the perfect secretary—'I don't know anything about it'—as the performers call her, is handling business in Mr. Wade's absence. Rosalie Slabers left January 1 for their home in Detroit for a visit, but are expected to rejoin show, which is slated here for five weeks, Texas Joe Mix and the missus left show New Year's Day also.

### Wonderland

**CHICAGO, Jan. 6.**—Wonderland Museum continues doing business. New stage has been built for the annex. Beautiful drapes grace the entrance to the added attractions, and the stage is set with flashy striped awning curtains and bally cloth to match. Contracts for double-deck banners to cover entire wall space in lobby and main show have been let to Nieman Elman Roster is as follows. W. B. Evans, general manager; Lee Sloan, assistant manager; Benny Samuels, secretary; Bud Dunsec, in charge of the front; Loui Sorronson, second opening; Edw. Duffy, Bud Miller James Poole, tickets; Joe Tracy Eberling, master of ceremonies; the Great Gravitoy; Larry Benner, Punch and Judy and ventriloquist; Sam A. Abbot, fiageolet and Egyptian drums; Ann Caldwell, pianist; Musical Mike Mullen; Bobby Barrow, Gladys Burke, Vera Villant, Naomi Ikahi and Annabelle Fowle are the feature dancing girls. Mildred Cummings and Dolly Devors are featured in the sword-box illusion.

Earl Burke, inside talker, presides over the dancing girl show Jean-Vel-Jean is held over indefinitely as extra added attraction. Eddie personal of Austin & Kuntz Show have visited here during week, coming from Erber's Museum in St. Louis. Other visitors were Hawaiian Joe and his wife, Princess Rita; Arthur Borella circus clown; Paul Durish, magician; Nobby Clark Charlie Alton, Nieman Elman, A. F. Beard and Roth Heath.

### McCaslin's

**BALTIMORE, Md., Jan. 6.**—Business at McCaslin's Museum is holding up better than expected. William Williams and his unit still the big attraction. A new front to the museum is being constructed by Al Raymond, and it will be finished in all-color finish, which will make a beautiful display, with numerous electric lights arching the lobby. Williams will continue as long as business justifies, but Mr. McCaslin will include several other attractions to entertain the public while the other part of the performance is in action.

### Lauther's, Traveling

**NORFOLK, Va. Jan. 6.**—Carl J. Lauther's All-Star Museum closed its doors at 11 p. m., December 30, after two weeks of better than fair business at 230 East Main street, and at 130 a. m. the entire company, bag and baggage, was installed in a new and better location at 214 S. City Hall avenue.

And if the folks on City Hall avenue respond as they did on Main street, with little or no unhilying C. J. will be pretty well pleased. Oh, yes, we got a taste of the cold wave that has swept the nation, and business was not so hot for about two or three days. But at that it was a trifle better than fair.

A very fine tribute was paid Carl J. Lauther by the marchants of Main street in that they expressed their regret that he was taking his museum to another location. Many of the marchants and their families paid the museum many visits.

The new location seems to be a better spot in that it is the heart of things, so to speak. The cars and buses load and unload right in front of the doors.

### Kortes, Traveling

**OKLAHOMA CITY, Okla., Jan. 6.**—Christmas in Oklahoma City for the Kortes Museum organization was a delightful affair. A large party decorated trees, the exchanging of innumerable gifts and the bounteous Christmas dinner presided over by Mr. and Mrs. Peter Kortes will long be remembered by the 30 troupees who toasted the good health of the host and hostess and fellow performers.

Kent Hoeyer acted as Santa Claus, and while there was no chimney to come down he was able to park his reindeer and sleigh in the alley at the rear of the museum, and made a spectacular entrance with a heavy pack and the jingle of many bells. If you don't believe in Santa Claus just ask Eko and Iko they will tell you different. New Year's Day will close the Oklahoma City engagement, the show moving to Shawnee for a seven-day stand at 212 E. Main street.

### Lorow Bros., Traveling

**GEORGETOWN, Ga., Jan. 6.**—Lorow Bros.' Museum came here from Columbus, Ga., where it played for two weeks to good business.

Mary Edythe Lorow came up from Miami, Fla., to join, and is now leading the band—enlarged to eight pieces. She also offers a song and dance specialty. Stage show puts plenty of life in the show, and the customers really like it.

A new semi-trailer was added to the show's equipment, and move here was made in good time. Opened at 8 o'clock Monday. Stereomoon too small to handle crowds. Band played for a New Year's dance at the State Armory here, and has two more dances booked for this week.

The four Lorows keep busy making souvenirs and are handing out plenty. Radio programs featuring Madam Zerola are clicking and bring good results.

Snokey Lorow and petite Marie (Mary Edythe) also featured in broadcasts with Stella Dallas, torch singer, getting her share of fan mail. Lee Smith is handling the advance and advertising.

### OLD-TIME SHOWMEN

(Continued from page 31)

Faine, as a sharpshooter. Howe's Great London Circus visited Frederickton on August 19, 1898. The next was Frank A. Robbins' third visit, on July 15, 1894, with a 30-car show, and Andy Gaffney was still juggling cannon balls. Leon W. Washburn's Circus gave Frederickton two performances on July 23, 1892. The next was Pawnee Bill's Wild West, on August 23, 1893. The Cook & Whitby Circus, on August 18, 1894, was the B. E. Wallace Show, of Penn. Ind., using the Cook & Whitby title. On August, 1895, Sells Bros.' Circus gave Frederickton an exhibition, which was acclaimed "the greatest since Foxebaugh." The menagerie featured a pair of hippopotami, June 10, 1895, was the date of Walter L. Main Circus' first visit to Frederickton. The tour that season included a lengthy itinerary in the Eastern Provinces of Canada, which reached to Halifax N. S. The performances that season included the Fisher Family, aerial act; Tony Lowande and his sister, Mrs. Corvies, the wonderful carrying act in which they used two horses. An extra interesting attraction with sensational pictorial poster advertising was the "Mighty Bovolipus." The Canadian tour of the Walter L. Main Circus gave the title

lasting popularity from Western Ontario to Halifax and was a great add to its drawing power two years later, when it again visited all the leading towns and cities in Ontario, Quebec, New Brunswick and Nova Scotia. In 1897 the only circus to visit Frederickton, N. B., was Leon W. Washburn, the date was July 10.

### FED JURY

(Continued from page 28)

secretary-treasurer, were mentioned in all three judgments. Mr. Ringling, testifying in Federal Court, Brooklyn, last November, at a hearing into the bankruptcy Allied Owners' Corporation, said that in July, 1928, he turned over all his assets to Mr. Greve in default of interest payment on a loan of \$1,744,000 extended by the Investors to that Mr. Ringling could buy the titles and holdings of the American Circus Corporation in 1929. He stated that half the stock of the combine was put up by him to serve as collateral and that he signed the document under pressure and at a time when he was ill. Mr. Greve threatening to attach the receipts of the show unless the assets were turned over. Mr. Pender, head of AOC, was among those present when the agreement was signed.

Testifying in the same hearing several days later, Mr. Ringling said that Mr. Greve promised him \$25,000 in cash for turning over the assets but came thru with but three grand.

### LADIES' AUXILIARY

(Continued from page 39)

Hattie Hawk, Miriam Ripley, Bertha Brainerd, Blanche Francis, Luella Riley, Juanita Strassburg, Helen Smith, Margaret Haney, Irene Lachman, Viola Fairly, Thilo Johnson, Etta Smith, Elizabeth Yearout, Hazel Martin, May Francis, Catherine Oliver, Cora Davis, Viola Blake and Minnie Pooock.

Evening of December 30 was the annual Tacky Dance. This event is popular with out-of-town visitors, particularly the delegates from St. Louis. A large box of Florida fruits sent by Mrs. Ivan Velare and Mrs. Marie Book was raffled during the dance and the proceeds donated to the club.

December 30 the fifth annual luncheon of the ladies was held in the Crystal Room of the Phillips Hotel, where Mrs. Viola Fairly, past president, acted as toastmistress. Tables were decorated with roses and baby breath. The guests present drank a toast to the future success of their club and were given the cocktail glasses as souvenirs of this year's event. The outgoing officers, Ivan Velare, Juanita Strassburg and Helen Smith, were presented with fountain pens, on which were engraved their respective signatures. Mrs. Hattie Hawk, first vice-president, who presided over the club during the absence of the president, was presented a large bouquet of roses. Mrs. Margaret Haney, who so ably served as chairman of the entertainment committee, was presented a corsage.

The newly elected president, Mrs. Mary Francis, was given a large bouquet of flowers. Mrs. Francis also was awarded \$10, the prize offer by the retiring president, Mrs. Ivan Velare, for the member securing the most new members during 1930. The \$10 reward was donated to the Ladies Club by Mrs. Francis G. Smith on this occasion from St. Louis were Mrs. Grace Goss, president of the Missouri Show Women's Club; Catherine Oliver and Mrs. Stella Jacobson. Each was given a corsage. Telegrams of congratulations from Clara Ziegler, president of the Ladies' Auxiliary of the PCSA, and May Margolis, of Houston, Tex., were read by the chairman.

The new president, Mrs. Mary Francis, was given a large bouquet of flowers. Mrs. Francis also was awarded \$10, the prize offer by the retiring president, Mrs. Ivan Velare, for the member securing the most new members during 1930. The \$10 reward was donated to the Ladies Club by Mrs. Francis G. Smith on this occasion from St. Louis were Mrs. Grace Goss, president of the Missouri Show Women's Club; Catherine Oliver and Mrs. Stella Jacobson. Each was given a corsage. Telegrams of congratulations from Clara Ziegler, president of the Ladies' Auxiliary of the PCSA, and May Margolis, of Houston, Tex., were read by the chairman.

### CODE NOW IN

(Continued from page 28)

Ambassador Hotel, Washington, to start at 10 a. m. on that day and continue until completed.

**WASHINGTON, Jan. 6.**—Assistant Deputy Administrator William P. Farnsworth advised *The Billboard* today, about the classification of performers in the circus industry with respect to minimum wages in the tentative code that minimum wages are not specified in the proposed code, as printed but proposals for a minimum wage for performers will be submitted at the hearing here, to be started on January 18.

**WANTED**  
RECORDED FIRST-CLASS  
**FLEA CIRCUS**  
Salary of percentage. Long season. Wonderful opportunity to make big money. BOX D-232, care *Billboard*, Cincinnati, O.



On Larry Boyd's Passing Artists Under the NRA? Max Gruber Is Honored The Chatter of the Week By LEONARD TRAUBE (New York Office)

WHEN Larry Boyd died the sphere he lived in lost one of its stand-out humorists and colorful personalities. It is an accepted tradition to laud those who are taken away from us. Boyd deserves laudation by attainment. Boyd loved to battle. We happen to be among those who were the recipients of his best darts. After each skirmish he grew greater in stature, for blunt candor, as he practiced it, was one of his principal assets. He knew the outdoor game and its people with an intimacy that few people reach. Always a Hull Fellow Well Met, he passes from the contemporary scene with a distinguished record marked up in an exciting, interesting life.

Joe McKee, ex-manager of Rook-aways' Playland, enters the lists of those who are wondering who will be the showman of tomorrow by wondering who, in the park field, are coming in to take the places of the present improvisers.

ON JANUARY 10 the eyes of the circus world will turn to Washington and the hearing on a code for the industry. It is interesting to note in this connection that quite a few prospective entrepreneurs are halting their activities until the code is disposed of—to their satisfaction, it is inferred. We know for a definite fact, for instance, that a show is in formation from a metropolitan base, but is practically marking time pending the outcome of the hearing. Some people might think that the more suspense is by way of destroying initiative. That's one way of looking at it. Of greater importance is what will happen after the code is signed. Will it encourage or stifle enterprises? If it doesn't, it will violate not only the spirit of the National Recovery Act, but will defeat the very purposes for which the emergency was established. Looking over the proposed code in printed form, it doesn't look like show owners will be bruted with heavy wage scales, both in the railroad and motorized classifications, for common labor, that is. What remains in store for the artist is one of those speculative things. We are amazed to find that the proposed code makes no provision for performance. Perhaps this has been left out on purpose to leave the way clear for working out maximum hours and minimum wages during the hearing, since performers have at no time been represented with a voice while the details were being prepared by the Circus Committee, the Outdoor Showman's Association of America and the Motorized Circus Owners and Agents' Association.

Max Gruber, animal trainer, enjoys the distinction of being the only circus man to be elected to the executive council of the Actors' Betterment Association, which last week was re-organized and made more effective via a mass meeting attended by a horde of the performing fraternity.

AUGUST HUSTREL, of the high-wire Hustrels, is still manager of the troupe. After March 1 his brother, Franz, takes over the helm.—Billy Sunday has arrived in town to conduct a series of revival meetings.—And Frank Buck is back, too, after nearly a year in Asia and the East Indies, his animal collection to follow on another boat.—The Coplay Plaza Hotel, Boston, has a flashy Merry-Go-Round in its main dining room.—It made W. St. C. Jones' head spin, he being the head of the William B. Berry Company in the Hub.—That was Fog Horn Clancy, of rodeos, and a couple of minutes later the imposing Homer Sibley, of lecture fame, put in an appearance.—Fletcher Smith

is back from the Wirth-Taylor Circus and Wild West in Philly and ready to depart for Wirth's Shrine Circus in Hartford next month.—Harper Joy, national press OFA, is coming from Spokane, Wash., to attend a luncheon of the local Seth B. Howe Tent which will be held in his honor January 10 at the New Yorker Hotel.

Don't be surprised if a current book on tattooing and tattooers, suitably called "Tattoo," by Albert Perry, does more for the picturesque tribe than anything yet devised.

WILL JAMES' first film effort, Smokey, from his book of the same name, is a treat for animal lovers.—Jack (Shorty) Miller, of the local Garden Road, functioned as bally in the Mayfair Theater, where the offering bronked along for a week.—A. J. Liebling, of The New York Times, crowned out another story of infirmosism, this time on Mickey Braxx, who does 75 spot pinwheels.

The current rage among time-wasters is a couple of lines that run something like this: Take a Barnum and Bailey Show. Just as Ebony as it can be.

Mister Barnum thanks one and all for the ad and the arcade industry thanks the publisher for the Penny Arcade inclusion in the lyrics, which are very phony.

Mrs. E. Delgarin, known professionally as Amelia, is visiting New York for the first time in 12 years. The past season on the Castle & Hirsch Show, she's here to get together with her folks, plus the Max Goodman, friends, over the years. Came in from Chicago.

Capt. Sidney Hinman reported in trouble. Or at least there comes word thru Homer Sibley that the boat on which he lives sank in Hook Creek, between Jamaica and Far Rockaway, the other day. Somehow or other the cap lives to tell it, but he's done miraculous things before. In 1931 he captured a giant octopus off Barren Island, Brooklyn, exhibiting same at seasons resorts and presently handled by Sibley. Inventor of a non-sinkable life-saving suit, he played raude time for many years with his life-saving canines and once projected Noah's Ark out Coney Island way.

Burton Holmes, traveler and lecturer, is down for a series of illustrated talks at Carnegie Hall, with first subject being the World's Fair.

Big 4 Shows

Waycross, Ga. Week ended December 23. Weather, fine. Location, ball park. Auspices, Rotary and Lions' clubs combined. Business, poor.

Waycross was signed, and the show made the move from Brunswick in good time. Upon arrival our old friend Joe Treke was waiting to join with his Working World Show. Business started light and got no better.

Ains, Ga. Week ended December 30. Weather, cold. Location, downtown. Auspices, none. Business, fair.

Christmas was celebrated in old picnic style. Long tables were made up of bally fronts, and all sat down to turkey, chicken and quail. Toastmaster, Clyde Hewie. Music by Kelly's Band. Cliff Kern's fat folks, Jack and Jill, came in for much favorable comment. Minaret Show goes over the top most every week. Slim McLaughlin's Cannibal Village is doing nicely. Tiger Mack is building a new corn game. Whiteie Hinchley has added a grocery wheel. Show now has 2 rides, 7 shows and 31 concessions. Earl Becker is expected back this week to again take up his duties as banner-man and billposter. Carl Jackson has added a pop-corn stand. It is the intention of McCarty and Fleming to keep the show out all winter. Roy Van Sickle has joined with his beautiful knife rack. ORACE MACE.

LOS ANGELES

(Continued from page 39) very satisfactory. Ben Dobbert leaving for tour of carnival winter quarters in Southwest and California. Frank Downie had equipment at the Rose Tournament in Pasadena, and shared the break all other showfolk had. Frank says all he got out of the tournament was a drenching and a bad cold. Walter Hunsaker and Archie Clarke were hosts to the B. I. M. Club New Year's at the new clubhouse. Will Smith, noted around town, retired from the show game, and is with a Neon sign concern, was a glass blower on shows for many years. Mysterious Blondell will make a trip back to the Orient. Matt Brady going thru town, on route to Manila.



THE NEWS of the big reduction in license fees for circuses in Savannah, Ga. was received with delight by the circus fraternity. The old law, in existence for 13 years, made Savannah notoriously unpopular with these people, and at the same time disgusted thousands of the circus lovers of the city and its zone.

To Mayor Gamble and the present Board of Aldermen go the circus profession's congratulations on the step they took in recognizing the circus as a legitimate amusement institution which is popular with the masses. This popularity was demonstrated forcefully last October when Gentry Bros' Dog and Pony Show turned away people the first day of its engagement in Savannah and had an almost capacity house the second day. Charles Sparks with his Dowale Bros. Circus followed two weeks later and did capacity business at two of his four performances and the newspapers lauded the excellent performances and the pleased patrons of both these shows.

It is worthy of serious consideration by city officials everywhere to weigh the results of an exorbitant and prohibitive license on a form of public entertainment that has proven itself not only popular, but educational, as well as beneficial to business thru more than a century in the towns and cities of the entire United States. Savannah's prohibitive license thru a 13-year period is a forcible illustration of financial loss as a revenue to the city as well as profitable business diverted from local merchants, hotels, restaurants and the trades that benefit from each visit of a circus.

The records of the City Comptroller of Savannah will show in the period from January 1, 1920, up to the present, there has not been a total of circus and dog and pony show license fees paid equal to those of any one year from 1920 to 1933. During the latter period the license was fairly reasonable. Charles Bernard was then owner of the billposting plant in Savannah, and his records show that from one to four circuses exhibited in that city each year. Each of them paid the required license fee, and in addition left with the merchants, hotels, restaurants and business interests plenty of cash to make their visit a most welcome one.

Signs point to this being a year of "better quality" rather than "low price" in the commodity world, and what applies to commodities generally applies to amusement.

THE "New Deal" is slowly, but gradually, chasing away the blues, but we still have some among us who are in a pessimistic mood. For their benefit, I am going to quote an article, headed "If You Want to Crow at the Fishbait, Do Your Scratching Now!" from The Express Messenger of recent date:

"Did you ever stop to think that hard times mean nothing to the hen? She just keeps on digging worms and laying eggs, regardless of what the newspapers say about conditions. If the ground is hard, she scratches harder. If it is dry, she digs deeper. But she always digs up worms and turns them into hard-shelled profits, as well as tender broilers.

"Did you ever see a pessimistic hen? Did you ever know of one starving to death waiting for worms to dig themselves up to the surface? Did you ever hear one cackle because times were hard?"

Not on your life. She saves her breath for eggs."

The tourist crowd in Florida, especially at Miami and Tampa, is heavy this winter. Close observers say the number in Miami is larger than at any time since the Florida boom.

A BEAUTIFUL tribute to the amusement profession comes from J. A. Darnaby, builder of expositions, trade shows and big spectacles, covering a period of 20 years. Here it is:

"Showman in general I regard as exceptional people. Certainly they are the most charitable and the most hospitable of all hosts. But for them the efforts of Franklin Delano Roosevelt would go by default. They have kept alive, during these trying years, the smoldering coils of ambition, desire and good cheer. If there is one comforting thought greater than another, it is my lacking knowledge of one man or woman in the show business — and I have covered every branch of the most enticing of all occupations—who can truthfully say I do not cherish them the best, esteem and love they merit or truly deserve. And not one, for any reason, feels bitter towards me. Nothing would so hurt me as an erroneous impression of my feelings for the showman in general."

And then these nice words about The Billboard "family":

"And this brings me to acknowledge my obligation to The Billboard, to you and to every member of your staff. In acknowledging this debt of gratitude, I want to inform you that of my time allotted to many publications, The Billboard absorbs more than half. This interest in all your many departments has covered 30 years. I cannot recall ever having submitted to your editorial department facts or news that were not accepted as authentic and final. I have deeply appreciated that confidence, it does not believe the show world could have gone on but for your publication, especially during these trying and uncertain years past. To me and to many thousands of others it has proved a source of great comfort, inspiring and encouraging."

Castle-Hirsch Shows

SHEEPSPOET, La., Jan. 6.—With ideal weather these in winter quarters on the Castle-Hirsch Shows enjoyed Christmas as never before. Many dinner parties were enjoyed, holly, mistletoe and other decorations were in abundance. Several spent Christmas out of the city and are now returning ready for work to start.

Practically all of the ride boys, as well as others on the show, have been working at the Sparco Refinery since the show closed. The refinery is spending \$1,500,000 doubling its output. The plant is located close to the fairgrounds, which makes it convenient for the boys. Everyone on the show jubilant over the route secured at the Chicago meeting, and with the added dates look forward to a big season.

Drawings for new fronts and illumination have been completed and are things of beauty as well as something new in the carnival line. The show when completed will be different with that "something new" that the public has been looking for. The owners have received several hundred congratulatory letters regarding the article in The Billboard in which was stated the show would be rebuilt and painted differently than in former years.

The show's representative will visit both the Western Canadian and Dakota meetings.

FOR SALE, CHEAP Penny Arcs and 2 big Outlets doing good business. All Office 12 Avenue, Fort Worth, Tex. RALPH JOHNSON (FISH MAN) Contact M. C. Hutton 21 West Pike, Long Beach, Calif.

WANTED FOR SEASON OF 1934

Tires-Whid and Mixup, prefer those with own transportation. Can place Grand Shows or any Attractions of merit that will not conflict. Snake-aid and Ned Rays, write. All Concessions open except Keno and Cookhouse. Good spring dates and a long list of Fairs to follow.

JACK T. WORTHAM SHOWS, Childress, Texas



As for myself, I didn't get rich here, but have been having plenty of fun—two turkey dinners on Christmas, first at home of C. Schmitt and second at home of Joe Cox and wife; New Year's at home of Blim Chamberlain. Will stay in these parts for a while. That was a dandy, Fred (Six) Cummings and Ned Blake—everybody wanted it, but I will have some. Let's hear from the regulars in New York and Baltimore. Signing off."

AMONG FOLKS in New York is J. H. Harris. He wonders what has become of N. A. Faxon, of run-around note.

FROM CLEVELAND, MISS. Bob Posey panned: "Up and at 'em early this Saturday (December 30). Big tips. Short money. A gangup of paperites here, also at Okla. Jack Ouzart and Bertha, pipe in. A. McCord, how's things on the West Coast? Texas Valley, is there room for one more? I'm going nature—swapped for a coon pit this a.m."

VICTOR EDISON PERRY has been a busy person in New England this fall and winter with his various "We Moderns" and other articles. Word also comes from Perry, Boston, that a red-hot number that has been going over mightily will soon be announced in this publication.

HOW ARE YOU W. S. (Sid) and Mildred Hirsch, down Texas way? When did you leave the home-town port, Denver? Shoot in a pipe.

FRANK C. REIKART Swornville, N. Y., is back at some of his old time medicine show specialties, again doing his one-man band (six instruments) and magic and paper tearing. The old ones are going over good, as many of the "teen" generation of today never saw them before. Many years ago Frank was a most versatile and willing attaché of med shows. Besides the acts mentioned he also did a musical act, singing with banjo, played in band and orchestra, did black face, Dutch and rube comedy, worked in opening and closing pieces and sold medicine and also billed towns and helped put up canvas. "Where are the performers of today who would do the work we did in those good old days?" asked Reikart. "Not many of the old school left. Nowadays most of them want to do one act and that lets 'em out! Some 40 years ago if you went with a med show you had to be a versatile showman and it was not 'fun'! It was all hard work—and you had to change your acts every night for two weeks."

SHORTLY AFTER arriving at Dallas, Tex., Clyde (Southern Jack) Wilson inhaled a pipe that read thus: "Found it cold and raining on my arrival here, but it seems good to be back in ol' Dallas, my first time here in four years. Haven't had time yet to see who of the boys are here, altho I saw one working telegrams in a drug store. On coming from a theater this afternoon I saw a fellow setting up his stand in a doorway across the street. I went to him and asked him if there were many pitchers here. He said, 'No,' and then asked me if I didn't know the ball season was over. I explained that I didn't mean baseball pitchers, and he came back at me with 'Well, why don't you say what you mean?' I told him I meant street workers, and he got sore! Asked why I was asking him about street workers and wanted me to understand that he was 'no street worker,' that he had lived right here in Dallas for 17 years. All that time he was playing stock (vapor blades) on his table. By the time we finished our conversation he was all ready to get busy, and he yelled, 'Ten razor blades 10 cents, 30 for a quarter!' At that I turned to him, tipped my hat, and said: 'Fardon me, my mistake. I thought you were a pitcher,' and went my way. At this time it looks as tho I'll get to work here Saturday (December 30). I intended working a few towns en route from Birmingham, but it kept raining, so I kept driving. Birmingham seemed in good shape and plenty of money if you can get it. Red workers wouldn't do well there, as there are about six workers of it who live there and they make surrounding towns. Several red workers also at Annapolis, but I worked X-rays and got a nice day. The reader

at Annapolis is \$2.50; Gladson, \$3.50 a day or \$7.50 a week; Birmingham, \$1.25 a day or \$5 a week. Would like pipes from Shorty Grace, Red O'Brien, Frank Fahey, Harry Day, Ted Barnes and George Hays. And what has become of that good oldtimer, Doc A. Anderson? Pipe in, Doc. Start the new year right by sending pipes to 'Bill' for everybody interested in reading the Pipes. Let us know where you are, what your line is and how you are doing—which will help us keep from running into each other with the same lines. I will soon be leaving here en route to Los Angeles. Someone please pass me another helping of the pressies!"

H. G. MACCOLLUM wrote from Wheeling, W. Va.: "I was 'assured' by at least six persons that Mr. and Mrs. Arthur Cox were killed in an auto accident in Indiana, and while trying to get into touch with someone really in the know we received a card from Arthur and the missus, down Kentucky way. Was indeed glad to learn the report was erroneous. I have been working in a department store at Columbus, O., with rug needles for eight weeks. Am now at home (December 31), but will hit the road again next week and expect to soon have a new hair curler. Bought a new house trailer while at Columbus."

FROM THE Silver Dawn Entertainers. — The show closed a stand at Putnam, Tex., to nice business. Mr. and Mrs. Cummings have been spending the Christmas holidays with Mrs. Cummings' relatives at Waco, Tex. Bennett and wife and baby spending New Year's with relatives at Port Lavaca, Tex. Will play in and around Port Lavaca for a while and between pitches will indulge in fishing.

"OUR FIRST PIPE After five successful seasons with Doc T. A. Smith we opened outdoor season for ourselves last January 25 and from our start had good luck," writes Tom McNeely and wife from Dallas, Tex. "Have carried four or five people all season and have not had a losing town. People who worked with us are Happy O'Connor and wife, Buster and Judy Willingood, Walter and Thelma McInroe, Harvey Snow and wife, and now have a man whom I started in the medicine business, Toby Johnson. We are enjoying a visit at home and had a Christmas turkey dinner by everything that goes with it. We just bought a new piano for our outfit, are making plans for new canvas and have our four-wheel trailer stage. We open in Oklahoma, January 7 for Sabin Company. Our policy suggestion is to work honest, be sure all bills are paid before leaving a town, don't give away your stock and leave the town clean so the next show in will be welcome. We are optimistic regarding the new year."

HARRY ROSE formerly novelty acts with Murdock Bros. for years and other med acts and last season with Bartones' Ideal Comedy Company, injured bones in one of his feet a couple of weeks ago while presenting one of his turns, chair balancing, on the stage of a local theater, Cincinnati. Last week, however, with careful nursing of Mrs. Rose and his own grit, he was preparing to "grin and bear it" and get back into working harness. The Rose family is still residing in Cincinnati, Master Loy attending school.

A FEW ISSUES ago Bill asked what has become of the many fancy-writer card writers of some years ago. Don't know whether Prof. Lewis O. Rogers (who surely spreads ink in classy Spencerian curves, etc.) told that paragraph, but, anyway, he included a nifty sample of his penmanship, with the following pipe, while en route to Santa Fe, N. M.: "It might interest some of my acquaintances to know that after working most of the larger towns in Idaho, Utah and Wyoming with Cyrus L. Brown (the Radio Mechanical Man) and wife we split up, with no hard feelings in Denver last fall. After playing around the Gateway City till after it went 'wet,' my old partner of 10 years ago (and danger), H. (Harry Up) Tennys subscription promoter, etc., came to join me and we headed south—a little worse for wear, maybe, but still on the turf. Since most of the country went 'wet' we have gone 'dry' and are now on our way to 'dry' territory. Tinny is on paper and has writing sticks and

glins, and I am showing the natives how to sign their names 'pretty,' also telling them some things deciphered in their handwritings, and they like it, too. We have a bright young stooge with us who speaks a number of languages—which makes it nice. We don't know our destination yet. We are just trying to get thru the winter and make a living."

HAROLD AND DOLLY HOVEL while playing theater dates in Southern Ohio for the winter season, recently motored to Albany, Ind., to visit Mr. and Mrs. (Bart and Pearl) Bartons, whose med show they were with the latter half of last season.

S. C. (SHORTY) TREADWAY (note that his initials are S. C.) wrote from Waco, Tex.: "I have been informed by several of my friends of pitchdom that there is a certain crippled man (legless) saying he is Shorty Treadway. He has a wife and two children, wears a cowboy hat and is pitching medicine and soap. I have no wife or children, do not wear a cowboy hat and do not pitch medicine. Last summer a friend-pitchman of mine heard that Shorty Treadway was in La Porte, Ind., and he drove from Chicago to La Porte to see me, only to find another legless man as Shorty Treadway. Another friend-pitchman of mine was in Philadelphia last spring and read that 'Shorty Treadway' was in Chicago, and, as he was heading for Texas, he drove many miles out of his way to go thru Chicago to see me, only to find that it was not me. I have had numerous reports about this, but never have mentioned it before and would not have mentioned now, except that friends have insisted on me writing this letter. If I were traveling under a fictitious moniker it would not amount to so much, but Treadway is my real name, and I know his real name. Under this condition it is very easy for some of my mail to go wrong. I am using this method to inform my friends."

H. E. JUDGE has been working a fruit juice extractor item, a 35-cent seller, with success in department stores in the Central States and Middle West. Last week was at home, Indianapolis.

SEVERAL FRIENDS of Mr. and Mrs. Arthur (Art) Cox have made inquiries regarding them since the recent report that they had met with a fatal automobile accident. Among the inquirers was Tom Kennedy, who wrote from Cedar Rapids, Ia., January 4: "I would like very much to know whether or not the report is true. About a month ago I received a letter from Art and his wife, mailed at Petersburg, W. Va. They stated that they were headed south. I answered this letter, addressing it care of The Billboard, but I note that it is still advertised in the Letter List columns (at the time this is written—January 6—The Billboard's mail-forwarding department at the Cincinnati office has several letters for Art, one of them with Tom Kennedy's 'return' address on the envelope and no forwarding address has been received by that department—BILL). It is possible that they are both in a hospital somewhere and unable to get word to those who are really interested in their welfare." (If the report was merely a false rumor, Art or the missus should notify the Pipes editor immediately, also send address for their mail to be forwarded. They have a world of friends in Pitchdom, and if they met with an accident, fatal or otherwise, effort should be made to learn particulars and mail the data to this "column").

WALTER C. DODGE, Albany, N. Y., sent Pipes a clipping from a newspaper, bearing a Mahaws, Wis., dateline, which read: "An old-fashioned medicine show, the first to make its appearance in this vicinity for a number of years, was an enthusiastically received by the public that the

operator reported a complete sellout. Among the contests staged by the show was one for the best accordion player in the county and one for the most popular housewife."

DURING THE LAST FEW MONTHS of 1933 a department of Gimbel Brothers, New York, conducted a survey at a number of key city areas, asking consumers certain questions on various subjects. The results of the survey, of opinions of more than 40,000 women of the country on topics of national interest, was presented orally by Bernard G. Gimbel to a group of industrial and newspaper representatives on December 29 at a luncheon at the Waldorf-Astoria, New York. Mr. Gimbel's speech requires a great deal of space for reproduction, but (doubt) will be interesting to many Pipes readers. It follows:

"I wish at the very outset to disclaim any altruistic motives on the part of our company in having this survey made by Mr. Houser and his associates. For good business reasons we interviewed this large number of women to find out their attitude toward a good many of our merchandise problems. It occurred to us, however, that it would be most helpful if we could throw in these additional questions to find out the reaction of the housewives of America toward the NRA, and the various policies of the administration having to do with recovery.

"In a sense, we might even call part of the survey 'The Discovery of the Pos-

NEW FOOD HIT "CLICKS" WITH HUNGRY CROWDS FROM MAINE TO CALIFORNIA \$62 CLEARED IN ONE DAY MADE AT HOME NO CANVASSING HOME TO HOME No Super-Salesmanship NO EXPENSIVE MACHINE TO BUY EXPERIENCE UNNECESSARY

EXPERIENCE UNNECESSARY Come to see all ready to purchase except for a few seconds' work! Any child can do everything needed. No complicated work. No fall outs. No super-salesmanship. Simply put a playful or any story on a card, let people take and they buy immediately from the "Secret Salesman" display, 5 and 10-cent bags—the popular price—go like hot cakes. A business everywhere FREE is sold!

DOESN'T COST YOU A PENNY until you have sold yourself on the possibilities. Only the who are 100% sure the product can handle the exclusive rights to their territories! Our "See-for-yourself plan" makes it possible for you to decide before you put in a cent!

EXCLUSIVE RIGHTS promoted by a bona-fide company, available in hundreds of cities—thousands of small towns. Immediate success a sure possibility anywhere. Write Today. A. T. POTTHOF, Sales Manager, Dept. 1010A, 321 N. Main St., St. Louis, Mo.

SOAP-CREW MANAGERS Attention, crew managers. Here's a sensational new number, substitutes all competition—developed by an old-line soap man expressly for experienced crew managers. New low prices on complete line of exclusive numbers—sent offered to agents. Drop everything and get with the winner. Buy direct from the factory—pocket all the extra—some good exclusive territories still open—get in on the ground floor where the big money is. Write or wire for complete details and territory still open. CROWN SOAP COMPANY Dept. 216 Dayton, Ohio

gotten Code,' for the one code that the NRA is unable to do anything about is that of the housewives. And yet it must be recalled that their reactions and their activities are absolutely vital to any program for the betterment of conditions. For it is the women of America who spend 82 per cent of all the money that goes into retail channels. And we have therefore tried to make this tremendously important group articulate. We may well be proud of American women, for this survey shows that they have courage, intelligence and a tremendous fund of optimism. It shows also that they have a secure grasp not only of the material but of the spiritual values of our national life.—These are not platitudes. They are statements based upon the specific findings of this broad cross-sectional investigation.

"Out interviewers asked the women of four metropolitan cities—New York, Philadelphia, Pittsburgh and Milwaukee: 'Are we on the way out of the depression?' The vote was overwhelmingly 'yes'—ranging from 78 per cent in New York City to 90 per cent in Milwaukee.

We, then questioned whether we would be better off after the depression than we were in our most prosperous years. And again a vast group, over 98 per cent, said 'yes.' While we might have expected that a majority would believe that better times are coming, we could hardly have expected so extraordinarily large a vote for the belief that our most prosperous years would soon be exceeded. I think that some of the reasons given for this attitude are most significant. For, almost one-third of the reasons given indicated very clearly the belief of the women of America that in these critical years just passed we have learned a bitter lesson of the fruits of selfishness, greed and avarice. And they tell us that we shall succeed in a large measure in the future because as individuals and as a government we will not repeat those vicious mistakes of the past.

"There have been carping critics of the NRA who felt that in its pressure to force a more equitable distribution of wealth it was contrary to some of the underlying tenets of our form of government. But these critics do not speak for American women. We asked specifically, 'Is the NRA contrary to our form of government?' and we found that four-fifths of those questioned emphatically answered 'no.' Perhaps the attitude of the woman toward the NRA might be better illustrated if I point out some of the specific beliefs entertained by women about its benefits and the necessity for supporting it. On the average, 92 per cent of all women in these four great cities either believe that everyone has been measurably helped. Most thought the worker had received the greatest benefit, the large numbers felt that the manufacturer, the retailer, the farmer and the consumer had been similarly favored.

"Those business organizations in America who have been proudly displaying the Blue Eagle will, I am sure, be glad to note that 880 women out of every 1,000 believe that they should support only those firms who are loyally backing the NRA. They told us why they believed this. They felt it was a measure of loyalty to the government and to the whole cause of prosperity to do so. A woman in New York stated: 'We fought the war together, why not the depression?' And a woman in Philadelphia said 'We should support firms under the NRA, because thus we aid the man who is doing his part.'

"One might well have expected more selfishness. One might have expected that the majority would be self-seeking, looking for jobs specifically for themselves and for members of their families. These things no doubt they wish, but more specifically they are concerned with the greatest good for the greatest number.

"We introduced one serious question which, in studying the survey, I find has its amusing aspects. We were curious to know what people are doing with the leisure time created under the NRA, and we found that in New York City 28 per cent of those who now have more leisure and 12 per cent spend this extra time in more housework. Whereas their sisters in Milwaukee appear to be far more industrious for while 18 per cent of them are doing more loafing at home, 21 per cent are busily baking more pies and in general concerning themselves with their housework. We found others using this time in all manner of ways—taking more care of their children, going to night schools, taking piano lessons, fishing, enjoying week-end trips, even working jig-saw puzzles. Fortunately, if one woman admitted she spent her time complaining, and one harassed soul in Pittsburgh suggested that her spare time was used up by worrying if her firm was going broke. But no matter what profitable or trivial thing has been done with this leisure time, we find that almost one-third of all the families in these cities have at least some one member who has more time to devote to himself and to his own pleasures under the NRA than before.

"Perhaps I can best summarize the whole survey by stating that it constitutes an overwhelming vote of confidence for the administration, and all of its policies. At the risk of being tedious let me briefly recapitulate the most pertinent questions and their answers.

"Well over three-quarters of the women of this country believe we are on our way out of the depression; 850 out of every 1,000 believe we are coming into a

period of unprecedented prosperity, almost all of the women in America believe implicitly in the NRA and in the firms who are loyally supporting it. A quarter of all the workers of America have added leisure because of the NRA. "And now let me introduce one last question and its answer, which I think is as significant as all the others put together. We asked (in New York) if this country has a balance dollar. Surprisingly enough, 28 per cent had not heard the phrase, and 69 per cent out of every remaining 100 emphatically said 'no.' They told us they believed the currency of the country was in good hands and there was nothing in the world to fear. It is obviously not my place, speaking as president of Gimbel Brothers, Incorporated, to venture opinions that are colored by any sort of partisan politics. It does, however, give me a great deal of pleasure to be able to record for you these expressions of opinion of American women.

"Our company was one of the first to sign the President's Re-Employment Agreement and to display the Blue Eagle. That our faith in this great movement was justified was more than amply attested to by the result of this survey.

"I am confident that we can enter into the new year with very sane expectations for better business everywhere, judging by the expressed attitude of the real purchasing agent of America—the housewife.

Latlip Shows

CHARLESTON, W. Va., Jan. 6.—Now that the holidays are over and all the boys have returned to winter quarters work will start immediately.

The twin Ferris Wheels will be the first pointed, and all the EIL power units will be gone over.

Captain Latlip has made all arrangements here in Charleston for 10 days, opening in the middle of April under the auspices of the Charleston Fire Department. All equipment for six walk-thru shows, such as all new canvas, new banners and fronts, will be owned by the management.

Mrs. Marion Latlip, secretary and treasurer, is now playing vaudeville with the Famous Latlip Sisters. The other half, the Latlip Twins and Ida May, are here attending school. Captain Latlip has a brand-new idea for a Hawaiian Show. The show in general will be much larger, and the six place, six shows and the Latlip Family of free acts will make up a fine midway.

RITA LATLIP.

BONSTELLE NONUNION

(Continued from page 23)  
house. One major objective was to put men back to work.

The management asked the unions for concessions and was unable to secure adequate consideration. The union did offer some cut, but not sufficient. If we had accepted its terms we could not have opened the houses. Non-union men were taken in only after the negotiations failed.

The controversy was confined to rates. No questions of the number of men nor conditions of employment arose.

According to John Doyle, business agent for the Detroit Local IATSE, all affiliated unions are involved in the picketing, although the dispute with the stagehands, which was stressed by the management, was the immediate cause of the picketing. Both the Bonstelle Civic Theater and the Detroit Institute of Arts, which houses the theater this season, have been declared 'unfair.' Action was taken Wednesday night by the Detroit Federation of Labor, supporting the action of the affected crafts.

The Art Institute has no union electricians nor engineers, although other municipal buildings have union crafts, and Doyle stated that he has correspondence showing that Clyde Burroughs, curator, is opposed to the use of union help in the Institute.

Doyle says that the Civic Theater went into the Institute this season partially with the objective of avoiding union labor rates. He charges unfair competition with established theaters, which are paying taxes to the city and employing union men. The Cass Theater, which opens next week after being dark a month, has been the only other house to have legitimate attractions within the year and the competition of a theater in a municipal building, supported by taxes is unfair, according to the stagehands.

The other crafts have general griev-

ances against the Institute rather than the theater, except the musicians, since, it is alleged, the present orchestra does not include AFM members. The technical crafts are objecting to the Institute's use of non-union men, while the projectionists' local of the IATSE is in arms over the presentation of lectures with motion pictures, without a union operator.

Doyle promised The Billboard "a fight to the finish," but conducted along peaceful lines.

WITH THE ZOOS

(Continued from page 33)  
female harnessed white-striped antelope. A collection of African locusts, secured by Lord Moyns, and 25 zebra sparrows also are among latest acquisitions.

GRAND RAPIDS, Mich.—Because of hills in John Ball Park and natural habitats for animals, Grand Rapids in 1934 may construct a new zoo, installing pits such as are used in Detroit Zoo, Royal Oak. The city commission favors the plan, providing CWA funds can be secured for the project. Commissioner John McNabb and U. M. Lewing, park superintendent, have been instructed to inspect Detroit Zoo.

NAPA, Calif.—White Sulphur Springs of California, Inc., owner of White Sulphur Springs here, has been incorporated with capitalization of \$50,000.

REP RIPPLES

(Continued from page 23)  
Marie Hayes, who had the Hayes rep show on road a few years back. Dolly, the Doll Lady, is at present entertaining at the Eagles Night Club in Columbus, O.

MEMBERS of the Berry Players had a home-cooked dinner at Marysville, Mo., on Christmas Day. Mrs. C. O. Berry, assisted by 'Auntie' Emily Moore, prepared it. Those present were Carolyn Morgan, Billy White, Betty Truman, Allan Klason, Della Day, Alice McKee, John Reynolds, Mr. and Mrs. Roscoe Allen, James Crawford, Mickey McNutt, C. O. Berry, Florence Berry and Emily Moore. Gifts were exchanged.

JOHN AND FERN BAE opened at Daytona Beach, Fla., on January 1 for 19 weeks' engagement with the Florida Forum as members of Bergmann Players. John is playing character comedy and character leads and Fern is doing ingenue and comedy. Company opened in The Pretender, followed by Broken Plates for week of January 5. Other plays scheduled are Hired Husbands, Your Uncle Dudley and Aren't We All.

KATHRYN PETTY, who writes for The New Deal, Poughkeepsie, N. Y. was recently paid a compliment by C. O. McIntyre, noted newspaper columnist, for her work. Miss Petty will be remembered as a stock and repertoire actress. At present, besides her newspaper work, she is director of the Barn House Players, a semi-professional group of New York actors. Miss Petty is writing a novel, an epic of the Ohio Valley. On a recent visit of the Otto Gray Oklahoma Cowboys to Poughkeepsie, Lee Allen, violinist, visited with her at her home. The New Deal carried a two-column wrap-up of Mr. Allen's visit and his many friends there.

W. O. (PARSON) TAYLOR, formerly in show business, now editor of The Archbold (O.) Suckys, recently had the following in his editorial column: "Three Uncle Tom's Cabin companies are preparing to take to the road under canvas next spring. One manager claims he has an actor who can double for St. Clair; Cute, the deacon, and Phinneas, and can do slide trombone in the band and sell reserved seats, as well as drive stakes and help in the cookhouse. Such notes make Uncle Tom immortal."

ED AND ANNA HICKER are in Ft. Pierce, Fla., their second winter there. The former, who has been ill for two years, is much improved, and the Hickers will soon be on the road again. They have trouped with Oscar Cook's Majestic Stock Company, Callahan Dramatic Company, Haleson Company, Ted Sewell and Maxie Gianivan Company. On New Year's Day their old friend Bill Kettow played Ft. Pierce with his Kay Bros. Circus, and the Hickers had a very enjoyable day with their friends on the lot.

COCKTAIL RECIPES

Brand-new Vost Packet Cocktail Dial makes his appearance. Shows how to mix 18 popular drinks. Recipe appears thru window cut in heavy celluloid cases.



LOOK MEN MAGIC CASE HANDS YOU A

Take a compact, see specialized cases from a great variety. From a great variety of automatic, safety, 8 sport, 5 extra, 4 extra, 3 extra, 2 extra, 1 extra, 0 extra. Right to your lips. You enjoy and smoke. A new revolutionary, dynamic invention, perfected, guaranteed, amazingly low priced. Just what every man has been waiting for!

3-DAY TRIAL OFFER: Say the word and we'll wrap up a Magic Case and send it to you for 15 days' trial of our magic. Write for details of this liberal offer.

Magic Case Mfrs., Dept. A-466, 4224 Cassen Avenue, ST. LOUIS, MO.

THE KEY TO BIG MONEY!

Sales Operators  
Coupon Men  
Distributors

Best Selling Season Just Starting

Unusual Low Price! Thousands of people are getting their biggest sell this season. Send THE NOW coupon (3-packer), fill a plan, copy newspaper, ad, also information on over 100 fast-selling items. Greatest money-making opportunity ever offered. Write today.

UNIVERSAL LABORATORIES DALLAS, TEX.

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



WANTED—MODERN GO FIRST SAX, Trumpet and Trombone. ...

INSTRUCTIONS AND PLANS

FOR \$10.00 WILL QUALIFY YOU for teaching classes in Practical Book-keeping. ...

MAGICAL APPARATUS

ASTROLOGICAL FORECASTS AND Daily Guides. New Series. Samples, 35c. ...

MAGIC CATALOGUE, 20c. LYNN, 100-A Beach, Jersey City, N. J.

NEW 112-PAGE CATALOGUE, 11c. Illustrated. Mental Magic, Mindreading Apparatus, ...

PUNCH, VENTRILOQUAL AND Pantomime. ...

MAIL ORDER OFFERINGS

NAME AND ADDRESS OF THOU- sand mail-order buyers, 45c. ...

MISCELLANEOUS

ORDER NATUREL CIGARETTES. Supply for better cigarettes. ...

AT LIBERTY ACROBATS. IF YOU ARE AT LIBERTY FOR ENGAGEMENTS AT BEER GARDENS, CAFES, HOTELS, ETC. ...

AT LIBERTY AGENTS AND MANAGERS. AGENT NOTORIZED CIRCUS. GOOD PROPOSITION. ...

AT LIBERTY AT LIBERTY—ADVANCE AGENT. EXPERIENCED BOOKING. ...

AT LIBERTY AT LIBERTY—Circus and carnival. ...

AT LIBERTY BANDS AND ORCHESTRAS. AT LIBERTY—VERY FAST SEVEN-PIECE BAND. ...

AT LIBERTY BROADWAY AND HIS ORCHESTRA—TEN Pieces. ...

AT LIBERTY SKALL LIVE DANCE BAND AT LIBERTY. ...

AT LIBERTY TUNES DUTCH FAMILY AND CIRCUS BAND. ...

AT LIBERTY IF YOU ARE AT LIBERTY FOR ENGAGEMENTS AT BEER GARDENS, CAFES, HOTELS, ETC. ...

AT LIBERTY "BUDDY" BURE AND HIS MUSIC. ...

M. P. ACCESSORIES FOR SALE

BARGAINS—USED PROJECTORS, Soundheads, Amplifiers. ...

COMPLETE NEW SOUND HEADS for Powers, Silex Projectors, ...

I BUY, SELL AND EXCHANGE ALL kinds Film and Projectors. ...

UNUSUAL BARGAINS IN USED Opera Chairs, Sound Spotlights, ...

M. P. FILMS FOR SALE COMPLETE TALKIE PROGRAM. ...

FAST ACTION WESTERN AND Stunt Features, Sleazeblick Comedies and Caricatures. ...

6 REEL DRAMAS, \$5M, \$2.50. 16 MM. ARTS, TRAVELS, SUPPLIES. ...

MUSICAL INSTRUMENTS CAROUSELLE ORGANS, CRANK ORGANS, ...

NEW DEAGAN KYLORIMBA, \$45.00. cost \$125.00. FRANK BARKER, ...

SALESMEN WANTED

AT LAST! \$20.00 DAY OPPORTUNITY. ...

SELL NOTHING! \$170.00 WEEKLY. ...

SELL SALEBOARDS DIRECT to dealers from world's leading saleboard factory. ...

SCENERY AND BANNERS

PROFESSIONAL MIDDLEWEIGHT Showbanners. ...

SCENERY, BANNERS—FINEST VERBOLL'S STUDIO. ...

TATTOOING SUPPLIES TATTOOING OUTFITS, \$110. ...

TENTS FOR SALE KERR'S GOOD TENTS FOR EVERY purpose. ...

THEATRICAL PRINTING

HERALDS—WE KNOW HOW TO print them. ...

NEARGRAVURE—250 EACH LETTERHEADS. ...

TACK CARDS, 1 1/2x1 1/2, \$1.85. ...

100 LETTERHEADS AND 250 ENVELOPES. ...

100 WINDOW CARDS, 1 1/2x2, NON-inking. ...

1 WINDOW CARDS, 1 1/2x2, 3 COLOR. ...

WANTED TO BUY, LEASE OR RENT

PANORAMA OR PAINTINGS OF the Holy Land. ...

WANTED TO BUY—FERDIS WHEEL. ...

40X60 OR 70 XHAKI TENT, 4000 sq. ft. ...

STRING BASS DOUBLING VIOLIN. ...

STRING BASS AT LIBERTY—UNION. ...

TENOR SAX DOUBLING CLARINET. ...

TRUMPETER—PLENTY MODERN, SWEET. ...

AT LIBERTY—Girl Guitarrist, six string, perfect. ...

AT LIBERTY—Well-schooled Baton Conductor. ...

AT LIBERTY—A-1 Orchestral, doubling Alto and Bass. ...

CRUISE—A-1. Fourteen years' experience. ...

ORGANIST-PIANIST—Solo orchestra. ...

AT LIBERTY PIANO PLAYERS. ...

PIANIST—SCHOOLED, EXPERIENCED. ...

PIANO LEADER—MERCHANTS TICKET. ...

PIANO PLAYER FOR TAB, B.B. DANCE OR night club. ...

PIANIST—Experienced leader or ballad man. ...

AT LIBERTY SINGERS. ...

FEATURE TENOR Soloists. ...

At Liberty Advertisements. 20 WORD, GARB (First Line Large Black Type). ...

BON FABIO and His International Orchestra. ...

CIRCUS AND CARNIVAL

TRIPLE BAR PERFORMER, 30 IN. LES. ...

IF YOU ARE AT LIBERTY FOR ENGAGEMENTS AT BEER GARDENS, CAFES, HOTELS, ETC. ...

AT LIBERTY as Electrician or Truck Superintendent. ...

DRAMATIC ARTISTS

AT LIBERTY—YOUNG LEADING MAN, General bodysize or as cast. ...

JUVENILE, 25, can do excellent single character sketches. ...

MAGICIANS

MAGICIAN, LECTURER—also make second opening and sell Magic Show. ...

MISCELLANEOUS

IF YOU ARE AT LIBERTY FOR ENGAGEMENTS AT BEER GARDENS, CAFES, HOTELS, ETC. ...

YOUNG MAN of excellent ability seeks position as secretary for theatre, club or carnival. ...

M. P. OPERATORS

OFFER APPLICANT—Sound Projectionist. ...

SOUND PROJECTIONIST—Five years' experience. ...

MUSICIANS

LADY ACCORDIONIST—Pianist, Organist at Liberty. ...

ALSO SAX-CLARINET—GOOD READER, EX-perienced, willing to try any style. ...

ALSO SAX AND TENOR SAX DOUBLING Clarinet. ...

IF YOU ARE AT LIBERTY FOR ENGAGEMENTS AT BEER GARDENS, CAFES, HOTELS, ETC. ...

DANCE DRUMMER—MODERN SWING. ...

DRUMMER WANTS TO HEAR FROM SHOWS or vaudeville units. ...

GIRL DRUMMER DOUBLING ON VIOLIN. ...

MODERN TYPE DRUMMER—HAVE PEDAL type, vibratone. ...

PROFESSIONAL DRUMMER—15 YEARS' experience. ...









# THE FINAL CURTAIN

ving as his widow, Mrs. Edith Fletcher Bush, active in musical circles; a stepson, Robert Fletcher; two sisters, and a brother, John Melvin Bush, with the Los Angeles Symphony Orchestra. Four leaders in Canton musical and orchestra circles acted as pallbearers. Burial in Knollwood Cemetery, Cleveland.

**CARTER**—Thomas Morrill, 93, oldest active bandmaster in the United States, died at his home in Boston January 5. He is survived by his widow and a daughter.

**CASTLING**—Harry, 68, English song and sketch writer, who wrote many successful songs for the leading English vaudeville stars and also composed the lyrics for several musical shows, died in London on December 28.

**CHARLES**—Shelle, one of best known roller skaters and rink managers in the country, died on Christmas Day in Crookston, Minn., of cerebral hemorrhage. He was stricken at the Armory, where he was sponsoring a dance, and died a few hours later. He had been active in the skating field 20 years and did much to promote the sport in the Northwest. He had been operating a rink in Volley City, N. D. Remains were taken to his home in Winston-Salem, N. C., by his widow, son, Bobbie, and brother, Fred, who survive.

**CHATEAU**—Arthur, Sr., 44, president of the projectionists' union in New Orleans, died at his home on January 1. Survived by his widow, Isabelle Quayle, and a son, Arthur Chateau Jr.

**CHRISDIE**—Charles B., veteran theatrical costumer of 41 West 47th street, New York, died at his home January 2. He is survived by his widow.

**CISLAGHI**—Joseph, 60, musician, and cafe and garden operator in Detroit, died at his home on December 28 following a heart attack. He was born in Milan Province, Italy, coming to Detroit in 1901. He was known under the stage name of Accordion Joe. For 20 years he had operated a cafe in Detroit. Cislaghi was a member of the Lombardi Society of Detroit. Survived by his widow and four daughters. Burial was at Mount Olivet Cemetery.

**CLARK**—Thomas B., 81, father of Miriam Clark, of team of Tarrah and Clark, slack wire act, passed away December 28 at his late home in Wingham, N. H. In the '30s Mr. Clark was with the Commonwealth Quartet, of Boston, and was in cast of *Fed's Bad Boy*, one of the stage hits of that time.

**COHEN**—Maurice, passed away at the NVA Lodge, Saranac Lake, N. Y., December 27 after a year's treatment. His brother is connected with MGM. Interment in Akron, O., at the home of his parents.

**COHN**—Bella, 70, passed away in New York on December 30. She is survived by her sons, Haxty Cohn, president of Columbia Pictures Corporation; Jack Cohn, treasurer of Columbia; Nat Cohn, New York manager for the studios, and Maxwell Cohn, president of Weldon Pictures Corporation.

**COLEMAN**—Marion Billie O'Neill, 30, dancing soprano, formerly in burlesque and wife of Max Coleman, New York City, died in Los Angeles General Hospital January 3 of tuberculosis after an illness of a year and a half. She was born in New York. Interment was in Forestlawn Cemetery, Los Angeles, January 5.

**CONNELLY**—Mrs. James B., 48, wife of James B. Connolly, advance agent, died January 3 at her home in Owatonna, Minn., from vitular heart disease. Mrs. Connolly was at one time on the stage. Her husband and four daughters survive.

**CRETELLA**—Andrew, 69, died in Bridgeport, Conn., January 1. He was the father of Don Cretella, minstrel star of Bridgeport and director of many amateur productions.

**CROSSON**—James, 72, circus executive, died in Los Angeles December 28. Funeral services were held at the Elys Lodge in Santa Monica, Calif., and cremation followed.

**DOTY**—Winston and Weston, 19, twin sons of Jack Doty, Chicago CBS dramatic artist, were drowned in the floods which swept the vicinity of Los Angeles, Calif., on December 31.

**DYER**—William, actor, at one time with the May Bell Marx Company, died recently in Hollywood, Calif. Chris Allen,

who also was with the Marks Company, wants to hear from Mr. Dyer's folks. His address is 1634 El Center Avenue, Hollywood, Calif.

**DYERBERG**—Friedrick, 71, French horn player, died in Long Beach, Calif., January 5. He had been active as a musician half a century. He went west 10 years ago from New York after playing continuously 33 years in the Metropolitan Opera orchestra. He is survived by his widow and three sons.

**ENGLE**—John E., 47, balloonist, died December 28 at Grand Rapids, Mich., where he made his home. He sustained a fall last May near Omaha but death was ascribed to pneumonia rather than to the effects of his accident.

**GEOFFRON**—Arthur, 77, well-known musician and former bandmaster, died at the home of his son, Oscar, in New York City January 5 after six weeks' illness. He was known all over the country as a clarinetist and was a member of Fitchburg (Mass.) Military Band many years. He left Fitchburg for Hollywood, Calif., where he played in a theater orchestra 25 years. He returned to Massachusetts a few years ago to make his home with his son, a musician of note, who plays with New York Symphony Orchestra. He is survived by his widow and son. Funeral was January 9 in New York City.

**GERBAGHY**—Frank L., 45, assistant production manager at the Columbia picture studios, was killed in the flood at North Hollywood, Calif., when his car was buried in the debris of the storm. He had worked on every film lot in Hollywood. A widow and five children survive.

**HILL**—Rudolph J., 75, father of Harry Hill, known in vaudeville as Hill, Cherry and Hill, died recently in Mercy Hospital, Canton, O., following a brief illness of pneumonia. Besides another son, Art Hill, of Canton, also identified with the circus and theater, his widow and one daughter survive. Burial was in St. Peter's Cemetery, Canton.

**HIPPLE**—Jack, also known as Jack White, ardent and comedian, who was the original "Timple," of the famous pre-war comedy act of Tom White and his Arabs, died at Cardiff, Wales, on December 22.

**JILLSON**—Mrs. Robert Dolzell, 55, dramatic reader, passed away December 24 in Dunkirk, N. Y., according to information received by relatives in Los Angeles. Funeral services were conducted in Binghamton, N. Y.

**KENNEDY**—Harry, 58, executive with the Fox Film Company, died at his home in Hollywood, Calif., following a long illness. Funeral services were held in the veteran's home chapel in Sewalls, Calif. His daughter, Hope Hampton, grand opera prima donna, survives.

**LASKKEY**—George W., 34, Brownsville, Pa., theater manager, died in Mt. Pocono Sanitarium, Stroudsburg, Pa., January 3. He had been identified with the theater business for more than 15 years. Burial was in Brownsville.

**LOWE**—John W., 77, one of the best known of England's vaudeville musical directors, died at Leicester, Eng., on December 21. He had been a musical director for more than 50 years and occupied the conductor's chair at the Palace, Leicester, a Stoll theater, for more than 26 years.

**LUDWIG**—Mrs. Elizabeth, 32, one of the midgets who appeared at the Midget Village at A Century of Progress last summer, died in Cook County Hospital, Chicago, January 2 after a short illness. She is survived by her husband, Charles Ludwig, also a midget. Forty midgets, who were at the Midget Village and who have been stranded here since the fair closed, looked after the burial of Mrs. Ludwig.

**MARSH**—Mrs. Johanna, 86, mother of Charles Marsh, amusement promoter, died at her home in Chicago December 24. She was laid to rest in Waldheim Cemetery.

**MATHEWS**—James B., better known as "Poker Jim," died at Lawton, Okla., September 29. He was for many years with carnival shows, his last engagement being with All-American Shows. His widow and stepdaughter survive.

**MEIER**—Louis, father of Mrs. Vince Bartlett, died recently in Detroit, Mich. Mr. Bartlett is a motion picture actor and professional ribber.

**MORRIS**—Worth, 28, who with his brother, Palmer (Morris Brothers) had shined at rodeos and other special events and with some alarums in the Southwest, died December 31 at his home in Gainesville, Tex., of pneumonia. Besides Palmer, he is survived by another brother, Maurice, and his mother, Mrs. S. T. Morris, all of Gainesville.

**NEUBERGER**—Ruth Adams, 62, novelist, passed away at the Wilshire Hospital in Santa Monica, Calif., December 27. For years she was secretary-treasurer of the Theatrical Association of New York. Funeral services were held in Sawtelle, Calif. A son and husband survive. Mrs. Neuberger was a niece of Henry Ward Beecher and Harriet Beecher Stowe, authors.

**PARKER**—Nelson W., 64, resident of Seattle for the last 25 years and formerly secretary of the King County Fair Association, recently died at his home. He is survived by a brother.

**PRAATT**—Neil, 44, well-known stage and screen character actor, died in Hollywood, Calif., January 4 of heart disease after an illness of two weeks.

**REPP**—Roy L., 52, race track official associated with American Booking Agency, Chicago, formerly connected with Indianapolis Speedway and serving at time trials at Daytona Beach, died in a Shreveport, La., sanitarium January 4 from injuries received at the State Fair track there on October 29. Remains were shipped to Columbus, O., his home, for funeral services, followed by interment in Mansfield, O. The body was accompanied by his widow and son, Robert, who were at his bedside.

Repp, who was supervising automobile racing on the final day of Louisiana State Fair, was run down by a car which he attempted to flag. The car, reports said, was out of control and the accident was termed unavoidable. He suffered a compound fracture of the right leg. The break with bones protruding was slow in mending and early in December blood poisoning developed despite efforts of physicians to check spread of infection, including a blood transfusion. Repp was a member of the Masonic lodge of Columbus and affiliated with the American Federation of Musicians. Officials of Louisiana State Fair were among friends attentive to Repp during his long illness.

**SCOTT**—Mrs. Lillian, 43, died in Berwyn (Ill.) Hospital January 6 from the effects of injuries suffered in an auto accident earlier in the day. She was the wife of William H. Scott, studio director of Radio Station WHFC, Cicero, Ill.

**SHIELDS**—Sammy, 62, English vaude monologist and comedian, who had been a prominent vaude headliner in England, Australia and South Africa for more than 30 years, died in London on December 28 of pneumonia. He was one of the most popular of England's comedians and probably told Scottish stories with better effect than any other comedian.

**SIMON**—Theodore, 25, one of the Four American Eagles high-wire act and formerly of the Waiwanga high-wire troupe, was fatally injured January 1 when he and other members of the act fell during a performance of Frank Will Circus and Buck Taylor Wild West in Calvary Army, Philadelphia. His death occurred in a hospital two days later.

**BOMBORN**—Herbert Keesley, 63, former film producer and one of the first film distributors, died in Beverly Hills, Calif., January 2 following an illness of more than a year from complications of a kidney ailment. In recent years he had owned and operated the Brown Derby restaurant in Los Angeles and Hollywood. In 1919 he was married to Gloria Swanson, motion picture star, and later divorced. His daughter, mother and sister survive. Cremation was held in Los Angeles with funeral services in New York.

**SOUGARET**—Leon, 64, creator of the famous French seashore resort, Paris Plage, and for 10 years mayor of Le Touquet-Paris Plage, died at Le Touquet, France, on December 22.

**STEIN**—Charles J., 69, vaudeville and legit actor, who made his first stage appearance 51 years ago in *The Colleen Bawn*, died January 6 at the Bay Shore Hospital, Bay Shore, L. I. He had toured in vaudeville in the team Stein and Evans and was later in such shows as *Nery, The Devil, The Merry Widow, The Young Turk, Going Up, La La Lucille and Ginger*. He was a member of the Nations and of Actors' Equity. He is survived by his widow and two sisters. Burial was under auspices of the Actors' Fund.

**STODDARD**—John, 18, died suddenly in Cincinnati on New Year's Day. (See *FINAL CURTAIN* on page 55)

## IN LOVING MEMORY OF MY DEAR WIFE.

### NELLIE

Passed Away January 6, 1933.  
May her soul rest in peace.  
WAS J. AVERY

**BARNER**—Henry C., 87, Fort Wayne (Ind.) musician, died at his home in the Hoosier city December 27 following complications from injuries suffered December 12. Barner was conductor on the Citizen's Band there many years ago and also conducted the Barner Orchestra. He was a member of the American Federation of Musicians No. 53 and the "Elys" Lodge. He is survived by his widow and two daughters. Burial in Lindenwood Cemetery.

**BESTOR**—Vernon, 55, Madison, Wis., orchestra director and brother of Don Bestor, New York, died January 4.

**BEVAN**—Mary Ann, 59, a well-known show world character who claimed to be "the world's ugliest woman," died on December 28 at London, Eng. After her husband's death in 1914 she developed abnormal growth of the facial features, head, hands and feet. She was "discovered" by A. Chapman, of Blackpool, and soon became one of the most popular exhibits at all the biggest fairs in Europe. She leaves four normal children.

**BLAZER**—Morris B., 69, many years treasurer of Carroll County Fair, died December 30 at his home near Carrollton, O., following several years' illness. His brother, Howard Blazer, Canton, is sole survivor. Interment was in Carrollton.

**BOZUM**—Lewis E., 54, secretary of the Bohannan Theaters, Inc., of Akron, O., died January 2 at Tucson, Ariz., where he had gone several weeks ago in an effort to regain his health. Bozum and his three brothers have long been active in theater operation, being owners of the Orpheum, Akron, and the Strand and Valentine in Canton. He also was associated with his brothers in numerous other Akron enterprises. Surviving are his widow, four children; three brothers, Harry, Albert F. and Joseph C., and two sisters. The body was returned to Akron, where funeral services were held from the late home on January 5. Burial was in Akron.

**BOULANGER**—Wallace, 41, of Detroit, former resident of Traverse City, Mich., died recently. He was a pianist in the orchestras of the Broadway Strand Theater, Detroit, and the old Temple Theater, Traverse City.

**BROWN**—Betty, 18, Milwaukee dancer and an assistant instructor at the Julia Kublig studios, died December 29 at a Milwaukee hospital. Survived by parents.

**BRUNSON**—Atherton, foster father of Hazel Flynn, motion picture reviewer and columnist on *The Chicago American*, died at his home in Chicago January 4.

**BURNS**—Mrs. Carrie E., 69, wife of Fred Burns Sr., of Burns & Kohl, who was in circus business years ago, died December 17 at her home in Terre Haute, Ind., of heart trouble. Besides her husband, she is survived by two sons, T. Thomas Burns of Barnett Bros., Circus, and Fred W. Burns, with Eastern States Circus, and one daughter, Mrs. W. G. Green, all of Terre Haute, at which city burial was in the family plot in Highland Cemetery.

**BURNS**—Robert George, 20, research assistant in the art department of the Radio City Music Hall, died of a heart ailment in New York January 2. He is survived by his mother, Mrs. Arthur Levy, wife of the theatrical press agent.

**BUSH**—Dudley, 38, musician, formerly in Lewis and the Grand theater orchestras, Canton, O., more recently a member of Al Barners' ensemble at Cleveland, died January 1 at his home in Cleveland following an attack of bronchial pneumonia. He was a cellist and violist and formerly a member of the Cleveland and Chicago symphony orchestras. He also wrote arrangements for David Robinson's Orchestra, which were featured in his weekly broadcasts. He had taken part in nearly 2,000 broadcasts by the Bachan ensemble. Sur-

LETTER LIST

(Continued from page 51)
Suphaman, Fred
Berkley, Bill
Hayes, Ralph
Barker, J. A.

Morris, Leo
O'Reilly, Jerry
O'Rourke, Tom
Shaw, Alfred D.

South, George
Shepherd, Frank
Shorman, Dan
Shaw, Alfred D.

Wilson, Ann
White, Mrs.
Wilson, Edna
Wilson, Mrs.

Way, Douglas
Wickham, F. H.
Wiley, Jimmy
Wolcott, Arthur

Wolcott, Arthur
Wolcott, Arthur
Wolcott, Arthur
Wolcott, Arthur

Wolcott, Arthur
Wolcott, Arthur
Wolcott, Arthur
Wolcott, Arthur

Wolcott, Arthur
Wolcott, Arthur
Wolcott, Arthur
Wolcott, Arthur

Gentlemen's List

Lewis, Tom
Liddy, M. O.
Lipsky, Maurice
Long, Billie

KANSAS CITY OFFICE

124 Chambers Bldg.,
13th and Walnut Sts.

Parcel Post

Frank, Harry L.

Ladies' List

Alpert, Fay
Anderson, Mary
Barnes, Dillitha

CHICAGO OFFICE

800 Woods Bldg.,
22 West Randolph St.

Ladies' List

Alford, Reokey
Anderson, Sadie
Anderson, Alice

Gentlemen's List

Alford, Jackie
Anderson, Babe
Anderson, Omaha

ORCHESTRA NOTES

(Continued from page 15)
ments that will carry it thru the winter season.
KODIE LEFT and his orchestra have recently opened Parkview Gardens, one of Cleveland's most beautiful uptown spots.

PAUL CORNELIUS' Radio Recording Orchestra has been held over indefinitely at Swiss Garden Supper Club, Cincinnati. Cornelius reports a New Year's Eve sellout crowd of 1,385. In conjunction with their 500-piece library the orchestra features novelty sketches with Bert Shuman, Jimmy Campbell, Hogar Michael, Paul Wright and Clyde Kissinger (chief vocalist).
DICK MESSNER and his Five Brother Orchestra arranged a program of special historic interest for presentation at the Hotel Piccadilly, New York, last Saturday. Occasion was the 175th wedding anniversary of George and Martha Washington, married in St. Peter's Church, White House, Va., January 6, 1759. Members of the Southern Societies of Virginia, Maryland, Georgia, Florida, North Carolina and Alabama were invited.
FLETCHER HENDERSON - Have had several inquiries as to where ork is playing. Also Smith Bellow and his orchestra.
SCHALK AND PRINGLE'S Black Hills Aces are clicking along in their 19th week at Ward's Rainbow Club, Mankato, Minn.
SEAN ADRTIN and his orchestra opened December 19 at The Penthouse, Detroit, on an indefinite engagement.

Ork is splitting time on the date with Sammy Watkins' Orchestra, which plays evenings, with Austin doing the daytime stretch.
BENNY KESH and his orchestra jumped from the Silver Slipper, Itasca, N. Y., to the Silver Star Ballroom, Sulphur Springs, Fla. Band has added two men and a six-piece floor show. Ork is spotted indefinitely. Plenty of activity reported in Florida this season.
MICHAEL BOBELLI and his band recently opened at the St. Moritz Hotel, Lake Placid, N. Y.
WEDE-MYER Orchestra is broadcasting three times weekly from the Hotel Richmond, Richmond, Va., over WVEA
BILLIE O'BRIEN'S 11 New Yorkers have concluded a series of engagements thru Ohio, Indiana and Pennsylvania. They jumped from the Hotel Bery, Athens, O., to a long stay at Windheim's Schmitzbank, Utica, N. Y. and are current at Pollack's Schmitzbank, Syracuse. Personnel has Pete Mason, Jo Meyer, Bud Ebersole, Roy Birt, George Bennett, Bob Day, Cas Snell, Lee Furlong, Ray Bradley, Ray Heasbeyer and Billie O'Brien.
AL HUNTER and his band opened a series of dances at the Nelson House,

Foughkepsa, N. Y., December 24 The following week they played the State Theater and are now at the Paramount.
FRANK FREEBURG and his orchestra, following a three months' tour of the Northwest this fall, opened at the Club New Yorker, Seattle, for the remainder of the winter season. In addition to Freeburg, combo include George Fleming, Erv Voss, Paul Umpelgig, Ray Christiansen, Jim Knight, Bob Smith, Arnie Fetter and Jack Kennedy.
JACK WARDLAW and his 16-piece Carolina Fines Orchestra feature "Miss Mystery." Bob Bland, Ralph Berlin, the Kings of Strings, the Personality Trio, Vocal Ensembles and Paul Session's arrangements. Julia Ellington is featured torch singer. Ork is current at the Carolina Pines Club, Raleigh, N. C.
FREDDY BERGIN opened at the Hotel Schroeder, Milwaukee, January 3, with his 12-piece band and a new floor show. The orchestra will be heard daily over WTML.
ALL OPERATORS of the Superior (Wis.) Musicians' Union, Local No. 260, have been re-elected as follows: Charles Anby, president; I. C. Smith, vice-president; Tolvo Peterson, secretary and E. J. Fogarty, treasurer. Otto Wendt and Wynn Walker, together with the officers, comprise the board of directors.

TIME OUT --- HOLD EVERYTHING!

for the Big Surprise Hits of 1934. We will be prepared to shoot right after the first of the year. Get on our mailing list now for early copies and be first in your territory to cash in. New Promotions, Novelties, Deals, Specialties.

Wisconsin DeLuxe Corp.

1902 North Third Street, MILWAUKEE, WIS.

THE ONLY CARNIVAL SUPPLY HOUSE IN KANSAS CITY

Write for Our GENERAL CATALOG Auto Scare Bombs COMPLETE LINE OF NOVELTY AND PREMIUM MERCHANDISE

The Midwest Novelty Co. 1322 Main Street, Kansas City, Mo.



Wanted Circus Acts

All Descriptions. Write Manager SHRINE CIRCUS PARO, N. D. McLELLAN SHOWS WANT

SOL'S LIBERTY SHOWS, Inc. NOW BOOKING FOR SEASON 1934. P. O. Box 88. STREATOR, ILL.

CROWLEY'S UNITED SHOWS. New Booking Season 1934. Man for Side Show.

BIG CITY SHOWS. Open in March. WANT

ROUTES

(Continued from page 48) Dublin, Eddie (Central Park Casino) New York, N. Y. Duke, Doug (Elites) Lubbock, Tex., N. Y. Eckel, Charles (Croydon) New York, N. Y. Eddy-Burton (Belmont) New York, N. Y. Egan, Babe (New Yorker) Hollywood, N. C. El Gaudin, (El Gaudin) New York, N. Y. Elkins, Eddie (Savoy-Plaza) New York, N. Y. Eppinger, Ivan (La Belle) Chicago, N. Y. Erwin, Doug (Ritz East Club) St. Louis, Mo. Everett, Jack (Argonne Gardens) Des Moines, Ia., N. Y. Fejchchild, Cooke (Algonquin) New York, N. Y. Fallon, Bob (Towers) Brooklyn, N. Y. Farmer, Will (Simpson) New York, N. Y. Felton, Happy (Ambassador) New York, N. Y. Fields, Al (Club California) New York, N. Y. Fields, Sam (Belmont) New York, N. Y. Fletcher, Charlie (New Burdick Gardens) Kalamazoo, Mich., N. Y. Foyles, Ted (St. Francis) San Francisco, N. Y. Frank, Ernie (Chin's Restaurant) New York, N. Y. Fernandez, Angelo (Great Northern) New York, N. Y. Freiburg, Frank (Club New Yorker) Boston, Wash., D. C. Fried, Bert (New Fossil Inn) Columbia, N. Y. G. Garter, Jan (Orion) Chicago, N. Y. Gaspare, Dick (Chesapeake Rouse) New York, N. Y. Gaylard, Shirley (William Penn) Pittsburgh, N. Y. Gemmy, Tom (Opera Club) Chicago, N. Y. Gerold, Claude (Barrow Club) Chicago, N. Y. Golden, Ernie (23 Adams) New York, N. Y. Golden, Neil (Burns & Kissel's Show Place) New York, N. Y. Gregson, Joe (New York) Chicago, N. Y. Granta's Continental (Victor) New York, N. Y. Grant, Bob (Embassy) New York, N. Y. Gray, Glen (Savoy House) New York, N. Y. Green, Jimmy (Gayton's Paradise) Chicago, N. Y. Griggs, Murray (Pelham Palace) Bronx, N. Y. H. Haffley, George (Empire) New York, N. Y. Haight, Walter (Arlington) Hot Springs, Ark., N. Y. Hall's Angels (Paramount) Chicago, N. Y. Hall, Oscar (Ritz) New York, N. Y. Hanks, Johnny (Big Jem) Galveston, Tex., N. Y. Handler, Al (Via Lago) Chicago, N. Y. Harmon, Dave (Piazza Ballroom) San Antonio, Tex., N. Y. Harris, Phil (186 Regis) New York, N. Y.

Norman, Ed (Bismark Gardens) Chicago, N. Y. Hairy, Walter E. (Moose Club) Haverhill, Mass., N. Y. Hurst, Tony (Club Ultra) Chicago, N. Y. O'Neill, Walter (Mayfair Yacht Club) New York, N. Y. Orlan, Ed (Embassy Club) New York, N. Y. Olsen, George (Pennsylvania) New York, N. Y. Oshinsky, Al (Club Plaza) New York, N. Y. Owens, Don (Metropole) Chicago, N. Y. P. Paige's Band (Algon) Chicago, N. Y. Parico, Louis (Canton Tea Gardens) Chicago, N. Y. Parker, Ray (Avalon) Chicago, N. Y. Pearl, Morey (Tent) Boston, N. Y. Pedro, Don (Blue Grotto) Chicago, N. Y. Pendarvis, Paul (Muehlebach) Kansas City, Mo., N. Y. Peo, Lou (Club Salutar) Chicago, N. Y. Perry, Bob (Brooklyn) Chicago, N. Y. Pierce, Charles (Old Mexico) Chicago, N. Y. Pollack, Ben (Casino de Paris) New York, N. Y. R. Rabinov, Boyd (Harvey's) Chicago, N. Y. Rabinov, Rabinov (Moose Club) Haverhill, Mass., N. Y. Radford, Ed (Chermet Ballroom) Omaha, Neb., N. Y. Ransom, Jack (Danceland Club) San Antonio, Tex., N. Y. Rawlins, Jack (Blossom Grove) Atlantic Beach, near Jacksonville, Fla., N. Y. Reed, Dick (Pepper Pot) New York, N. Y. Redmond, Don (Casino de Paris) New York, N. Y. Reno, Allen (Schroeder) Milwaukee, N. Y. Reno, Vito (Morton's Beach View Gardens) Chicago, N. Y. Reeb, Benny (Silver Star Ballroom) Sulphur Springs, Fla., N. Y. Richards, Barney (Limehouse) Chicago, N. Y. Ritter, Stan (Knappecker Club) Chicago, N. Y. Rogge, Mack (Gunter Terrace) San Antonio, Tex., N. Y. Rosenthal, Harry (Place Piquette) New York, N. Y. Roth-Andrews (Be-Be) New York, N. Y. Ruffalo, Ed (Orion) Chicago, N. Y. Ruzhansk, Will (Schenley) Pittsburgh, Pa. S. Sachs, Coleman (Gunter Terrace) San Antonio, Tex., N. Y. Salsina, Andre (Chateau Frontenac) Quebec, Can., N. Y. Sapping, Chis (Shadowland) San Antonio, Tex., N. Y. Scott, William (Montclair) New York, N. Y. Schaf, Joe (Nixon Restaurant) Pittsburgh, N. Y. Seid, Lou (Playground) Chicago, N. Y. Shaw, Maurice (La Belle) New York, N. Y. Sheridan, Phil (Davenport) Spokane, Wash., N. Y. Sherman, Marie (Cafe de Alex) Chicago, N. Y. Sherr, Eddie (Beach View Gardens) Chicago, N. Y. Simons, Seymour (Hollywood Country Club) Hollywood, Fla., N. Y. Singer, Irving (Club Ballyho) Chicago, N. Y. Sisco, Noble (College Inn) Chicago, N. Y. Sisk, Alton (Bourbon Gardens) Chicago, N. Y. Smith, Jay (Southway) Chicago, N. Y. Smith, Joseph C. (El Morocco) New York, N. Y. Snow, Eddy (Winter Garden) Yakima, Wash., N. Y. Smith, Warren (The Playhouse) Chicago, N. Y. Snyder, Mel (Gibson) Cincinnati, N. Y. Sosnik, Harry (Edgewater Beach) Chicago, N. Y. Spelman, Milton (Village Hut Club) New York, N. Y. Springer, Chas (Country Club Garden) Flint, Mich., N. Y. Stashkin, Henry (Club Minuet) Chicago, N. Y. Steele, Alec (Foxy Memphis) Tenn., N. Y. Stein, Alton (Bourbon Gardens) Chicago, N. Y. Steynon, Herbert (Empire Tavern) near Akron, O., N. Y. Stephens, George (Ramona Gardens) Chicago, N. Y. Stein, Harold (Biltmore) New York, N. Y. Stewart, Rex (Empire) New York, N. Y. T. Tapp, Furman (Honeymoon Club) New York, N. Y. Tate, Ernie (Club Lido) Chicago, N. Y. Taylor, Chas. (Bavarian) Pittsburgh, Pa. Toller, Ben (The Bowery) New York, N. Y. Tapp, Albert (Melody Club) Chicago, N. Y. Towne, Floyd (Midway) Chicago, N. Y. Tracy, Fred (Village Garden) New York, N. Y. Trini, Anthony (Paramount) New York, N. Y. Turner, Charles (Arcadia) New York, N. Y. Tyler, Willie (Place Piquette) Chicago, N. Y. U. Udel, Dave (Bot of Moscow) Chicago, N. Y. V. Valencia, Al (El Flamingo) New York, N. Y. Valente, Jack (Stabler) Buffalo, N. Y. Velled, Eddy, The (Hollywood) New York, N. Y. Van Suedam, Jack (Savoy Palmer) New York, N. Y. Vile, Vincent (Bluebird) New York, N. Y. W. Watkins, Sammy (Park Ave. Penthouse) Detroit, N. Y. Wardlaw, Jack (Orion) Pineas Club Ravenna, N. Y. Webb, Chas. (Savoy) New York, N. Y. Weiss, Ted (Biltmore) Chicago, N. Y. Whidden, Jay (Biltmore) Los Angeles, N. Y. Whitman, Paul (Paradise) New York, N. Y. Wilson, Fred (Club Chicago) New York, N. Y. Wilson, Sam (Park Avenue Club) New York, N. Y. Woods, Chuck (Alamo Night Club) San Antonio, Tex., N. Y. Worth, Eddie (Cafe Henry VIII) New York, N. Y. Wynn, B. Henri (Four Trees) New York, N. Y. Y. Yellin, Chas (Kretschma) New York, N. Y. Young, Carl (New China) Pittsburgh, N. Y. Yuhaz, Johnny (Dorset Yacht Club) Detroit, N. Y. Z. Zam, Paul (Savoy) New York, N. Y. Zito, Marcello (Waldorf-Astoria) New York, N. Y. Zollo, Leo (Benjamin Franklin) Philadelphia, N. Y.

MISCELLANEOUS

Andrews, Marion, Pop & Fun Revue, Boston. Mayworth, mgr. (Dixie) Leonardtown, Md., N. Y. (O. H.) North East 11; (Suzette) Middletown, Del., 12-13; (Maryland) Cumberland, Md., 14-15. Bink's Circus Revue: Napan, Wis., 8-13. Birch, Magician: Asheville, N. C., 9; Hendersonville 10; Olmstead College, S. C., 11; Greenwood 12; Clinton 13; Columbia 16; Miller, Ga., 16; Statesboro 17; Dublin 18; Cochran 19. Cook Show: Milan, Ga., 3-13. Cookson, Zella, Musical (Dolevander) New York 8-13; (Fox Philadelphia) 18-20. Coward, Lillian, Magician: Colburn, Ga., 8-19. Delaney Comedy Show: Pottypop, Ont., Can., 8-13. Delmer, Kappotis: (Bijou) Carrollton, Ill., 10-11; (28th Lincoln) Charleston 13-13. (New) Springfield 14-20. Dixie Comedy Co. Waco, Ark., 8-13. Fowler & Earl Show: Louisville, Ky., 8-13. Gilt-Edge Comedy Co.: Johnston City, Ill., 8-13. Howard Family Show: Southermer, La., 8-13. Labelle, Ray, Troupe: (Empire) Atlanta, Ga., 8-13. Laverne & Lewis Show: Dexter, Ga., 8-13. Lester, Ed, (Ed's) Millington, N. C., 12; Ridgecrest 13; Lanes, Ga., 16; Stamford 17; Meraville 18; Ulen 18. Marquis, Hilsenstat: (K. of F.) Greensburg, Ind., 8-13; (Liberty) Lawrenceburg 13-13; (Starline) Shelbyville, Ky., 13-15; (Lorrie) Lawrenceburg 17-18; (Strand) Horse Cave 12-20. McFally & Broughton Show: Yardville, N. J., 8-13. M.H.R. Al H. Show: Metcalf, Ga., 11-13. Original Floating Theater, Chas. M. Hunter, mgr.: Wilmington, N. C., 8-13. Phelps & Cobb's Show of Shows: (Gadsden) Gadsden, Ala., 8-13. Paddy Pals: (New Carlisle) Co., N. C., 8-13. Rayalite Entertainers: Limon, Colo., 18-15. Rowan, W. H., Dixie Funmakers: Ellis, Ga., 8-13. FORTY-FIRST WEEK BILTON'S VAUDEVILLE SHOW, 18 people, under contract. No never class. (Theater) Springfield, N. Y., 8-13; (Lorrie) Lawrenceburg 17-18; (Strand) Horse Cave 12-20. Schneider's Doc, Yodelling Cowboys: (Public) Lenoir, N. C., 10-11; (Public) Salisbury 12-13; (Public) Winston-Salem 15-18. Subland Picture & Vaude Show: One, Fla., 8-13.

REPERTOIRE

Alexander Players: Oltion, Mich., 8-13. Allyn's Comedians: Billy Webb, mgr. (Helen City) Fla., 10; Luke Wales 11; (Crescent) St. Louis Park 13; (Savoy) Moore Haven 16; (Gleason 17; (Dole Glade 18; (Palmetto) Oklawaha 20. Babson Show: Havana, Mass., 9-13. Blythe Players: (Madison) N. Y., 9-13. Leonard Players: Cheryl, S. C., 8-13. Localis, Artists, Players: Knox City, Tex., 8-13. North Players: Collins, Ga., 8-13. Sadler, Harold, Show: Colerado, Tex., 8-13. Swain Show: Victoria, Tex., 8-13.

CARNIVAL COMPANIES

Big Bear: Haddy, Ga., 8-13. Capel & Dean's Attrs.: Columbus, Ark., 8-13. Fred Bros.: Gilbert, La., 8-13. Georgia Attrs.: Greenwood, Ga., 8-13. Penna's: West Helena, Ark., 8-13. Royal American: Fair Lago, Fla., 8-13. Royal Films: (Street Fair) Boynton, Fla., 8-13. West, W. K., Motorized Tishomingo, Okla., 8-13.

CIRCUS AND WILD WEST

Barnes Bros.: Lake Worth, Fla., 8; Post 8-13; (Crescent) St. Louis Park 13; (Savoy) Moore Haven 16; (Gleason 17; (Dole Glade 18; (Palmetto) Oklawaha 20. Barlow, Buzz, Wild West Rodeo Show: Baltimore, Md., 8-13; Petersburg, Va., 15-16; (Roshoke Rapids N. C., 17; Warronton 18-19; Henderson 20. Eastern States: (Memorial Auditorium) Wichita Falls, Tex., 8-13.

COAST WIRE

(Continued from page 12) served by the chain, and other times may be passed on to the sponsor, who never figured it as anything more than part of the wire charge. In the opinion of ATT officials in charge of this department, it is possible that the networks announced that they will absorb all reversal charges in the future. If any sizable sum is involved in reversal charges, it is probably a matter of adding up such charges on a season's broadcast series.

NETWORK SPLIT

(Continued from page 12) ginning January 17. Program to feature Will Osborne; Radio Harris, seven critic; the Song Twins, and a theatrical star will be interviewed each week. Renewals are United States School of Music for 10 weeks from January 20; The Story Program heard 6:50-8:55 p.m. Stano, Inc., renewed for 13 weeks. Five-minute talks by Dr. Royal S. Copeland, Mondays to Fridays, inclusive, 2:55-3 p.m. (electrical transcription). Gillette Safety Razor Company, 26 additional broadcasts of The Blue Stripes, Mondays to Saturdays, inclusive, 8:35-7 p.m. (electrical transcription). Church's Affiliated Stores, Inc., for 28 weeks, beginning January 8 and ending June 12. Radio Vanities, Tuesdays, 8:30 p.m. Musical show.

BIG HEARTED HERBERT

(Continued from page 17) The high spot in the enthrallingly uproarious second act, in which Herbert drives his daughter's suitor out of the house.

J. C. Nugent is grand as J. O. Nugent in the title role. Elizabeth Risdon, who once went thru the somewhat different histrionics of Strange Interlude, starts off in too much of the grand manner for this type of farce, but swings into the spirit of things in the second act and is thereafter as grand as Mr. Nugent. Allan Dunne is smooth and confident as the suitor; it seems that he always manages to turn in a good performance. As for the rest—with the exception of Norman Williams, who amusingly plays the youngest member of the family—too many of them are too obviously acting. It's the type of show that's fitted up for the cutrates and throwaways. Even with the latter ruled out under the N.R.A. code it ought to do pretty well—for a while anyhow. EUGENE BURR.

THE WOODEN SLIPPER—

(Continued from page 16) Julie hires out as serving wench to a crook, also defeated in love, who is an artist in his line. She comes to love him in his kitchen, but when her father and an insane young man who wants to marry her come to reclaim her, Andre, the cook, sees that she's a lady and lets her go.

So, of course, the ugly duckling feathers out into a lovely goose, and appears in the chief role of a play backed by the mad Mr. Pavloek. But, praise be she is completely unsuccessful, and Andre, now a restaurant owner, comes to ask her to be his cashier and dear, dear wife, she falls into his arms.

The entire piece runs around wildly in a important circles, and never manages to get anywhere at all—even across the insights. In the first place, characters (with the exception of the mad Mr. Pavloek) and dialog are ordinary and uninteresting carbon copies. In the second place, the thing goes careening from one unconnected incidents to another, and finally ends, one supposes, merely because the curtain has to come down some time before 11 o'clock. It is quite conceivable that it could have gone on and on indefinitely, with further extravagant padding.

In other words, it has no form. The faults falling under that category are legion, the most startling, perhaps, being the fact that the play proper doesn't begin until the third scene. All that goes before could far better have been given in expository dialog.

But the cast is a different matter. It is studded with names, and even the Dorothy Hall gives an almost slavish imitation of Ruth Gordon as Julie and Ross Alexander is painfully miscast as the cook, it gives a good account of itself. Cedille Loftus is, of course, grand as the mother, and Montagu Love gives his best performance since his return from pictures as the father. Albee Belmonte Cliffe is, as always, a grand old lady of stage in a small part, and a less named Jonatha Jones is cute as a serving wench—besides possessing the most delightful name of the season. Among others turning in good jobs are Ruth Altman and John Halloway. Most of the good good lines fall to Paul Guilfoyle as Pavloek.

But the play is disconnected and dull, a farce that manages to be ally without being funny. It is merely another Budapest—with the accent heavily on the last syllable. EUGENE BURR.

ZIEGFELD FOLLIES—

(Continued from page 16) fact, only one scene—that failed to have something definite and delightfully enjoyable to recommend it. From the angle of satire and burlesque, there were Miss Bruce's numbers above mentioned, a grand musical satire in which Willie Howard did yeoman service, a Cuban revolution act and a parade act in which Mr. Howard did disco and plenty more. For dancing there were Vilma and Buddy Ebsen, as grand as ever; Ma Ray, repeating the success that she scored in Melody; Patricia Bowman to do some ballet; and from a different angle, Jacques Cartier and the Sera Mildred Strauss Dancers. For singing there were, among others, Jane Froman, the delightful lady from radio, and Everett Marshall, who gave a grand rendition of a song called Wagon Wheels, which sounded a bit reminiscent of Maceo Sater and, therefore, of the second movement of Dvorak's New World Symphony. For catchy and intriguing tunes, there were such things as I Like the Likes of You, Moon About Town, To the Beat of

the Heart and others. For novelty and such, there were scenes like the second half opening, detailing the romance of two shop-window dummies, or interludes like Bezi Beaton's recurrent and hilarious theme song. For sheer beauty, there were such spectacles as Victor Under the Bridge, Watson Barratt's lovely white satin set or the dance accompaniment to To the Beat of the Heart, which is one of the grandest revue scenes that this reporter can remember. And for that matter, for sheer beauty there was also the chorus, which is really lovely, by long odds the prettiest ensemble of the season.

When Willie Howard is good he is very, very good, and he is good in this. He has a field day, doing almost everything and doing it all well. Come to think of it, there wasn't a principal who didn't rate individual praise, they all carried out their assignments excellently, and you can go down the cast list for credits. There's no use repeating it here.

The sets are fine, notably the grand nursery scene and the white satin vision above mentioned—the there were plenty of others too to catch the eye.

This sounds like an unrestrained rave. As a matter of fact, it is. You can talk of revue traditions—the old-fashioned tradition, the sophisticated tradition (which gets plenty of raving these days) and all the rest. I don't know what tradition this new Follies is in. All I know is that I had a swell time and that it's a grand show. EUGENE BURR.

FROM OUT FRONT—

(Continued from page 16) send in a list of the plays they'd like to see again and begging some manager to do the one that has the most votes? Yes, but what manager?

If, however, we had a permanent acting company—or, better still, several—Miss Wood's question would be answered. Not one but many revivals might be presented. The bill changing daily or weekly, the manager would be free of the necessity of choosing only those plays he thought would be able to run. There could be experimentation, there could be plays aimed at particular, even the small, classes of theatregoers, above all there would be a permanent company building up a standard of American acting.

Deyden's magnificent All for Love, for instance, or Orway's lovely Yankee Princess could never be conceded the slightest chance of a Broadway run, but they could be given for several performances by a permanent company. And, if the company happened to be a good one, I'm willing to bet that those performances would be highly successful. At worst they would be infinitely more enjoyable than the world premieres of Under Glass or even so comparatively amusing a lightweight farce as Big-Hearted Herbert.

FINAL CURTAIN—

(Continued from page 38) lived by his daughter, Kitty, known in burlesque and tab circles in that city.

STORM—Alpha E., 88 mother, of Jerome Storm, motion picture actor and director, passed away at her home in Hollywood December 30. Funeral services were conducted at the Hollywood Cemetery. She is survived by three children.

TAUCHERT—Arthur, 55, died after an extended illness at St. Vincent's Hospital, Sydney, Australia, on November 27. He was for 30 years in vaudeville and pictures, being the original "Sentimental Bloke" in the locally made film of that title. He was a prototype of New York's Chuck Connors, of Bowery fame.

TOWE—Mother of Alice Towe, theater employee in San Francisco, died in Oklahoma City, Okla., recently.

UPDIKE—Hester B., mother of Colonel T. Updike, known to the profession as "the Boy with the Horse's Mane," died of cancer at her home, Stone Mountain, Va., on January 1. Survived by husband three sons and six daughters.

WOOD—James, 72, died December 25 at Leonard Moore Hospital, Netick, Mass., from bronchial pneumonia. Altho not an active member of the profession, he had a legion of friends among its various branches because of his association with the friends of his son, James Lenox Wood, assistant equestrian director at G Barnes Circus the last two seasons and previously associated with the Hagenbeck-Wallace and Cole Bros. circuses and vaudeville and burlesque. Besides his son, Mr. Wood is survived by two grandsons. Interment was in Oak Grove Cemetery, Fall River, Mass.

MARRIAGES

BALKOFF-WEST—Beverly West, actress and star of Mac West, was married in Chicago January 8 to Vladimir Z. Balkoff, her manager.

BAKER-WANDERWELL—Walter Baker married Alona Wanderwell, actress, December 27 in Groins, La. Mr. Baker is a member of Mrs. Wanderwell's company.

CORLE-FREEMAN—Edwin Corle, short-story writer, and Helen Freeman, actress and a founder of the New York Theater Guild, are announcing their marriage, which took place in Ensenada, Mex., on December 2, 1932.

HARLAN-HAMPTON—Bruce Neal Harlan, son of Mr. and Mrs. "Doc" Harlan and black-face comedian with his father's medicine show, and Beulah Hampton, of Hot Springs, Ark., were married December 28 at Hot Springs.

KRETSINGER-DAMERAL—Gene Kretsinger, of the radio team of Gene and Charlie, and Donna Damerel, the Marge of the Mxyz and Marge sketch on the Columbia network, were married December 30 at the People's Church, Chicago.

KRETSINGER-KASSER—Charles Kretsinger, of the radio team of Gene and Charlie, and Evelyn Kasser, radio artist, were married January 30 at the People's Church, Chicago.

MERRITT-WEBER—A. L. Merritt, owner and operator of the Princess Theater, Oconto, Wis., was married December 18 to Roxane Weber, Oconto, in Waukegan, Ill.

ROMAN-GADY—Hugh Roman was married to Evelyn Gady in Los Angeles December 25. Couple are connected with pictures.

ROSWELL-TAIT—Nora Tait, secretary at the Columbia exchange in San Francisco, was recently married to D. C. Roswell in the bay city.

VAN BUSKIRK VAN BUSKIRK—Jesse Van Buskirk and Margie Van Buskirk were married recently at Detroit. Mrs. Van Buskirk, professionally known as Madame Jannah, is now with Harris & Winters Museum.

WADE-TOOHEY—Jack Wade and Mary Toohey, circus performers, were married in Melbourne, Australia, November 17.

WARNER-LEROY—Doris Warner, daughter of Harry M. Warner, president of Warner Brothers-First National Pictures, was married in New York January 2 to Mervyn LeRoy, motion picture director. The ceremony was broadcast to Miss Warner's paternal grandparents in Hollywood. The couple left for a honeymoon cruise around the world.

COMING MARRIAGES

June McCloy, motion picture actress, appearing with Johnny Hamp's Orchestra, and Ward L. Gamet, musician with the same band, recently filed a notice of intention to wed at Galveston, Tex., according to information received by friends in Hollywood. They will be married this month.

A marriage license was issued January 3 in Allen County Circuit Court at Fort Wayne, Ind., to Dave Malcolm, theater man, and Marian Szulcecki, theatrical employee.

BIRTHS

A 9 1/4-pound boy was born to Mr. and Mrs. Gust Karnas at Chillicothe, Mo., December 11. Was named William G. The parents were with the Robbins Bros. Circus for 10 seasons and last year were with Siebrand Bros. Shows.

A daughter was born recently to Mr. and Mrs. Robert Warwick in Los Angeles. Mr. Warwick is a stage star.

Mr. and Mrs. John Parsons are announcing the birth of an eight-pound son born on January 1 at Los Angeles. Mr. Parsons, who is a former track star at the University of Southern California, recently went on a personal-appearance tour.

Born to Mr. and Mrs. James B. Connelly at Owatonna, Minn., on November 27 last, a daughter, who has been named Margaret Antoinette. Mr. Connelly has for many years been engaged in advance and promotion work and Mrs. Connelly was formerly on the stage. Mrs. Connelly has been suffering from valvular heart trouble since the birth of the daughter and is in the city hospital at Owatonna in serious condition.

An eight-pound daughter was born to Mr. and Mrs. H. Stuart-Codds, director of publicity, Fox Films, Sydney, Australia, on November 17.

DIVORCES

Gladya Unger, Los Angeles dramatist and playwright, received a divorce decree from Kai Kushan Ardaschir, author and

lecturer, in London, Eng., January 3, according to information received by friends last week.

Fain Ross, motion picture actress known as Katharine Fern Andrea, filed a suit for divorce against Ian Keith, stage and screen actor, known in private as McCuine Ross, in Los Angeles December 22. Earlier in the month Mrs. Ross filed a suit for separate maintenance.

Layton Waterman, California landscape engineer, married that Mildred C. Waterman, radio singer known as Duke Mason, received a divorce in Chicago, Ill., December 27.

Charles Spencer Belden, screen writer, recently filed a cross-complaint for divorce from Mrs. Belden, who is asking for a divorce.

Marian LaCour Carstens, dancing teacher, of Cincinnati, who formerly played the Keith-Albee vaudeville circuit, was granted a divorce in Cincinnati on January 2 from Christopher C. Carstens.

BLUE ROOM—

(Continued from page 14) Room keeps them changing for a most unusual effect.

In the center of the room is a circular bar with liquors, wines and other ingredients piled in a high pyramid in the center and around which the bartenders apply their talents. It is the only circular bar in the city. The orchestra is composed of 18 men under the direction of Jay Coste, who was brought to New Orleans from Los Angeles. In the orchestra are Albert and Gordon Kirat, New Orleans boys, Flash with the orchestra in Jean Bouala, and Baron and Brady. Two days before the opening, New Year's Eve, reservations were sold out. On opening night Bob Gregory, announcer at WDSU, acted as emcee.

NEW ORLEANS, Jan. 6. — Bellote greeted the first New Year's Eve under legal here, open the most festive offered dancing and entertainment than ever before and a larger number of house parties were given than last year. Some idea of the activity was indicated when the musicians' union as early as Friday informed it could not furnish any more orchestras. Night clubs held up, with Club Forest and Suburban Gardens in the lead.

'ROUND THE TABLES—

(Continued from page 11) tap dancer, Marie Wade, blues singer, Gladys Rose, soubret, and a chorus of four girls.

EDWARD ROOT and Hope Miner returned to the Hotel St. Regis (New York) show Monday.

LEE MORSE, the little girl with the big voice, is winning rounds of applause for her singing at the new Moullin Rouge, Chicago. Charlie Crafts, band leader, emcee and vocalist, also goes over big with his singing specialties, and a pleasing variety of dance entertainment is furnished by Moses and Manning, who have a novel doll dance; Sylvia and Bettina, and Holly Harris, acrobatic dancer.

TED WEEKS and his orchestra will continue to be heard in the Walnut Room of the Hotel Bismarck, Chicago, until February 1, their contract having been renewed. This is good news to Weems' many admirers. Jean Outler, dancer, also has been re-engaged.

BETTIE BURNETT, character dancer, who has been at the Melody Club, Chicago, since its opening last fall, has been engaged for Cooper's Casa Loma in the Windy City. Others in the Casa Loma's new show are Buddy Condon, late of the Coconut Grove, Los Angeles; Edna Cordova from the Paradise, New York; and Evelyn Burr and Pauline Lee, singers.

TOM MYERS has taken over the Stockade, Albany, N. Y., and promises to make it one of the attractive spots of the Capital District. The music is being carried by George White's Orchestra in conjunction with Art Malton, Irish jockey Ed O'Leary, Tony Orlando and Nick Lucas.

DANNY O'SHEA featured a stage show on New Year's Eve at the Fireside Inn, Salt Lake City. The Dragon Club, Dorado Club, Brass Band, Nick Rugs care (nowly opened Italian restaurant with bar attached), Pine Lake Club and even Old Mill Club, opened for New Year's Eve only. All featured legitimate attractions.

Showmen's League of America

CHICAGO, Jan. 8.—President Ernie A. Young was out of town on business and Second Vice-President Jack Nelson presided at the meeting January 4. Those with him were Treasurer O. R. Fisher, Past President Edw. A. Hoek, Past Vice-President Max Goodman and Secretary Joe Streibich.

Reinstatement application was received from Harry Lewiston and he was re-elected to membership.

Past President W. O. Brown, who was at the hospital for a short time, has been removed to his home. Recent report of his condition has not been received. Brothers Colonel F. J. Owens and F. G. Kenworthy are still on the sick list and reports say they are improving.

Among those who were absent from the meeting of January 4 were Frank E. Taylor, Earl Taylor, Sam Bloom, Harry Russell, Dave Russell, Jack Polk. Business called most of those from town for the day, but all will be in their accustomed places at the next meeting.

President Young wants it understood that there will be regular Saturday night parties at the League rooms until further notice. These are invitation affairs for members and their friends. Always plenty of invitations on hand, so just ask for them.

A welcome caller was Brother Max Goodman, who dropped in on us unexpectedly. Max always has something of interest for the boys when he is called upon for remarks at the meeting.

Brother Cliff Wilson, just in from Florida, was another welcome caller.

A committee has been appointed to gather data and lay plans with a view of holding a benefit performance at some Loop theater some time in the early

spring. Those appointed to serve on this committee are Frank E. Taylor, Ernie A. Young, Nat S. Green and Maxie Herman.

The New Year's party was a grand affair with a nice attendance, a wonderful time for all and showed a neat profit for the League.

Maxie Herman was appointed a committee of one to extend invitation to the Ladies' Auxiliary to participate with us in our regular Saturday parties. He no doubt handled the commission very graciously.

News of the death of Brother Fred R. Glass reached us on Thursday. This is the fourth sad message of this nature in a month. As is our custom all remained standing in silent prayer at the last meeting.

Let us keep telling you that we are now on our 1934 membership drive. Brother Walter F. Driver is chairman of the committee, and valuable prizes have been offered by Brother Morris I. Kaplan and Brother Harry Coddington.

A welcome message was received from First Vice-President J. W. Conklin. He advises that he will be with us the latter part of the month. A welcome awaits him.

What about your dues? Why not send them at once? Perhaps you are in arrears. If so, why not drop a line to the secretary, he may have a message for you. Let's get together, boys, and write him at once.

New York C. of P. In License Fight

NEW YORK, Jan. 8.—Jay Goldie's five-floor showshop on Broadway and 7th street, operating under a blanket license obtained via suspicious angle, had its license summarily revoked last night. This forced admission charges to halt, with outside gate, previously 25 cents, thrown open free and the attractions working without ticket selling—pay-as-you-leave basis.

Appears that the rap went in from one of the suspects, Goldie accusing Andrew S. Student, the publicity director, of running out on him and putting in a squawk with The New York American Christmas and Relief Fund, one of the sponsors, which he originally contacted for the troupe. Meantime several shows called it a day while Goldie was endeavoring late today to have the license reinstated. There's talk that the opera, billed New York's Century of Progress World's Fair, will go dark and come back later as a revamped job under the Goldie helm. Captain Schack's whale exhibit is due in from Chi over the week-end, which might help to build up the show. It all depends on whether Goldie succeeds in winning over license authorities, however.

So far the expo has been a failure from every angle, except that a greater part of the indie showmen kicked in with meritorious arrays, a fact that becomes more regrettable as attendance diminishes. Their hopes for a season's work are shattered.

Hipp Circus Ends With Acts on Two-Day Co-Op

NEW YORK, Jan. 8.—The Hippodrome Theater Circus put on by George Hamid

closed with a midnight show on Sunday, with the acts on a pro-rated co-operative basis for the week-end performances. The take for the two days was slightly better than a grand, the acts receiving 30 per cent but part of the amount has been withheld by the Hipp, according to testimony by several. Cecil Muberry, managing director of the theater, and W. A. Carroll, the owner, could not be reached today for confirmation and were not expected back until early next week.

Acts released the Hamid office from all claims last Friday. Those signing the release were Ben Starr, A. Leland, Al LaRue, Albert Sherwin, Smalley Daly, Phillips and LaPlante, Oscar Lowmide, Phil Dwyer, Jerry Brungs, W. E. Ritchie, Tiny Elino, Alex Denney, Frans Huzstel, Ernest Brengk, Al Loyd, H. Sonnenburg (Palombos's Bears), George Hanford, Elythe Siegrist, Bee Jung, Hadj Passo, Will H. Hill, Joe Beale, Dorothy Vance, Vera Fatt, Helen Cook, Louis Grifabel, Bee Castello and Bubbles Ricardo, William K. Schulz, with several wild and domestic animal turns, signed later.

Mrs. Barnes in Tampa

TAMPA, Fla., Jan. 8.—Mrs. Michael Barnes, wife of Mike Barnes, of the Barnes-Carruthers Booking Office, Chicago, is visiting Mrs. Milton Morris here for several weeks, after which they will go to Miami for awhile.

ILL. FAIRS

(Continued from page 3) having all fair reports made out correctly, as quite a few reports had to be returned for correction and elimination of some accounts not eligible for State aid. The State has drawn up a model set of records and receipts and Mr. Lloyd suggested that all fairs use these forms for 1934.

Arthur Roe, speaker of Illinois House of Representatives, Vandalla, talked on fair legislation, showing what was done last spring to get the deficiency appropriation bill thru, and also the new bill for the coming biennium appropriation of \$400,000, \$300,000 to be used this year and \$100,000 in 1935 if necessary for agricultural fairs, 4-H Club and vocational agricultural shows. This appropriation will be considerably more than that for the last biennium, covering 1932 and 1933.

John Stella, assistant auditor of public accounts, Springfield, told of his past connection with fairs in his community and of his conviction that fairs should be a source of education and entertainment to communities. Final business session was held Friday morning with an address by I. C. Pratt, president Warren County Fair, Roseville, showing value of 4-H Club and vocational exhibits.

The convention voted to hold the 1933 meeting in Springfield again. Annual election resulted in President, re-elected, C. E. Walker, Shelbyville; vice-president, C. O. Mast, Quincy; secretary-treasurer, S. S. Vick, Marion; directors, Will R. Hayes, Duquoin; Harry J. Conrad, Monroe; E. B. Rosebraugh, Charleston; Edward S. Collins, Springfield; Fred Temple, Galeburg; A. W. Grune, Breese.

At the annual banquet Thursday evening about 300 were present, guests including State officials and legislators. The event was colorful, with paper hats, horns, novelties and decorations, furnished by fireworks, novelty and ribbon companies. Fourteen acts of vaudeville were presented thru courtesy of booking agencies in attendance at the convention. Jack Price, of the Jail House night club, Springfield, was amusee.

Among carnival folk present were L. S. Hogan, Beckmann & Gerety's Shows; Mr. and Mrs. Dee Lang, Dee Lang's Exposition Shows; Joe Solomon, Sol's Liberty Shows; Joe Tilley, Tilley Amusement Company; E. Gibson, Gibson's Blue Ribbon Shows, and Mrs. C. E. Pearson, C. E. Pearson Shows.

Free attraction representatives much in the limelight were Paul Young, Ernie Young's Attractions; Mike H. Barnes, Camille Lavilla, Barnes-Carruthers; Mr. and Mrs. Sidney Belmont, Belmont Fair Booking Association; Earl and Frank Taylor, Taylor Enterprises; Ray Anderson, Theatre-Duffield Fireworks Company; E. H. Gray, Gray's Circus Attractions; Edna East, Ray Shute, Edna Deal-Grover LaBose Theatrical Exchange; Joe Perchak, Illinois Fireworks Company; J. Alex Gibson, Gibson's Auto Racing Attractions; Charles Easter, Easter's Educated Horses; Jay E. Gould, Gould's Million-Dollar Gems of 1934; Jack Champion, Champion's Ensemble; Paul Lorenzo, Lorenzo's Unit

Attractions; Al Miller, Al Miller's Attractions.

No Contracts Signed

Illinois State Fair was represented by Director of Agriculture McLaughlin, Tony Berrotini, Fred Tomp, John Craig, Charles (Mac) McKee, H. L. Poland, George Collins, John H. Lloyd, Merle Emrich and E. E. Yates.

One of those missed this year was C. E. (Cap) Pearson. Mrs. Pearson, however, was on hand "Cap" is confined to his home in Ramsey following a serious sick spell.

Les Sullivan and Ben O. Roodhouse, Eli Bridge Company, attended the banquet, driving from Jacksonville. They hobnobbed with carnival owners and sold Sam Solomon, Sol's Liberty Shows, four trailers, which will be added to Sol's line of trucks and trailers.

Fair attraction representatives reported that they had from one to a half dozen promises from different fair operators, but as far as could be learned no contracts were signed at the meeting. Carnival owners and agents reported likewise.

Among acts at the festivities were Eddie Lewis, dancer; Arden Trio, dancers; Patsy Ruth Bayton, blues singer; Beverly Sinton, dance team; Carmine S. D. Giovanni, tenor; Simms and Simms, comedy acrobats; LeRay and Paul, comedy bicyclist and dog; Miss Bee Price, "Song Bird of the South" and Seven World Wonder Roller Skaters.

Officers Veteran Workers

Most of the free-attraction people journeyed to Breese, Ill., to be on hand there on Sunday for the annual meeting of Clinton County Fair directors, who let contracts for attractions and midway.

Four Clinton County directors were at the convention, headed by August W. Granz and A. G. Koch. Mr. and Mrs. Dee Lang, Dee Lang's Exposition Shows, were hosts to many secretaries and snowfolk during the meeting.

Jail House Night Club, Springfield, was host to many. Among those who visited that rendezvous in the early hours of Friday were Ernie Young, Mr. and Mrs. Sidney Belmont, Beverly Sinton, Arden Trio, Edna Deal, Ray Shute and Ray Anderson.

C. C. Mast, Quincy, secretary-treasurer of the association during 1933, was elected to the vice-presidency in appreciation of his hard work.

Two regulars at conventions are J. C. Swartz and Earl Gillem, Fulton County Fair, who annually renew many acquaintances.

Nominating committee, Ray Simkins, Macon; John Hutchinson, Charleston, and William Dunston, Marion were commended on the selection of officers and directors. All new officers and directors are outstanding fair men in Illinois.

Auditing committee, I. O. Pratt, Roseville; A. G. Roberts, Quincy, and L. R. Tobie, Augusta, reported the association in top shape and a nice balance on hand.

Credentials committee comprised A. W. Grune, Breese; C. C. Hunter, Taylorville, and J. W. Richardson, Warren, and the resolutions committee consisted of Fred Temple, Galeburg, and C. W. Waggoner, Shelbyville.

Among other firms represented were American Radio and Amplifier Company, Regalia Manufacturing Company and American Decorating Company.

STORM EXPECTED

(Continued from page 2) Samuel Goldwyn, Cantor wrote back saying he is quitting the open broadcast, Goldwyn has promised his full co-operation. The IFOA is especially against movie stars going on important broadcasts.

Cantor told The Billboard today that he agreed with the majority of those whose money is tied up in theatrical investments and that he would discontinue if three others would do likewise, but that he didn't want to be the only performer to quit the practice. Naturally, the reaction of the public might not be a happy one toward any performer who locked the doors on a program which has been admitting onlookers for several years, but Cantor expressed a willingness to do whatever was decided upon as ethical in the trade.

Ed Wynn on the other hand announced last week that the powers that be should not force an audience on Cantor, but that if he (Wynn) were to be deprived of his audience, he never would broadcast another program. He explained that he was an "old-time actor" and that he could not give his best without an audience in the room.

WE DO SHARE OUR PROFITS! 100 Wabbling Doodle-Edge Eelbed Blue Bird... 72c 100 Kee-It-Bak... 90c 100 New Art... \$1.10

FREE Price List of 150 Items That Win... LIBBY SALES CO., Inc. 114 South 3d Street, Philadelphia, Pa.

EARN \$600 A MONTH... ALASKA FUR COMPANY 114 South 3d Street, Philadelphia, Pa.

WOULD APPRECIATE INFORMATION... At 16 Winter Quarters of Walter L. Main Circus, Please address BOX D-523, care Billboard, Cincinnati, O.

WANTED-A FEW MORE SHOWS... With own outfit and transportation, also one more Ride that does not conflict, also legitimate Concessions... BERNEY SMUCKLER, 2137 Broward Avenue, West Palm Beach, Fla.; Next Week, Bowling Green, Fla.

SAVE MONEY MOTORIZE... OUR FINANCE PLAN will take care of you. We started the 1934 season by completely motorizing HENKIES BROS. SHOWS... STANDARD CHEVROLET COMPANY, East St. Louis, Ill.





**The Pool Whirl**

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard)

Possible sites for swimming pools are valued. Outdoor tanks can be constructed in any number of locations, both in business and residential sections, while in the indoor field prospective operators of enclosed natatoriums must be more "choosy."

Of course, first of all, let it be understood that there is a much bigger demand for outdoor swim pools than covered tanks. And that, therefore, persons contemplating entering the swimming pool business should take this into consideration. In certain sections, however, because of weather conditions, indoor pools are much bigger attractions than the outdoor variety.

It's wise then to study carefully each particular location and to determine whether an outdoor or indoor tank would go there. The general opinion is that the most logical site for a pool, whether it be indoor or open air, is an empty lot. All of which may be true in only a small number of cases, for it depends a great deal where that empty lot is located and there's always the chance that the hotel rot around the corner from that lot might be a more suitable site for your prospective pool.

It is for this reason that it was decided to have a discussion of this nature consume the lead of this department this week instead of the customary editorial. Too often a well-managed swim pool doesn't do any business because of poor location. You can always get some patronage at your aquatic establishment if you are ideally situated, but no amount of good exploitation will draw persons to your tank if you are in a midst of a wilderness or some such poor spot.

The first rule is to build your pool where there are people. It makes no difference whether these people work near your pool or live near there as long as they're near there. Just because property is cheaper in some unpopulated area on the outskirts of your town don't think you can put up a swim tank there with the hope that you can run a bus to and from your pool and thereby get business or that they will come rushing to your enterprise in cars. It's been proved a number of times that this doesn't work.

Empty lots, only when surrounded by hundreds of buildings or when located right at a subway station, are okay for swim pool sites. Property underneath elevated structures is usually inexpensive, and it is that kind of land in cities that often proves most suitable on which to construct a pool, for with the trains running overhead your tank is continually being advertised to the public. The majority of outdoor tanks in the Bronx and Washington Heights in New York City are in just such spots.

Insofar as country tanks are concerned there's a great field for swim pools on State highways, operated in conjunction with roadside motels, etc. This particular line has been neglected of late by pool men and wrongly so, for thousands of persons ride along highways daily, all of whom are prospective pool swimmers. Then there are aviation fields, where tanks can be operated to success, especially outdoor ones, and there are railroad stations and bus terminals and the like, where indoor tanks might be just the thing.

Writing about indoor locations, from present indications it appears as if hotels furnish the best site for enclosed tanks. These pools are enabled to draw from their own hotel, as well as the entire city, for in the main hotels housing squadrooms are situated in the center of towns. But what has always puzzled me is why indoor pool men have never considered large skyscraper office buildings. I should think the same situation obtains, and I know there was talk of a tank being built both in the Empire State Building and in one of the new Radio City structures in New York City. But it never developed, and I wonder why.

Getting back to outdoor pools, parks and water fronts seem to be favorite sites of municipal tanks and in some places might lend the necessary land

for a commercial pool proposition. A new type of site for a pool that has been uncovered in just the last few years is land adjacent to a night club or beer garden.

So you see, in every case—and there are many more than those mentioned above—a pool to be a success must be located where there are persons either living, working or passing thru.

With Congress in session, the indoor pool men in Washington are starting to get the play. One in particular, Venetian pool, where Capt. Edward McCroghan is manager, reports a rather big business, not only from various governmental officials but from tourists attracted to the capital city by the Congressional session and to the Venetian pool by the Congressional congregation.

Eastern indoor pool operators should jointly stop the Atlantic Coast Railway Lines from advertising its Florida Special in the unethical way it is doing. I refer to the rather large ads taken last week in all of the big Eastern dailies by this company, showing a man and woman in an indoor pool, with the former saying: "There's no kick in this ladylike water—not like the surf at Palm Beach." It's a direct reflection against all indoor swimming and should be stopped at once. You recall two summers ago when a hair tonic firm ballyhooed the line "Coney Island Hair" and how fast they were reprimanded. Well, the same thing should be done to exploit the wonderful advantages of Palm Beach swimming, etc., but they certainly shouldn't do so by knocking Northern indoor swimming. What do you say, Mr. Potter, of the New York Pool Owners' Association, are you going to do anything for the many metropolitan indoor tanks which are affected by this stunt?

**DOTS AND DASHES**—Ann Kennedy, co-owner at Park Central indoor pool, New York City, is one swell swimmer.

Letter Limonick, formerly with Cascades outdoor swim tanks, New York City, is now framing all of his old pool pals, he having joined the sales force of a pleasure firms company—Mrs. Ann Flora, swim pool operator at Republic, Pa., reported having neighbor trouble because of the alleged noise made at her tank, has it is column's sympathy. Despite all my talk last week about the Rooney Five pool, Miami, Fla., being sure to attract the majority of publicity, the Miami Biltmore pool came thru these last few days with national exploitation as a result of its Olympic swim star meet. And what I'd like to know is how some Lauro, Knight can write those pieces for the Hearst papers and still be considered an amateur?

**Date Error in Printed Circus Code Booklet**

**CINCINNATI, Jan. 8.**—An error appears on the first page (inside) of the printed booklet, "Code of Fair Competition for the Circus Industry," which gives January 18 as the date for start of the general (public) hearing at Washington on the code submitted to the N.R.A. However, the correct date, January 19, appears on the cover page of the booklet. William F. Farnsworth, assistant deputy administrator, has communicated to The Billboard his detection of the error after its publication at Washington. This correction is offered as an aid to persons obtaining the printed submitted code and possibly getting mixed up as to the proper date—January 19—as appears in the Circus department of this issue.

**Late Deaths**

**BLOOM**—Joseph L., 81, founder and member of the old Bloom's Symphony and Philharmonic Orchestras, of New Orleans, died January 3 at his home in that city of heart disease.

**CRITCHERSON**—Mrs. Emma S., 66, died December 30 in Westley (R. I.) Hospital. She was a member of the Boston Ideal Opera Company and toured with that organization for several years. One of four children surviving her is Sam Critcherston, a singer in musical comedy. Interment in Woodlawn Cemetery, New York City.

**DEES**—Mrs. Minnie 60, mother of Tom Dees, former circus trouper and now in business at Bessemer City, N. C., died January 3 at her home in Clover, S. C., following a paralytic stroke. Funeral services were conducted by Father

**CHICAGO!! WE ARE HERE**  
Welcome to The Outlet Chain

**FACE POWDER AND PERFUME COMBINATION—**

Fine Quality Face and Perfume, California Wagon Together with 30¢ for Label on Box. The Finest Two-bit Face-Out on the Market. Per Combination **5c**

**BLUE OR WHITE STEEL BLADES—**

Double-Edged, New Type, Colophonized, 5¢, 10¢ Blades **60c**

**NORWALK BLUE STEEL DOUBLE-EDGE BLADES—**

100 Blades **69c**

**HANDY FIRST AID BANDAGE—**

Packed 2 Strips Measure 3 Inches. Treated Bandage in California. Shells, 3 strips to display container. Used in every home, office or factory. Distributors, Bulk and Gross Discounts **\$3.25**

**KNOCKOUT BLADE DEAL—**

10 Blue Steel Blades Colophonized, 5¢, 10¢, 15¢, 20¢, 25¢, 30¢, 35¢, 40¢, 45¢, 50¢, 55¢, 60¢, 65¢, 70¢, 75¢, 80¢, 85¢, 90¢, 95¢, 100¢. **13 1/2c**

**TEA AND COFFEE STRAINERS—**

Assorted Sizes, Fine Copper Mesh, Gross **\$3.90**

**FLEXIBLE STEEL RULES—**

20", 24", 30", 36", 42", 48", 54", 60", 66", 72", 78", 84", 90", 96", 102", 108", 114", 120", 126", 132", 138", 144", 150", 156", 162", 168", 174", 180", 186", 192", 198", 204", 210", 216", 222", 228", 234", 240", 246", 252", 258", 264", 270", 276", 282", 288", 294", 300", 306", 312", 318", 324", 330", 336", 342", 348", 354", 360", 366", 372", 378", 384", 390", 396", 402", 408", 414", 420", 426", 432", 438, **\$1.05**

**FLEXIBLE STEEL RULES, 7 1/2" HANDLE—**

Cases, Nickel Push Buttons, Gross **\$1.90**

**MERCURIOCHROME AND IODINE—**

10¢ Glass Apertures, Medium 12¢ Size, Gross **\$3.90**

One-Third Deposit with Orders  
**OUTLET SALES CO., Inc.**  
Order from Nearest OUTLET Branch  
912 BROADWAY 87 HANOVER ST. 17 SO. WELLS ST.  
New York City Boston, Mass. Chicago, Ill.

Shelby, of the Catholic Church at Rock Hill, S. C.

**GRAEF**—Peter, died December 25. He was secretary of Chicago Assembly of Society of American Magicians.

**HILBERT**—William Roy, three-year-old son of Mr. and Mrs. Roy Hilbert, of Sam B. Dull's Circus, died recently from injuries received in an auto accident. Burial was in Oak Cliff Cemetery, Dallas, Tex.

**HINES**—A. L., father of Mrs. Pearl Hoffman, passed away at the family residence in Dubuque, Ia., on January 4. His widow and six children survive.

**MILANO**—Mrs. Marie Louise, 52, former concert soprano, died suddenly in St. Louis, Mo., on January 6.

**WEBSTER**—Mary LaNora, daughter of Mr. and Mrs. J. H. (Oury and Billie) Webster, died on December 23. She was born on September 27, 1892. Interment in Forest Park Cemetery, Houston, Tex.

**WERTHEIMER**—Jesse L., of Lancaster, O., was killed by a train at Charleston, W. Va., December 30. He was well known by many troupers.

**Marriage**

**COURTEAUX - ROUSH**—Charles E. Courteaux, formerly with tab shows, and Mildred E. Roush, non-professional, were married in Pittsburgh on December 28. Courteaux is now demonstrating in chain stores and the wedding was performed in the presence of many of the fraternity, including Al Powers, Chester Schmidt, Joe Cox, Doc Bender and L. E. Meeks.

**AUSTRALIAN NOTES**

(Continued from page 5)  
(Sir Phillip Game) is now a member of a touring revue; object to collect money for charitable purpose. Entire personnel of society actors.  
The Theater Royal, Melbourne, oldest in the southern capital, is now being demolished. His Majesty's, in that city, will be rebuilt.  
The Big Four will open at Balmoral this week. Place was a huge open-air rotunda, originally built by a Theosophical society for the coming of Christ.  
There is no stage show in South Australia at present, if one accepts the local show (amateur), The O'Brien Girl, with which business has been phenomenally excellent. West Australia, also, has no flesh-and-blood (professional) show just now. The brothers Sharto, who hoped for a successful revival of business in their own theater, came one of the latest crashes of the year, Perth being in a bad way of late.

**ENJOY RECOVERY! MAKE BIG MONEY AGAIN**

With Our Complete Line of CARDED SPECIALTIES DRUG SUNDRIES SOAP DEALS AND LOTIONS RAZOR BLADES SHARPENERS HOUSEHOLD NECESSITIES NOVELTIES AND NOTIONS. Write for Free List.  
**CHAMPION SPECIALTY CO.**  
914-P Central St., KANSAS CITY, MO.

**FOR SALE**

60-ft. Round Top, three 20 and one 20-ft. Model-Price, E. F. W. Co. Top new in July, \$500.00 complete with poles. Can be used as deck ring or push pole. Also 20x20 Striped Marquee, \$35.00. Address: W. M. KESTROW, 306 N. W. 42d St., Miami, Fla.

**WANTED MUSICIANS**

All Instruments, for Occasion Band in March. WALTER LANKFORD, North Little Rock, Ark.

**Three Choice Locations**

Three Weeks in Advance, or WANT 300-400. Will give more show. Occasional all show. Address: L. SCOTT, President Hotel, Augusta, Ga.

The Nellie Bramley Players, having terminated an inconsistent run with weekly changes of program in Adelaide, have gone on to Broken Hill for three weeks, then to Sydney for the holiday season.  
Melbourne shows include The Student Prince, a revival, and Frank Nell's vaudeville revue combination closing this week. The Palace will be closed for improvements, and a big show, including several English performers, now en route, will open for Christmas at the Tivoli, this will be under the direction of Nell, who will continue his Palace activities next week.

Broadcasting is advancing considerably over this year, and recent engagements include most of the worth-while legitimate and variety folk who have had in the main, a very bad time over the past year or two.

The motion picture situation is still very acute here, with very little selling being done to General Theaters, Ltd., the new combine—apart from Fox (which company comes in with the arrangement of G. T. L.) and RKO.  
William Clark, of Paramount, general manager, left for New York some weeks ago; his return here is doubtful. John E. Kennebeck, American long here with the company, is mentioned as a probable successor.

COIN OPERATED

• • VENDING • • SERVICE • • MUSIC • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers.*

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

## Announce Main Exhibit Hall Space Sold for Annual Show

*Hailed as sure indication of record exposition for the coin-machine industry in 1934—National Manufacturers announce annual meeting to be held during exposition*

CHICAGO, Jan. 6.—Promise of another record coin-machine exposition was lifted skyward here this week when J. O. Huber, secretary of the Coin Machine Manufacturers' Association of America, Inc., announced that all exhibit booths in the Exhibit Hall of the Sherman Hotel had been sold. The disposal of the main exhibit hall booths was hastened this year by the action of the largest manufacturers in the trade who hastened to get space, in most cases using a multiple number of booths. Mr. Huber immediately made arrangements with the Sherman Hotel for the use of the mezzanine floor of the hotel for exhibit space as was the case last year. Reservations are already in which will call for all-thing space on the mezzanine floor. Mr. Huber stated, and he expects a complete sellout at an earlier period than for the last exposition, judging from the rate booth reservations have been made for the 1934 show.

Mr. Huber stated that he had, as secretary of the CMMMA, enjoyed the privilege of seeing a preview of some of the new products that will be shown for the first time at the 1934 exposition. "I can assure all members of the trade that there are some interesting new developments on the way," he said, "and that it will be of special benefit to operators to be present and see these new machines at their first showing." There will be no lack of interest in the newest mechanical developments of the coin-machine industry this year, Mr. Huber stated.

The rivalry among exhibitors in planning and decorating booths is already in evidence and elaborate plans are also being made for publicity and advertising.

## Four Counters About Ready

CHICAGO, Jan. 6.—The Groetchen Tool and Manufacturing Company plant was alive this week with activity as production was being started on at least three of four new games which will be announced to the trade next week.

A new model of the Pok-O-Resit with interchangeable resin is also included in the list of latest offerings to the trade. The complete line will be a series of counter machines to meet various tastes of the playing public. One of the new machines is called the Gold Rush, which is being made in two models finished attractively in black, gold and red. One model has a calendar fortune dial and the second has the well-known fruit reel dial. Both models have a gum-vending mechanism built into the machine.

A new counter device called Black Jack 21 is also being offered. This machine provides a well-known mechanical card game. Prospects for foreign business have recently been very encouraging for the Groetchen firm. Contacts for distributing arrangements in Australia were made this week and orders are being shipped regularly to England.

## Amusement Center Opens

MODESTO, Calif., Jan. 6.—Harold's Amusement Center recently opened at Ninth and "I" streets here and all the popular types of coin-operated amusement devices are being installed.

## More Space for Rock-Ola Firm

CHICAGO, Jan. 6.—The Rock-Ola Manufacturing Company celebrated the beginning of the new year by adding 37 new punch presses to its equipment for turning out amusement devices, and also added another floor to its space. Five floors in the building at 825 West Jackson boulevard are now being occupied by the Rock-Ola firm. Three of these floors have been added within the last year, indicating the rapid progress being made by this pioneer firm since entering the pin game field only a short while ago.

An entire floor is being used exclusively for the production of the Jig-Saw table games. The peak production on this machine reached the 1,000 mark per day recently.

The new machinery purchased will be put into operation at once, and Mr. Rockola states that all of them are necessary to increase production on their present offering of machines. Plans are now being made for the production of new devices to be offered on the spring market. One of the punch presses recently purchased is the largest obtainable, he said.

## Trinount Issues Boost

BOSTON, Jan. 6.—The Trinount Flash, issued monthly by the Trinount Coin Machine Company, is called a "special Rock-Ola edition" for the January (1934) number. It illustrates four Rock-Ola products, including the Jig-Saw, Wings and Official Sweepstakes, also a LoBoy scale. A facsimile letter of greeting from Dave Rockola to Dave Bond is reproduced, also Paul E. Bennett, sales manager of the Rock-Ola firm is introduced to the Trinount customers.

Pictures of Dave Bond, Dave Rockola and Paul E. Bennett adorn the issue.

## Machines Ordered Returned by Court

CAMBRIDGE, Mass., Jan. 6.—The East Cambridge District Court ordered the return of about 75 amusement devices of all kinds, including pin games, to the American Candy Company, thus finishing a case that had been of general interest to the trade for some time.

The American Candy Company has been engaged in the coin-machine business for 14 years and is well known in trade circles. The machines were taken in by the police in the fall of 1933, when the showrooms and office of the firm were almost completely stripped of everything, including advertising matter and personal items.

## Get In Step!

Optimism has its cash value. It may be foolish to ignore facts, just for the sake of being an optimist, when the facts really indicate danger. But the facts at the beginning of 1934 seem so overwhelmingly to indicate better days ahead that it may be considered foolish not to cash in on the tide of affairs moving toward recovery. The remarkable way in which people have been able to forget partisan politics indicates that the biggest crowd this year will be marching toward recovery, and the coin machine trade has ever made its gains by going where the crowds go.

Business reports from practically every source indicate progress; the press of the country is engaged in an almost united front to boost the spirit of the people for all that boosting is worth. This renewal of spirit and hope will have greater benefits in the long run than any single legislative or economic move that may be made, and every ounce of renewed hope in the people means that much more money in circulation. People who have hopes renewed will want more fun, and more of their coins will find a way into the various coin-operated devices.

The forces of recovery have created such a nation-wide opportunity for the coin machine industry that it will be foolish for coinmen to hesitate at this time. It is a time for trying to get in the front ranks of every forward move. It will have its rewards in cash for those who try, not to say anything of the other rewards in personal satisfaction that comes from being on the winning side.

The coin machine trade sets its best foot forward in putting on the 1934 Coin Machine Exposition. This will be one of the first moves in which every member ought to get in step. The trade advantages in a successful exposition are so general and far reaching that every coinman ought to feel the effects of it. It is the greatest single stimulant that can be applied to coin machine sales at the beginning of the best season of the year. The immediate benefits to operators are not only in the inspiration and enjoyment of a week of celebration, but also in the broad view of trade ideas and knowledge of machines. The 1934 exposition is a big part of the general march toward recovery and a move in which every member of the trade can join in some measure.

While the going is forward, it is a good idea to support the general cause in every way possible. The recent code meetings in Washington indicated that the coin machine trade has and will continue to receive credit for its contribution to national employment. This business recognition as a part of the industrial life of the nation brings a prestige to the trade for which it has long been wishing. That prestige can be kept and increased by adopting an aggressive trade policy this year.

To succeed in business requires that there be some adventuring and some experimenting. When the crowd is headed toward recovery should be the best time to get in step and help keep the line moving.

SILVER SAM.

# Johnson Gets Code Power

Approval of manufacturers' code now rests in General Johnson's hands

WASHINGTON, Jan. 8.—According to an Associated Press report, President Roosevelt on January 3 placed in the hands of General Johnson the right to pass on and put into effect all codes for industries which do not normally employ more than 50,000 men. This will include the coin machine manufacturers' code, it is understood, which has been in General Johnson's office since Christmas.

It is cleared away from the Presidential desk a load of work which he did not want to handle during the Congressional session. He retained exclusively to himself the power to sign codes for the bigger trades and to impose codes on those which do not come in voluntarily.

The effect of the order is expected to be a speeding up of approval for the 300 or more codes now thru the hearing stage, most of which do not cover big industrial groups.

The order was issued simultaneously with approval of 13 new codes by Mr. Roosevelt, bringing NRA's effective total

## Ideas for the Big Show

For the past two years at the Annual Show when a great many new, as well as old manufacturers exhibited, there was great confusion when a prospective buyer stepped up to a booth to inquire about prices of machines. The first question asked the prospective customer was "Are you an operator or jobber?" Naturally, everybody answered, "Jobber." Or maybe the customer would walk up to the booth and say "What are your jobbers' prices?" This was due to the conditions at the time because everybody and anybody was a "jobber."

Now that 80 per cent or more of the fly-by-night, self-appointed jobbers are out of business, and the manufacturers know who is who in the jobbing business, this comedy of errors should not happen at the coming Show.

The manufacturers should have someone in their sales organization who is familiar with the jobbers and who can intelligently give information to jobbers visiting at the booth. It should not be necessary to ask whether anyone is a jobber or operator. A lot of time and embarrassment can be saved, both for manufacturers and jobbers, by a little diligence in this respect and it will be for the good of all concerned.

**Editor's Note**—This suggestion for the "good of the 1934 Show" is made by William Cohen, Silent Sales Company, Minneapolis. What is your suggestion? We will be glad to receive suggestions and ideas from operators, jobbers and manufacturers between now and the Show date.

# SEE THE NEW IMPROVED ROCKET

NEW TYPE COIN MECHANISM absolutely guaranteed against jamming or breakage, even though subjected to severe abuse on location. NEW NON-CLOGGING COIN TUBE. New Coin Overflow Alarm, does not need glass adjustment, mirrors as COIN TUBE. NEW RUBBER-ROCKETS. NEW POSITIVE-ACTION PAY-OUT SLIDE and other improvements throughout entire machine insure trouble-free operation and accurate pay-out.

## READ THESE REPORTS FROM THE FIELD

"ROCKET Machine No. 1, \$75.00 in 3 days, Machine No. 2, \$65.00 in 2 days; Machine No. 3, \$50.00 first 24 hours."—A. F. SAUVE CO., Detroit, Mich.  
 "ROCKET Machine doing TOP business over any other job same ever made. ROCKETS doing no less than \$25.00 to \$50.00 a day for operator's earnings. Can show records of this."—PENNY SPECIALTY CO., Allentown, Pa.  
 "ROCKET took in \$210 in 10 days."—A. WISCONSIN OPERATOR.  
 "Have 2 ROCKETS in one location, just an ordinary drug store, and they're taking in \$250.00 a week."—J. SILVERMAN, Chicago Operator.  
 "Bought a ROCKET, put same on location, took in \$125.00 first week without a Service Call and placed an order for 25 more."—A. ABEL, One of the Largest Operators in New England.  
 "ROCKET nets me \$20.00 a week."—A. REESE, Chicago Operator.

Play safe... order the pay-out pin game that is on the market NOW and has already passed through the usual test of location service. Don't cheat yourself out of the big ROCKET profits any longer. ORDER THE NEW ROCKET FROM YOUR FAVORITE JOBBER OR WHOLESALE... TODAY!  
**Sample, \$72.50; lots of 5 or more, each, \$69.50, F.O.B. Chicago**

## DICETTE

Sensational 3-Dice "Shimmy-Action" Bonanza  
 Needs Only 1 Do. Ft. of Space  
 TAKING IN AS MUCH AS \$50.00 A WEEK!  
**\$12.50**  
 Price Each  
 P. O. B. Chicago.

## PENNANT

Standard Size Pin Table  
 BUZZING ACTION, GORGEOUS COLORS, KILL SHOTS. LOW PRICE  
**\$22.50**  
 Price Each  
 P. O. B. Chicago.

## BLUE RIBBON

EVERY Day a New More Days To Get \$1.00 Trade-In Allowance. Order This PROFIT PRODUCER TODAY. Trade-In Promotion Expires January 15.  
**\$39.50**  
 Price Each  
 Less \$1.00 Allowance for Trade-In. Net Price, \$38.50, F. O. B. Chicago

## BALLY MFG. CO., 4619 Ravenswood Ave., CHICAGO, ILL.

SOUTHERN OFFICE AND WAREHOUSE—445 Linden Avenue, Memphis, Tenn.  
 WEST COAST OFFICE AND WAREHOUSE—124 Golden Gate Ave., San Francisco, Calif.  
 EASTERN OFFICE AND WAREHOUSE—417 W. 41st Street, New York City.  
**FOR SPEEDY SERVICE ADDRESS INQUIRIES TO OFFICE NEAREST YOU**



THE NEW WESTERN EXHIBIT COMPANY, Southern California distributors for the Exhibit Supply Company. Eric Wedemeyer, owner, is third from left. J. Frank Meyer, president of Exhibit Company, is second from left.

## Big Expansion In Novelty Biz

NEW YORK, Jan. 8.—Eric Wedemeyer, importer and manufacturer of premium and novelty merchandises, has embarked on an expansion program that will extend to opening offices in many of the principal cities of the country to provide the Viking Club service to operators everywhere. An office was opened on the Pacific Coast during the latter part of 1933, and one has recently been opened in New Orleans.

The Viking Club idea was launched at the 1933 Coin Machine Exposition and has proved a popular idea with digger and crane devices for the service rendered in getting information about premium goods. Mr. Wedemeyer has proved his ability as an organizer, and he expects to make 1934 a record year in the history of his business. A clearing house for digger and crane machine operators, known as the G.C.C., was one of his recent innovations which is said to be proving a practical organization for the operator. This office alone now occupies an entire floor at 170 Fifth avenue.

The new offices as they are opened over the country will display the latest types of digger and crane machines, it is reported, and plans are being made in each territory for training each new operator in the business as he starts out. This experienced help is calculated to be a much-desired service for men just entering the digger and crane field. Experienced advice in the matter of premium merchandises also will be given, and each office will contain complete displays of the best ways in which to operate the machines. Mr. Wedemeyer is very optimistic about 1934 and says that his firm will continue to feature the latest importations and novelties for the digger and crane field.

Mr. Wedemeyer is also owner of the Western Exhibit Company, Los Angeles, which distributes the Exhibit Supply Company digger line in that territory. He recently bought out the interests of Al Gustafson to form the Western Exhibit organization.

## Western Coast Agency Buys Gustafson Biz

LOS ANGELES, Jan. 6.—Announcement has been made here that Eric Wedemeyer, of New York, has bought out Al Gustafson Exhibit Supply Company distributor, and has organized the Western Exhibit Company to become Southern California distributor for the Exhibit line of diggers. A very complete line of novelty merchandises will be carried in stock, as well as the latest digger machines made by the Exhibit firm of Chicago.

Harry Nealand has been put in charge of the merchandise end of the business and Fred Reilly will manage the string of 200 new Novelty Merchantman machines. Celebrating this new arrangement, the staff of the Western Exhibit Company and J. Frank Meyer, president of the Exhibit Supply Company, posed for a photograph (shown elsewhere in this issue).

pieces began coming in, "but be sure and tell 'em I'm still alive—very much alive," he added.

He announced that his new organization was all ready for business and that the first orders had already been booked up.

to 195. The 13 were for American match industry; folding paper box makers; cylinders, sales and manager trade; coated abrasives; paper, stationery and tablet manufacturing; end-grain strip wood-block industry; velvet makers; shoe and leather finish, polish and cement makers; household ice refrigerator manufacture; concrete pipe making, house and skirt manufacturing and cotton cloth glove industry. Virtually all were made effective next Monday.

Most of them established a 40 hour work week with minimum wages between 35 and 45 cents an hour and many of them on a statistical basis promised increased employment.

## New Firm Congratulated

CHICAGO, Jan. 6.—The Huber Coin Machine Sales Company, with J. O. Huber at the head, marked up its first week of business today and smiling Joe said that "1934 looks good to me." Among all the telegrams, letters and other congratulations which he received from friends far and near, he said was a congratulations message sent collect. "The boys got used to sending 'em collect and they forget and congratulate me that way," was his alibi for the sender. He described his office as "looking like a funeral parlor" when floral

## GET 'EM WHILE THEY'RE RED HOT MECHANICAL HOTCHA GIRL

HOTCHA GIRL is burning up sales records everywhere. She's the simplest, funniest action novelty of recent years. Just wind her up, touch a lever and Hotcha Girl's spit, beach-like body goes into a whirlwind, swirly dance that sees the center of her and makes it say "Hot. If you haven't got stocked Hotcha Girl, don't wait. ORDER NOW!"

Wonderful Salesboard Item and High Score Prize

SPRING MOTOR Sample, \$1.00 Dozen \$10.00  
 HAND OPERATED Sample, 50c Dozen \$4.00

## VALENTINE FAN DANCER

The hottest Novelty Card out! The original with beautiful & rare illustrations. Valentine design.

\$4.00 a Hundred Sample 10c  
 TRIAL ORDER—25 for \$1.00, Postpaid.  
 173 With Order, Balance C. O. D.  
**H. FISHLOVE & CO., Mfrs.**  
 6747-52 No. Kedzie Ave., Chicago, Ill.

## Operators Need Not Have Any Fear, Says Nat Cohn

NEW YORK, Jan. 6.—For a short while after the new administration here took office the operators of amusement machines in and around the metropolitan territory were wondering what steps would be taken to hinder their business. However, during the past week these men have gained confidence and business in the city has shown a decided increase.

Nat Cohn, of the Modern Vending Company, one of the leading distributors in New York City, informed a representative of The Billboard that operators need have no fear, as no action will be taken to hinder the operation of their game.

FRONT PAGE NEWS HERE'S A BET

We'll wager that any item we handle that is advertised by competitors WE WILL SELL AS CHEAP OR UNDERSELL

We have been a constant advertiser in THE BILLBOARD for 7 years and have always stressed the fact THAT WE ARE NEVER UNDERSELL. OUR LARGE FOLLOWING PROVES THIS.

MILLS ARE LEADERS Play ball with us and we guarantee to save you money.

Specializing in RAZOR BLADES, TOILET GOODS, DRUG SUPPLIES, NOTIONS, HOSGOLD GOODS, ETC. WRITE FOR FREE CATALOGS. Everything for the Concessioner, Pitchman and Chain Store.

\$200.00 Weekly Easily Earned Write for SPECIAL CLASS. Side Line Mch. White-Ken Will Be Substituted.

Order From Nearest Branch MILLS SALES CO. 3750 WELLS ST., Chicago, Ill. (Orchard Street Branch Open Saturday and Sunday from 8 a.m. to 6 p.m.)

THE NEW AMUSEMENT SENSATION. \$85.50 A WEEK. The KINGPIN CO. 237 Investment Bldg., Pittsburgh, Pa.

DRUG SPECIALTIES Carded and Bottle Goods. Aspirin, Brilliantine, Mouthwash, etc. FARAS PRODUCTS CO. 31 North La Salle, CHICAGO, ILL.

3000 PROFIT SELLING STORES. CASHED, SELLER, FARM, MACHINERY, LOCALITY, etc.

MACHINE BARGAINS. Mangle \$12.50, Sewing Machine \$12.50, etc.

Amsted's Oldest Jobbers—Est. 1895—38 Years of Service. ALL LATEST GAMES and SLOT MACHINES. SICKING MFG. CO., Inc. 1022 FREDMAN AVENUE, CINCINNATI, O.

Kings Horses ONLY RACE HORSE COUNTER GAME THAT 8 PEOPLE CAN PLAY AT ONE TIME. ASK YOUR JOBBER. HAVE YOU SEEN IT? 400-455 Chicago, Ill. — CHICAGO, ILL.

Automatic Pin Games To Win

Detroit coin man asserts better times will affect the type of games

DETROIT, Jan. 6.—Pointing out a trend of machines toward the fully automatic games, Max Schubb, of Schubb & Company, manufacturers and vendors, is very optimistic about the outlook for 1934.

"The trend of the times is toward upturn of business," he says. "The CWA and other governmental activities are helping business generally. In the automatic machine field the pin game is the principal one which has held the support of the public steadily thruout the depression—all others have dropped off in patronage because of general business."

"The live operator will profit from this fact and turn his attention more and more to pin machines in the next year or so."

"The trend of machines is all to those with the full automatic control. The register working automatically by passing out a coin check or token of the score is the most suitable type, because this will be demanded by merchants when business picks up. As it is now, the location owner does have the time to go over and look at the machine every time anybody plays the machine, because he has not much else to do. But when business picks up generally he will not have time to waste this way, taking just a few minutes each time, but many hours in a week—and only for the relatively small share of percentage which he gets as the location owner."

"The automatic register is practically ready for quantity production on the market, paying out a token of the score—and it is not a gambling device. It is merely the latest development in automatic games, and several possible varieties will probably be produced by the different leading manufacturers within the next year. The use of this type of machine will prove an enormous boon to the location owner whenever business is heavy in his store—the machine practically tends itself."

"The pin games have already superseded the older types of machines, which were often operated illegally, in popular favor. Developing it to the maximum of convenience to the player and the merchant who places it is the essential development of 1934."

Affiliate Will Move to Home of Parent Company

GRAND RAPIDS, Mich., Jan. 6.—Bell Lock Distributors, Inc., of La Porte, Ind., an affiliate of the Automatic Musical Instrument Company, of Grand Rapids, is to move to Grand Rapids within a short time, occupying part of the building of the parent company. The lock manufacturing concern produces a line of 27 units, many of which are used in coin machines and mechanical devices. The plant will employ around 100 men when production gets under way, E. E. Rullman, president, says. All equipment will be moved from La Porte to the Furniture City. Officers of the company include Mr. Rullman, president; L. A. DeBernard, vice-president and general manager, and Steven A. Clark, secretary and treasurer. Rullman and Clark are executives of Automatic Musical Instrument Company, which became financially interested in the lock company thru use of the lock in the local company's coin-operated pianos and combination violin piano instruments.

News Correction

Nat Cohn, president of the Modern Vending Company, New York, desires a correction to be made concerning a news item published in the January 6 issue of The Billboard.

"I note in the article written by Mr. Sommer and which you inserted in the current issue of The Billboard that same was headed, 'Irving Sommer accepts position to manage sales of the Modern Vending Company.' This heading has a tendency to give the impression that Mr. Sommer is employed by the Modern Vending Company, which is absolutely not the case. Mr. Sommer is financially interested in the Modern Vending Company, and is not working for it."

"To clarify this situation, I desire to explain that while I take care of purchases and the general running of the business, such as making necessary connections with factories, etc., Mr. Sommer concentrates on all angles in connection with the sales end of the business. Under ordinary conditions the heading to the article would not be objectionable. However, it happens that Mr. Sommer is interested in several enterprises and a misunderstanding such as this might affect his standing in other endeavors."

Issues Warning To Save Sportlands From Danger

BROOKLYN, Jan. 6.—Dave Robbins, recognized as an authority on sportlands, issued a warning this week against the placing of slot machines in the licensed sportlands in New York territory.

"One of the leading Eastern jobbers informed us," Mr. Robbins stated, "that some sportlands in New York City are installing slot machines. This jobber claims that the owner who places slots in his sportland is only 'killing the goose that laid the golden egg' because the police will soon investigate these spots and close up the sportland."

"Sportlands are licensed as amusement enterprises and slot machines, having no skill, are classed as games of chance. It is the advice of the jobber that those people who run sportlands should adhere strictly to the sportland business and they will make money, otherwise the industry will get itself into trouble."

'Snapping Traps' New Score Idea

CHICAGO, Jan. 6.—A new pin game with some unique registering features and a new idea in the use of automatically closing and opening ball traps was the feature announcement of Genco, Inc., to celebrate the beginning of a new year. The new game will be called Pontiac and an Indian theme is used in the decorative scheme of the device. The totalizer unit is housed in an attractive Indian head design and there is also an Indian wingspread on the playing board. The entire scheme gives the playing field an attractive finish.

A complete single unit totalizer that adds the score automatically and shows it at once is used in the game. The registering device also records the pay-out and automatically stops when the machine is tilted.

The makers claim for the new machine a unique departure in the use of ball traps by designing a series of six scoring pockets equipped with chrome traps which automatically close when a score is made, then automatically reopen as the score is recorded by the totalizer. This new feature has been called the "snapping traps" because of their automatic action. The six pockets each have a value of 1,000; when all six pockets are made the score is automatically doubled by the totalizer. The six pockets may be scored in any order to make the final double score. Cabinet of the new machine is ebony with chrome trimmings.

Accepts Resignation

CHICAGO, Jan. 6.—David O. Reckola, president of the Rock-Ola Manufacturing Corporation, announced this week that the resignation of J. O. Huber as vice-president of the firm had been accepted. He also extended his best wishes for the success of the new organization headed by Mr. Huber. Mr. Huber resigned from his position last week to start his own distributing business, with offices located at 500 West Van Buren street.

Meet To Review Year's Progress

Michigan operators score practice of local jobber as unethical

DETROIT, Jan. 6.—The Wayne County (Detroit) group of Michigan AMA met last Friday at the Rathskeller of the Mundus Brewery Company, thru the courtesy of L. V. Rohr, one of the city's largest operators. The meeting was originally announced for the Detroit-Leland Hotel, but the more popular Rathskeller, which is a private room maintained only for personal friends and guests by the Mundus Company, was readily chosen instead when available. Plenty of good beer was flowing and a buffet lunch was served.

A principal speaker of the evening was L. V. Rohr. He gave an inspiring address on closer co-operation between members of the association and of the trade generally, stressing the specific means of attaining harmony and unity thru co-operation in definite projects and standardization of non-ethical practices thru codes.

F. E. Turner, the president, gave a formal review of the work accomplished during 1933, somewhat as summarized in The Billboard two weeks ago. Major accomplishments cited were:

Stopping of assessments by the state on vending machines. (This issue came up twice and was defeated by the association each time.)

Removal of local assessments by the city of Detroit upon vending machines—three times.

Saving of several thousand dollars to operators thru these and other activities.

Clearing up misunderstandings with local authorities, as in restriction of certain machines around schools.

Turner also emphasized the support of the NRA Code, calling special attention to section four, as it now stands, which protects the operator by directing policing methods against unwarranted "chasing."

Extended discussion followed upon the practice of one local jobber who was attacked for placing machines on his own routes promiscuously, regardless of whether his steady customers were covering the same locations or not, and then selling these machines to new operators as established routes. In most cases the sales were made to totally inexperienced men who saw in it a fine chance to clean up quickly. The Better Business Bureau was invoked last year in connection with the advertising methods of this same operator. By individual action of many operators the jobber in question has lost much trade since this practice has become known, the no formal boycott has been taken and no other adequate method to stop his plans of operation has been proposed.

Modern Record Made Public

NEW YORK, Jan. 6.—Nat Cohn, president of the Modern Vending Company, was being congratulated this week for the sales records made by his firm during the past year. A final checkup on 1933 sales indicated a large and surprising volume of amusement devices passing thru the hands of this well-known distributor. It was announced that the firm had made the quota on the sales of the Rock-Ola Jig-Saws and had gone over the quota considerably on the Dival Club House machines.

It was explained that on November 6 Mr. Cohn went to Chicago and presented the big deposit check to the Rock-Ola firm as a payment on 5,000 Jig-Saws. On December 30 the records showed that the full quota had been sold in less than two months. At the same time Mr. Cohn had started for record sales on the Club House machine, with a quota of 3,000. Records indicate that his firm passed the quota mark by a thousand machines before the end of the year.

Mr. Cohn was heartily congratulated by the manufacturers for the sales records of his firm. The sales of Jig-Saws and Club House machines did not include the wide volume of sales on various other machines, including the Charming. (See MODERN RECORD on page 64)

FOREIGN NEWS DEPT.

British Mint Makes Coins

LONDON, Jan. 8.—A bulletin of the British Department of Overseas Trade tells a story of the making of small coins that should make the fingers of coin machine operators tingle. The bulletin relates something of the history of the work of the British Royal Mint in making metal coins for many nations of the world. Quite recently a high official of the mint declared that the Royal Mint was "making the coinage for all Europe except France and Germany."

It is also stated that with recent changes in monetary standards over the world, and the passing of the gold standard in so many countries, the coinage of gold is becoming a thing of the past. But the Royal Mint in making coins from the less precious metals can still compete with other similar institutions. It has an alloy of silver, zinc, copper and nickel that is much appreciated abroad for it wears well and—an important item—it retains its color. Its clients extend from Guatemala to Lithuania. In the decade ending last December these clients ordered 948 million coins, more than half of which were silver. A big order was recently received from Yugoslavia, consisting of 15,000,000 10-dinar pieces and over 5,000,000 of higher coins. The mint's output, when working at full capacity, is 1,000,000 coins a day.

French Quota Plan Enlarged

PARIS, Jan. 6.—The New Year's gift of France to the United States and the rest of the world was a big increase in the quota system on imports, to which 250 more products had been added. Out of 75 per cent had been made on most products and news observers suggested that this margin of 75 per cent would be used by France to bargain for reciprocal tariffs with other nations. A recent case of bargaining was seen in trading wine to the United States for apples, etc. It is predicted that the policy of bargaining will spread among the majority of nations. This will mean that the United States, which has the greatest production of coin controlled machines in the world, may in some cases be able to bargain on trading coin machines for other products with many nations.

Among the many articles on the new quota list are included automobiles and accessories, phonographs, records, razor blades, photographic supplies, etc. Only 20 automobiles can be shipped into France during the first quarter of 1934 from the U. S. It is not known at the present time whether coin machines were included in the list of 250 quota articles added. If the American Congress gives to the President power to bargain quickly with France and other nations there are possibilities of many minor trade items being used for reciprocal trading.

Foreign Trade Notes

It is encouraging to note that trade reports from Canada indicate the same optimistic attitude as found in many other markets. Casso E. Howard, president of the Canadian-American Trade Corporation, is quoted as saying that "Canada is already preparing by increased foreign and domestic trade and the restored confidence in the matter of making future commitments, which corresponds to the tone of confidence beginning to prevail in the United States. Heretofore, Canada has usually followed the United States by about six months on the upward turn of the business cycle, but this year it promises to lead the way.

Evidence of the remarkable recovery in Canada is evinced by the encouraging foreign trade figures. Both imports and exports have risen and Canada had a favorable trade balance for the past fiscal year.

President Rodriguez of Mexico issued

a message to his country at the close of 1933 which related his program for the country. It calls for a classification and control of industries as well as new colonization plans. The tariff policy will be arranged to help small merchants, but at the same time to protect national industries. His successor will be elected next July but it is expected that his policies will be continued by the new president.

Russia is undoubtedly coming more to the front as a future prospect for trade. Reports from that country are becoming more encouraging in many ways. One of the most recent is that the railroad system will be completely rebuilt along American plans. A good transportation system will do much toward transforming Russia from an agricultural into an industrial nation. There is little use for coin machines of any type except in industrial centers.

Foreign Minister Hirota of Japan expressed hopes for the new year that there would be a better understanding between Japan and America and called attention to the possibilities for trade between the two countries.

A minor business boom started in Japan in 1933, so that the country is said to be one of the busiest in the world at the present time. Unemployment has been eliminated and export trade increased. Japan has devaluated her money, as in the United States, so that goods are being shipped out of the country. There is universal complaint of the cheapness of Japanese goods.

Reports from Germany indicate a definite effort to continue business progress. Germany, itself a center of the production of merchandising machines, is also making new strides in the production of amusement machines. Whatever may be the political judgment passed upon this country, business reports say that a new spirit has been born in Germany and that it is helping business. People are being put to work and the holiday season in Germany was one of good cheer.

The government maintains collection boxes everywhere for the winter. Help fund whose slots are described as "open mouths for all stray coins." This naturally removes the coins from amusement machine circles. The coin machine trade in the United States will have the privilege of first-hand reports on the coin machine trade in Germany when Walter A. Pratsch, of A. B. T. Manufacturing Company, returns to Chicago.

The World's Fair, English trade paper, carried an advertisement in a recent issue of the Jamaica Empire Trade Exhibition and Fair, which opens February 1. Everything from the show world is wanted, the advertisement said, including automatics of all kinds. "Can offer sole rights for Fruit Machines and Challenges, any kind of game. Nothing barred."

Which is enough to make operators of reel machines in America boil with envy.

Formation of the American-Japanese Trade Council, composed of representatives of American and Japanese business interests in this and other large cities in the country, was announced recently by the National Foreign Trade Council, sponsor of the new organization. The new group will devote itself to trade problems arising in commerce between the two countries. The importance of trade with Japan is evidenced, according to the council, by the fact that commerce between this country and Japan averaged \$129,127,000 in 1910 to 1914 and was \$268,506,000 in 1932. In 1928 trade with Japan totaled \$672,608,000. It was added

David O. Rookola was all smiles this week as he reported an order just received for 1,000 Juggie Balls for shipment overseas.

Fire Destroys Machine

SAN JOSE, Calif., Jan. 8.—A fire visited Frank Mondosa's "Venetian Cave" resort at Alma and Plum streets here December 28, destroying not only the resort, but also \$80,000 worth of W. A. Bradford's machines stored in the building.

Response Shows Good Old Days Are on the Way

CHICAGO, Jan. 8.—Jim Buckley, sales manager of Bally Manufacturing Company, appraises the outlook for 1934 by saying that the "good old days for pin games" are coming back soon. "During 1934 we will again see a game in every little store we pass," he says.

Mr. Buckley based his prediction he said, upon the response to the recent announcement of the Pennant game. This pin game was announced as a definite move to supply operators with a low priced machine which could be placed in all types of locations that were not profitable for the present more expensive machines. Operators promptly responded to the idea, he says, so much so that a new trend can be predicted for 1934.

"This can mean only one thing," he continued, "that operators who have learned the advantage of installing the higher priced machines in their choice locations are not going to desert these de luxe machines. What they are doing is buying lower priced machines for spots that will not pay a return on the higher priced machines."

The Pennant playing field has a number of new action features, described by the makers as "whip springs, which constantly whip new life into the balls, and "whirling mills," which throw the balls at unexpected angles. Pivot switches are also used on the new playing field to increase interest. Bally also announced many new improvements in the de luxe Rocket at the beginning of 1934. These improvements include a new type coin mechanism with coin rotor and many refinements in the payout mechanism.

Sauve Flies to Chicago

DETROIT, Jan. 6.—A. P. Sauve, of A. P. Sauve Company, Detroit, automatic machine jobbers, flew to Chicago last week and back on the same day in order to close a deal for exclusive territory on a new line of machines being put out by a Chicago manufacturer. Sauve was back home in time for his holiday dinner, which he did not want to miss, by taking to the air.

Incorporate New Illinois Firms

SPRINGFIELD, Ill., Jan. 6.—The records of the Secretary of State show three recent incorporations of firms dealing in or making coin machines, all of them in Chicago:

Illinois Vending Company, Room 1612, 33 N. La Salle street, 1,000 shares n. p. v. Incorporators: Harry G. Winston, H. F. Nelson, E. O. Davis. Manufacture, buy, lease, sell, maintain and operate all types and kinds of vending machines and appurtenances thereto, including all goods, wares and merchandise sold or used in conjunction therewith. Correspondent: Edwin Clark Davis, Room 1612, 33 N. La Salle street.

Knickbocker Automatic, Inc., 2300 N. Western avenue, 80 shares p. v. common. Incorporators: Karl Knickbocker, Samuel Wolberg, Samuel H. Gensburg. To manufacture, buy, sell and deal in, both wholesale and retail, amusement pin tables and cabinets. Correspondent: George L. Lewis, Suite 2400, 1 N. La Salle street.

Geo Bee Manufacturing Company, 900 W. Van Buren street, 21 shares p. v. common. Incorporators: William J. Shafran, Maurice A. Giesburg, Edward A. Giesburg. To manufacture, sell and trade in vending machines, pin machines and various types of novelties. Correspondent: Barkley Douglas, 124 N. La Salle street.

Advertisement for 'The New Deal' pin game. Features include: 5 FREE 3 CHERRY-BELL REELS, 4 'MYSTERY' REELS, and 'Triple Use' feature. Text: 'TODAY'S Newest and RICHEST MONEY MAKER'. There are only 3 reasons why anyone should buy anything: VALUE! SERVICE! PROFITS!!!

Advertisement for 1934 Model Gold Award pin game. Features include: Built for 1c, 5c, 10c, 25c Play; Height 22 inches, Width 14 1/2 inches, Depth 15 inches; ONLY TWIN JACK POT GOLD AWARD; WITH FRONT VENDER EVER BUILT PENNY, NICKEL, DIME or QUARTER; PRICE \$75.00; F. O. B. Chicago NO TAX; Money Back if Not Satisfactory After 30 Day Trial; WATLING MFG. CO., 4650 W. Fulton St., Chicago, Ill. Established 1889.

Advertisement for NEW FREE 44-PAGE 1934 FREE CATALOGUE. Features include: IMMEDIATE DELIVERIES; 100 Florida Riched Blue Steel Blades; 100 Waterman 'Wedge' pens; Bobby Pins; ROSS PRODUCTS; 25% Deposit with 0 Required.

Advertisement for BIG CLOSE OUT LOT PHOTO ART HANDLE Assorted Pocket Knives. Features include: 2 Blades, Brass Lined and Bolsters, Polished Steel Blades, Closed 3 1/2 inches; Per Dozen, \$2.25; Five Dozen for 10.00; Rohde-Spencer Company, Wholesale House, 223 W. Madison Street, CHICAGO.

Advertisement for 'The New Deal' pin game. Features include: 'The New Deal' pin game; 'Triple Use' feature; 'TODAY'S Newest and RICHEST MONEY MAKER'; 'There are only 3 reasons why anyone should buy anything: VALUE! SERVICE! PROFITS!!!'.

# The Coin Chute

By SILVER SAM

ago contained a statement from a Netherlands firm that American coin machines were "too high and too stiff." The 50-cent dollar has brought about a change in the price and quantity orders have made it profitable for American manufacturers to make necessary changes in machines to comply with foreign conditions.

## Just One Year Ago

Last January Eric Wedemeyer was publicizing his newly formed Viking Club and getting the word around so that the club idea could be featured at the exposition. The Viking Club has continued to be a good talking point, and the business of Eric Wedemeyer is now making other important advances that indicate big progress in the course of a year.

One year ago the threatened pin-game contest between Paul Gerber, Chicago, and Howard Kass, Newark, N. J. was being fought out in the papers. Pin-game tournaments were also being talked about in many circles. Challengers Gerber and Kass did not get together, but the charges and counter-

charges were added during the year.

One year ago Jack Fischer was predicting that 1933 would show better coin-machine business in the smaller towns and cities. Means are lacking to check up on Mr. Fischer's prediction. We hope to see Jack back at the 1934 Exposition and to hear his predictions for the new year.

One year ago it seemed to Silver Sam that the penny cigaret vendors were headed for a new way of publicity. And they did get it for the first half of 1933, with a number of new penny cig vendors appearing on the market. Why did they let up in their publicity? It is interesting to note that one of the firms has an advertisement in the January 6 issue of *The Billboard*.

One year ago there was the beginning of a movement whereby one manufacturer would distribute the products of another manufacturer whose products did not compete with his own. That movement did not get very far, but it had a prominent champion or two.

The most interesting reading for the second day of this new year seems to be the various predictions and prognostications concerning business prospects for 1934. There seems to be a wide conscientious effort to look on the bright side here and abroad. Big newspapers like *The New York Times* adopt a cautious attitude in their editorial appraisal of the outlook but at the same time definitely state that it is better to look on the bright side. The statement is being made from many angles that recovery is definitely and certainly world wide in its scope as 1934 starts turning the leaves of the calendar.

The coin-machine trade is interested in foreign trade and no doubt will see an increasing interest in exports of machines during the greater part of the year. "It's an ill wind that blows nobody good," so they say and the cheapening of the American dollar abroad has proved very stimulating to the sales of American amusement devices overseas; that is, where tariff walls have not barred them.

As viewed from this side of the Atlantic, a real pickup in the coin-machine business in England, France and Germany has been noted. This is particularly true of England. It would be difficult to say which has had more to do with the increase in England, whether the stimulus of American machines or the marked improvement in business conditions in England. Our English neighbors would no doubt prefer to ascribe the rise in automatics to the general improvement in all business. Since I hold to theory that the greatest single benefit that can come to the trade is from an improvement in general business, I'm perfectly willing for Englishmen to ascribe honors to general business improvement.

A continued and real general recovery is what we all want here and abroad.

The coming 1934 Coin Machine Exposition in Chicago takes the spotlight in the trade from now on, and all expressions of opinion for the new year turn toward the show. A good show generally means a good year for coin machines of all kinds, unless a calamity like the bank holiday of 1933 follows the show this year.

Because of the generally stimulating effects of the exposition on the outlook of the trade, operators are interested in the success of the show as well as manufacturers who have machines to sell. Operators, whether they realize it or not, are concerned in building a wider and more wholesome business reputation for the coin-machine industry. A successful annual trade exposition has been one of the most potent factors in building up a reputation for the trade as an industry recognized in the channels of trade. Operator support helps to make that accomplishment come true.

Manufacturers who have machines to sell can hardly afford not to exhibit at the annual trade exposition. It costs money to conduct an exhibit, it is true, but there is such a thing as the loss by staying away amounting to more than the total cost of being represented by an exhibit.

Each succeeding annual show has demonstrated a gradual improvement in the publicity used by the coin machine trade. The year 1933 will probably reveal the greatest improvement in the quality of coin-machine advertising of any previous year. These improvements in publicity and advertising, coupled with quality in design of machines, will be a factor at the 1934 exposition. The show will thus be a mecca of real and lasting publicity for machines of all kinds. The possibilities for publicity concerning machines should be an inducement that will bring every manufacturer with something to sell into the show with a creditable exhibit.

Like Andy, of Amos 'n' Andy, that is putting it out a business basis. There are many other reasons, light and heavy, for coming to the show that will be emphasized as the weeks pass by.

An inquiry comes in about the Black Jack 21 machine, asking who is the maker. Suggested made on the Pacific Coast. No information in my files. Who can supply the dope?

Joe Huber, whose big shoulders have helped to bear much of the work of two previous annual expositions, will perform in even greater fashion this year. He now heads the Huber Coin Machine Sales Company in Chicago, but that won't get in the way of his work to make the 1934 Show a huge success.

A bulletin sent out by the Department of Commerce a little more than a year

ago contained a statement from a Netherlands firm that American coin machines were "too high and too stiff." The 50-cent dollar has brought about a change in the price and quantity orders have made it profitable for American manufacturers to make necessary changes in machines to comply with foreign conditions.

ago contained a statement from a Netherlands firm that American coin machines were "too high and too stiff." The 50-cent dollar has brought about a change in the price and quantity orders have made it profitable for American manufacturers to make necessary changes in machines to comply with foreign conditions.

ago contained a statement from a Netherlands firm that American coin machines were "too high and too stiff." The 50-cent dollar has brought about a change in the price and quantity orders have made it profitable for American manufacturers to make necessary changes in machines to comply with foreign conditions.

ago contained a statement from a Netherlands firm that American coin machines were "too high and too stiff." The 50-cent dollar has brought about a change in the price and quantity orders have made it profitable for American manufacturers to make necessary changes in machines to comply with foreign conditions.

ago contained a statement from a Netherlands firm that American coin machines were "too high and too stiff." The 50-cent dollar has brought about a change in the price and quantity orders have made it profitable for American manufacturers to make necessary changes in machines to comply with foreign conditions.

ago contained a statement from a Netherlands firm that American coin machines were "too high and too stiff." The 50-cent dollar has brought about a change in the price and quantity orders have made it profitable for American manufacturers to make necessary changes in machines to comply with foreign conditions.

## Criticism

William Cohen, head of the Silent Sales Company, Minneapolis, writes me a letter, from which the following is taken:

"It has been some time since you heard from me. Heretofore my letters have been of a complaining nature due to the fact that I was against manufacturers quoting prices in *The Billboard*. . . I would like to have you publish the enclosed article. Let me know whether or not you will publish it. If you do not care to publish same there are other magazines that will.

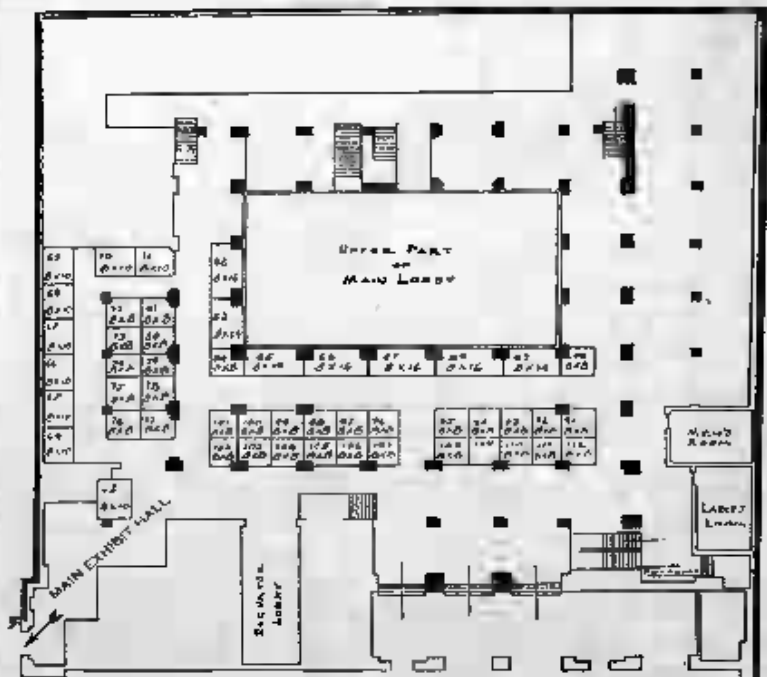
I wrote Mr. Cohen that I didn't like the "dase" in his letter, but the article contained such a good idea that it would be used anyway. Mr. Cohen has been an ardent fighter for keeping prices on machines out of the advertising in *The Billboard*, and he says that "it seems the jobbers have convinced 95 per cent of the legitimate manufacturers not to advertise the price."

The generous criticism which Mr. Cohen has given on this subject and others has been duly appreciated by me. If no one else has, my personal policy has always been to meet criticism openly and frankly and to make the best of it. Most manufacturers in the coin-machine business seem to dread criticism, but I have seen more than one case where the manufacturer could have turned the criticism into a good-will builder. A case happened recently wherein a manufacturer complained bitterly because an operator's criticism of machines had been published. To me the criticism would have been an opportunity to cash in on a real sales appeal revealed in the operator's criticism.

The classic criticism of *The Billboard* has always been that it was sold on the newsstands and hence aided the sale of machines to locations. This criticism of *The Billboard* has been agitated for well-known reasons. But the majority of operators began to discover that after all the operating business must be a partnership between the operator and the location, and that the more the location knows about the coin machine business the better the co-operation with the operator. There are certain types of locations that will buy machines, regardless of what may be the reasons against it, but the majority of locations do not want to own machines when they know the facts concerning the trade. If a location wants to buy a machine there are quicker ways to get it than thru an advertisement in *The Billboard*; if a manufacturer wants to sell to locations there are cheaper ways to reach the location than thru *The Billboard*.

During the last two years operators all over the country have realized these facts and have rallied to the support of this publication until it is now recognized as the national news medium for operators and their organizations everywhere. The weekly news service has become recognized as the most helpful influence nationally that the trade has known.

But that doesn't mean there is no room for criticism. I often remark to critics that not a paragraph has ever been published in the coin-machine section but what is open to criticism by



MEZZANINE FLOOR PLAT for the exposition of the Coin Machine Manufacturers' Association, to be held at Sherman Hotel, Chicago.

charges, boasts and counterboasts made publicity for the pin games.

There was more to the threatened contest than appeared on the surface. The fact that a few men do actually get proficient on pin games indicates that there is some skill in the pin games after all.

One year ago there was a movement among hotels in Honolulu to establish amusement rooms wherein automatic games would be featured. Lack of later reports would indicate that the movement did not get very far. Calling Honolulu—what is the latest on your game rooms?

Operators were reported one year ago trying to figure up just how the Christmas season affected the earnings of amusement machines. Argument was that pennies and nickels around Christmas went for candy and toys and did not and their way into amusement games. Others said that the amusement and in April was more rise than ever, so machine play should pick up. No organization of operators to get at the facts, so we know as little about it this recent Christmas as we did one year ago.

One year ago Nat Cohn was reported, to be preparing big storage space for a side Deval baby real gum machine than

One year ago the news had just been sent to the trade that Texas operators had won a fight of two years against a State tax bill. One year later they are again in a similar fight.

One year ago every bit of news concerning the prospects of the 1933 show was the leading topic. This year the same subject takes the lead; last year prospects were good at this time and the same holds true this year. The prospects are even better this year because there is not likely to be any bank holiday right after the show.

One year ago an ice-cream bar vending machine was being advertised in *The Billboard*.

One year ago the operators' organization of New Jersey was engaged in a State-wide publicity campaign that was designed to acquaint the officials of the State with the actual facts concerning pin games. A good propaganda movement, but evidently it ended short for lack of funds.

It is reported that a group of University of Chicago professors have an important organization built up for making survey studies of government problems. The coin-machine trade will be interested in this statement by one of

one division or another of the coin-machine trade. Matters which favor the operators do not always please the manufacturers, and jobbers and distributors are between two fires—the operator and the manufacturer.

Manufacturers seem to complain most that news of legal interference with machines may prevent a few sales of machines, or especially that police in some other town may get the information and start "knocking off" the games, too. The facts are, of course, that only such news as has some constructive legal point, or method of organization, is ever published. This information has been of great aid to operators all over the country in helping them to meet similar situations.

As to passing on any information to police, anyone who stops to think twice will recognize that government officials have many sources of information by which they know "which is what" long before anything can get into print thru a weekly publication.

But criticism is the thing that keeps the days from getting monotonous, and there is always much with which to find fault. If criticism could always be directed in the right channels and spring from the right motives, then it would be a fine thing. The beginning of the new year should be a good time to pool all critical opinions of things in the trade, look at them and make whatever good uses of them that can be found. Then the way should be clear for a year of constructive effort.

One thing most needed for the proper use of criticism is a medium in which critical views can be exchanged. But the coin-machine trade is so full of trade divisions, jealousies and "taboos" that no publication dares open up to a full and free expression of opinion. Nor is there any other trade that will dare to air all the cross views within itself.

To me the most interesting thing

about criticism is that it can always be turned to good use as publicity. Henry Ford is one of the shining lights in this use. Criticized by any and all, he has often seemed to do things simply to bring about criticism, and the result has always been that the name "Ford" got just that much more publicity. If I were a manufacturer and had confidence in my product I would count every bit of criticism, unfavorable or otherwise, as just so much publicity for my firm and my product. When there is real merit in a thing even unfavorable criticism can always be turned to good uses in the long run.

Eastern Chatter

Bill Blatt, of the Supreme Vending Company, is completing a plan for determining jobber recognition requirements. Those who have helped with its formation state that it is the only plan which will absolutely settle the question of who is and who is not a jobber.

George Foster Company is adopting a new plan to aid the Jersey boys. George will not advertise or even announce any new machine until he has them in his showroom and has the word of the manufacturer as to future deliveries. At the same time a new 7-day free trial plan of this company will soon be announced which is expected to gain tremendous following.

Charley Lichtman, of the New York Vending Company, plans a foreign invasion. After many months of foreign business, Charley has decided that a personal trip over there to arrange for connections will establish his machines in that market.

Benny Schillinger starts off his advertising with "Benny Sez" and continues along in a comedy vein, believing that the boys want a laugh or two with their purchases, and Benny reports that the way the boys are writing to him proves his theory. Benny is our newest jobber and has the Broadway Vending Company "just two steps from Broadway," Benny sez.

Ed V. Ross of the Oriole Coin Machine Corporation, Baltimore, shows an unusual digger sales record for the year. It wasn't so many months ago that Baltimore accepted the digger type equipment and since then Ed has been busy selling these machines as fast as he could get them.

The All Mint Chewing Gum Company, headed by Eugene Beck, is said to have taken over the former ball-gum production of the Flatbush Gum Company, Inc.

One of the swankiest affairs of the new year in New York will be that formal gathering at the Level Club January 14, the annual gala affair of the Amalgamated Vending Machine Operators' Association. Joe Fishman, executive director of this great operators' association, states that reservations for complete tables and the sale of tickets has greatly exceeded even the wildest dreams of any of the men on the board. A 64-page souvenir journal containing the advertisements of the largest manufacturers in this industry, as well as most of the distributors, has been prepared by Byrde, Richard & Pound, New York advertising agency.

Irving Bromberg Company, 2808 Amsterdam avenue, New York City, now becomes known as the Leon Takken Company. Leon Takken, who purchased this uptown office from Irving Bromberg when Irving left for the Pacific Coast, believes that the use of his own name will act as a greater and more specific identification for the coin-machine operators.

Harry Rankow's Electro-Hoist has brought in some fine praise from London, Baltimore and from New York City. This type of digger machine required a few months' time to establish itself with the regular digger operators, but, location reports being the best judges for any product, have now started a regular horde of operators to see and play the Electro-Hoist.

Those jobbers who follow the course of least resistance in salesmanship will find themselves out in the sub-zero cold very shortly. It places an unusual market before the type of distributor who is willing to place intelligent sales efforts to gain distribution for a product. Following the course of least resistance is not salesmanship and reminds us of the type of salesman who is always ready to sing the blues with any customer

who so desires. Being in a period of reconstruction, so speak, more intense effort is necessary on the part of all men to gain them further distinction.

Merchants Sign Petition

ST. JOHN, N. B., Jan. 6.—Jackpot machines will again be permitted to operate here under a \$30 license, due to a new ruling by the city council. Forty-one merchants of the city signed a petition to the council asking for a return of the machines. The new regulations permit only one machine to a store and that under a license. The exchange of tokens for merchandise is forbidden.

Patents January 2

CHICAGO, Jan. 6.—Patents issued by the United States Patent Office under date of January 2 indicate what is perhaps a beginning of inventors in foreign countries to patent their automatic devices and ideas in this country. Since the applications for these patents were made back in 1932, enough time has not elapsed to indicate a definite trend. Patents of January 2 include the following:

No. 1,941,037, a coin chute, issued to Walter A. Tratsch, A. B. T. Manufacturing Company, Chicago. This patent covers a "combination of a coin chute and a device therein for intercepting a coin to initiate the actuation of a movable member," etc. No. 1,941,038, also a coin chute, issued to Walter A. Tratsch, Chicago, covers a "combination of a slide provided with an aperture to receive a coin, a guide for said slide," etc.

No. 1,941,781, a vending machine, issued to Alfred D. Antolno and Albert E. Gilbert and assigned to Advance Machine Company, Chicago. Patent covers a machine with "a plurality of articles holders mounted for shifting movement." Application was made September 23, 1930.

No. 1,942,105, a dispensing machine, issued to Eider J. O'Ster, New York; a vending machine having a measuring cylinder which rotates for discharge, etc. Electrically operated upon deposit of coin. Illustration suggests pop-corn vending machine.

No. 1,942,330, an automatic coin-operated liquid measuring and dispensing device, issued to Emils Gotz, Durban, South Africa, and assigned to Automatic Fluid Distributing Company (Proprietary), Ltd., Durban, Natal, South Africa. This patent apparently covers a portable device which can be attached "by its upper end to a liquid container." Application made December 15, 1931. No. 1,942,347, a liquid dispensing apparatus, issued to Lucien Tributou and assignor to Societe d'Etude de Distributeurs Automatiques, S.R.D.A., Paris, France. Application made December 29, 1932. Apparently a complicated dispenser with float valve and method for dispensing liquid under pressure.

No. 1,942,378, an apparatus for simulated card games, issued to Roland Stavelly et al., Sydney, Australia. While there is no suggestion of coin control in the description of this device, yet it operates with a spring-controlled plunger and uses balls for scoring. The face of the game is vertical. Another game-board patent, not coin operated, is covered by patent No. 1,942,391, issued to Glenn V. Jefferson, Swissvale, Pa.

UNIVERSAL 1934 CATALOG JUST OUT

Write at once for free copy

- WALKER BLADES, Blue Steel, 100 Blades, 60c
WALKER, In Page, at 5, Calif.
NORWALK Fine Steel Blade, 100 Blades, 68c
HARMONY Blue Steel Blade, 100 Blades, 75c
TRIUMPH Blue Steel Blade, 100 Blades, 75c
TIP TOP Blue Steel Blade, The Most Popular and Best Made, 100 Blades, 1.40

GOODRICH HONES The Finest Razor Blade Sharpener on the Market. Sharpens anything of 14 kind. Book in Box. Each 5c

UNIVERSAL MERCHANDISE COMPANY 123 S. WELLS ST. CHICAGO, ILL. 512 CANAL ST. NEW ORLEANS, LA. 14 E. 17th St. NEW YORK, N.Y.

RED HOT SPICY VALENTINE CARDS

ASST. No. 1 Consists of 10 Different Easy Cards, Embossed in 4 Pleaty Colors. 50c per Card in 100. ASST. No. 2, 10 Numbers, Foldover Size. 50c per 100. Includes with each Assortment 100 Samples of Above 20 Cards. 50c.
SHOOTING RIFLE GUM—When the Victim Takes a Place in the Game, He Takes the Risk of His Life. Per Doz., \$1.00.
THE FREIGHT CANDY BOX—You Have Ever Seen One? No! Just Imagine What It Would Be Like. \$1.75. A Rare Sale When Shown.
Shooting Olympic Card, Richly Nickel-plated. A Brand-New Fast Seller. Per Doz., \$1.75.
Strike-It! The Best Make, Two Sizes, 4-oz. or 7-oz. Per Doz., \$1.75. \$2.00 Gross.

QUALITY BLADES at BARGAIN PRICES
1-New 1934 Double-Edge Factory Box, 100 Blades, 5c per 100. \$6.00
2-Blue or White Steel, Michol, Double-Edge 1041 Type, 5c or 10c. Celloph. Wrapped, Per Doz. 6.50
3-Duplex Card, 25 Pages 2c, Blue Etched Double-Edge Blades. Per Card 80c
4-Double-Edge, Gerni Micromatic Type, Blue or White Steel, 5c. Celloph. Wrapped, Per Doz. 9.00
5-Duplex Duplex Type, 4c. Per Doz. 2.10
6-Auto-Strip Type, 5c, Celloph. Wrapped, Per Doz. 1.15
25% Deposit, Balance C. O. D. Above Prices for 1 000 Lots Only. Otherwise Add 10% ORDER BY NUMBER.
ENKAY SALES CO., 507 Fifth Ave., New York, N.Y.
No Catalog or Free Samples.

Ben Sez: You Must Come Up Somewhere and Meet The "A. E." or With. Used Old Parfait Old Lovers!
JIGSAW \$21.50
SCORBOARD \$15.00
100 STRIKE \$14.50
BOOKET \$5.00
PENNANT \$15.00
OFFICIAL SWEEPSTAKES \$15.00
SLOTS My Specialty. GET MY REQUESTS.
BROADWAY 100 W. 18TH ST. (at 5th Ave) Tel.: WADSWORTH 3-1410.

NEW FIVE-PIECE DEAL Looks Like \$4 Flash
No. 1011 Deal, as illustrated, consists of 1 Combination Tumbler and 4 Buttons wrapped together, 1 Combination Crystal Tumbler, 3 Pairs No. 100 Ladies' Shoes. All quality merchandise, no seconds. The outstanding low price of the season.
ANT QUANTITY, 50c. Price 10c for Postage.
SPORTS MFG. CO., 124 Ohio St., La. Center, Miss.

OPERATORS LOOK TO JOE FOR BARGAINS

WE ARE AUTHORIZED FACTORY DISTRIBUTORS FOR
Mills Novelty Company.
O. D. Jennings Company.
Pack Manufacturing Company.
Walling Manufacturing Company.
Calle Bros. Company.
Baily Manufacturing Company.
Genco, Incorporated.
Chicago Coin Machine.
Davi's Manufacturing Company.
D. Guttliet & Company.
Rock-Ola Manufacturing Corp.
H. C. Evans Company.
Gretchen Tool Company.
Pierce Tool & Manufacturing Co.
Exhibit Supply Company.
International Telescope Reel.

OPERATORS: JOE gives you the low-down factory prices on all machines. Write him!
This Joe's Special: Jennings Jackpot Balls or Venders, \$30.00 each. (Reserve Jackpot Models).

Joe HUBER COIN MACHINE SALES CO., 600-610 W. VAN BUREN ST., CHICAGO, ILL., U. S. A.

Kings' Horses ONLY RACE HONEY COUNTER GAME THAT 8 PEOPLE CAN PLAY AT ONE TIME
ASK YOUR JOBBER HAVE YOU SEEN IT? AD-LEE CO. INC. - CHICAGO, ILL.

# Jobbers Form A New Group

### Extensive set of by-laws to be considered at next meeting

NEW YORK, Jan. 6.—The Metropolitan Jobbers' Association of New York came into being here Thursday when a number of trade members met at the Imperial Hotel. The purpose of the organization is "to combat the various evils intruding upon the business of the coin-machine jobbers." A 16-page set of tentative by-laws was passed to every member present and a meeting will be held next week to vote the acceptance or correction of these by-laws.

Officers were elected to take charge of the organization: Charles Lichtman, New York Vending Company, president; Dave Robbins, D. Robbins & Company, vice-president; George Posner, George Posner Company, treasurer; Mrs. William Babbin, International Microscope Reel Company, secretary. Nat Cohen, Modern Vending Company, and John Fitzgibbons, of John Fitzgibbons Company, were named trustees of the organization. Morris Knout was retained as counselor for the group.

## Says Liberal Trend To Be Felt Thruout 1934

CHICAGO, Jan. 6.—H. J. Burras, sales manager of O. D. Jennings & Company, voiced an optimistic note for coin-

machine operators and manufacturers recently when he declared:

"Repeat should prove one of the biggest stimulators of the coin-machine business has felt for many years. Not only will it open up new locations, but it will also create new types of machines, vendors designed to fulfill the peculiar needs of taverns and bars.

"The steadily increasing number of repeal States indicates that people generally are becoming more liberal-minded. As they are now welcoming the return of the 'good old days,' they will also hold a more tolerant attitude toward coin-machine play. Slowly but surely prejudices are melting, and the coin-machine industry will prosper accordingly."

The Jennings firm has announced a January location stimulator in the form of an offer on Duchess double jackpot machines at reduced prices for 15 days. This is the first time the Duchess machines have been offered at special prices, it is announced.

## License To Use Chute Patents Is Granted

CHICAGO, Jan. 6.—A non-exclusive license to manufacture and sell coin chutes under certain patents was granted to the Bally Manufacturing Company here this week. The agreement was made by Walter A. Tratsch, A. B. T. Manufacturing Company, Chicago, and the Monarch Tool and Manufacturing Company, Cincinnati, on coin chutes described and claimed in the Tratsch patent No. 2,008,250, issued May 9, 1933, and in the East patent No. 1,998,782.

These patents also form the subject matter of a suit for infringement against the Chicago Lock Company now pending in the United States District Court, N. D. of Illinois.

The patents mentioned are owned jointly by Walter A. Tratsch and the Monarch Tool and Manufacturing Company. Terms of the license agreement with the Bally Manufacturing Company were not made public. The licensors were represented by Thredy & Cannon, Chicago patent attorneys, and the Bally firm was represented by John A. Russell, of the law firm of Russell, Murphy & Quigley, Chicago.

## Detroit Pioneer Reports Growth

DETROIT, Jan. 6.—Mr. and Mrs. Henry C. Lemke, of the Lemke Specialty Company, returned yesterday from a three days' trip to Chicago and report that they were royally entertained by some of the manufacturers. Mr. Lemke also announced that his firm had just been appointed Eastern Michigan distributor for the products of Bally Manufacturing Company. He placed an order for 600 Blue Ribbon tables and other pin games made by the Bally firm, making a total of approximately \$25,000, which is probably the record single order placed in this territory.

"This shows our confidence in the Bally products," Mr. Lemke stated.

The Lemke Specialty Company, a pioneer firm in this section, has reported big increases in business in the last few months. The firm now maintains a regular force of 12 employees in the home office and has just added a new truck to the fleet. During the last two months business has increased more than 40 per cent. Plans are now being made not only for big advances in local business, but for extending pin-game routes thruout the State in which Bally games will largely be used.

## BOOKERS GYP

(Continued from page 5)

band is playing (the agency being astute).

One orchestra leader tells of receiving a fan letter from a woman in Kansas thanking him for playing a certain piece over a radio there when as a matter of fact he was playing Pittsburgh. Another leader, now strong enough to play under his own name as a feature radio act, admits frankly his group played under the name of an established leader for 18 months, whereas the leader says the agency informed him the length of time was five weeks.

The practice of sending out several orchestras under the name of one leader is to be condemned, musicians declare. The practice both prevents the unknowns from building up a name and at the same time hurts the known leader of the group, under his name is at all sour. Originally several bands under the name of one leader were sent

out to cash in on the reputation of the leader. Musicians now say, however, they are not getting anything out of it except the cash, as the agencies are taking all the cash. A definite move to stop the practice may develop soon, it is said.

## RINGLING EXECS—

(Continued from page 5)

holdings, and it is said that bankers and Wall Streeters have already pledged in the neighborhood of \$1,000,000 to buy Prudence out. Mr. Gumpertz and Mrs. Ringling are believed to have started from Sarasota with the assurance that the money will be available on their arrival here. The conference pranges the comeback of Mr. Ringling in a more active capacity the coming season, a recent prediction of The Billboard.

Of further interest in the highly sensitive moves is the report that a slight change in the title of the corporation is impending, but the Ringling name remains, of course. Such secrecy is being maintained that even Pat Valdo, director of personnel, was not aware of the expected developments. Back from a European scouting trip, he left for Sarasota last week and probably passed the train of Mr. Gumpertz and Mrs. Ringling en route. The indictment bringing about these new wrinkles is reported in the circus section. The meeting was expected to be held today or tomorrow.

at the Hagerstown show has been approximately 3,200 nightly.

Dunlap is opening his third winter show at Orlando, Fla., on January 25 at the Coliseum and will also be run under the auspices of the American Legion.

Eddie Leonard, Mickey Thayer and Jimmy Gables, now at the Hagerstown contest, will direct activities at the Orlando show.

## DUNLAP TO OPERATE—

(Continued from page 5)

at the Hagerstown show has been approximately 3,200 nightly.

Dunlap is opening his third winter show at Orlando, Fla., on January 25 at the Coliseum and will also be run under the auspices of the American Legion.

Eddie Leonard, Mickey Thayer and Jimmy Gables, now at the Hagerstown contest, will direct activities at the Orlando show.

## Seltzer Adds Another Unit To Walkathon Organization

DALLAS, Jan. 6.—Leo A. Seltzer added another unit to his Walkathon organization at the Hippodrome Skating Rink in Nashville December 31. Seltzer, three contests in operation in the South, Birmingham and Dallas being the other two spots. Seltzer recently closed a successful show at the State Fairgrounds, Indianapolis.

The contest in Nashville opened to good business, with 60 couples and 10 solos competing for the \$1,000 grand prize. Staff of emcees include Eddie Balder, as chief, assisted by "Little Frankie" Little, "Rajah" Bergman, Jerry Sullivan and Art Walk. Music is provided by Johnny Miller's Band, a local combo. Program goes over the air twice daily thru WLAC.

## ROTHAFEL QUILTS

(Continued from page 5)

syndicate of financiers planning to regain control of the theater, now in receivership, with Howard S. Gullman its receiver.

Neither J. R. McDonough general manager of RKO and president of Radio City Theaters, nor W. G. Van Schmus, representing the Rockefeller interests, would vouchsafe any information this morning as to what changes would be made as a result of Roxy's resignation. It is understood, tho, that Radio City will be operated under the administration of McDonough and Van Schmus. McDonough did state that Leon Leonidoff, the Music Hall producer, would continue in his post, but this is reported to be only until Roxy returns from his vacation. At that time Leonidoff is expected to associate with Roxy.

McDonough also said generally that the resignation would have no effect on either the policy or the bookings of the Music Hall. Van Schmus, however, has been completely in charge since the new lease was drawn up the first of this year.

Ever since the Music Hall opened late in December of 1933 Roxy was either going on vacation or having difficulties with the executives of Radio City. When the theaters opened he was getting \$2,800 a week, allocated between the two theaters. Prior to Harold B. Franklin stepping into actual operation he was out to \$2,000 a week. Franklin's first duty was to reduce Roxy's salary to \$1,000 a week during Roxy's absence on one of his sporadic trips, as well as to eliminate the \$200 weekly expenditure for his private dining room and valet. Before Franklin left RKO he took the RKO Center Theater out of Roxy's hands, and intended to cut his salary even further. The first of the year Van Schmus offered Roxy a new contract, specifying \$500 a week, plus a small percentage of grosses over \$100,000.

**STILL THE BEST SELLING BLADE WATERMAN**



Double-Edge Blue Steel. White Metal. 75c

Packed 25 Blades to a Viscary Colored Display Case.

AS ABOVE—On Cards, 24 Pkgs. of 25. Colored Display. Retail Value, \$3.40. 60c

AS ABOVE—On Cards, 24 Pkgs. of 35. 67c

WATERMAN—Blue Steel, Double-Edge. Guaranteed 8 to 10 Shaves. \$1.35

GARDEN SAFETY—Blue Steel. 100 Blades. 11c

ASPIN—As Above, 24 to 30 Pkgs. in Display Case. Each Card. 15c

ASPIN—As Above, 30 to 35 Pkgs. in Display Case. Each Card. 19c

ASPIN—As Above, 35 to 40 Pkgs. in Display Case. Each Card. 24c

NORWALK—Blue Steel. For 100 Shaves. Double-Edge. For 100. 69c

RAZOR BLADES—Blue Steel. 8 to 10 Pkgs. Colored Display. For 100. 60c

ROBEY PERFUME (Imported). Doz. \$2.00

OLIVE SOAP. For Grooming. 24¢

24¢ deposit with order. Add postage to orders. Send for Catalogue.

**BENGOR PRODUCTS CO.**  
10 E. 17th St., Dept. K, New York City

## WE REPEAT BUY NOW AT THE OLD PRICES AND SAVE MONEY

- RAZOR BLADES—Double-Edge, 24 New and Old, Colophane. Each \$6.00
- Blade Packed. For 25. 7.50
- SINGLE-EDGE BLADES—Special. Solid Type, Colophane. For 25. 5c
- PAGE POWDER AND PERUMS. COLONATION—Colophane Wrapped. Marked. Blue. Attractive Package. In Gross Lots. Each. 3c
- FACE POWDER—N. E. L. A. S. L. Y. K. S. O. N. Brand. 1/2 Doz. 3c
- ALOE POWDERS—1/2 Doz. 7c

**SENSATIONAL DEAL**

10 Double-Edge Blades. 1 Tube Brushless or Lather Shaving Cream, 35c Size, 1 Jumbo Blue Striped Razor. 1 Instant Blade Sharpener. In Gross Lots, Each. 13c

- BOWL-ORIZERS—Colophane Wrapped. Assorted Colors, 250 Seltzer. In Gross Lots, Each. 3c
- SPECIAL RESISTOR WAX FRONTING. FAN and Assorted Iron Rest. 250 Seltzer. In Gross Lots, Each. 3 1/2c
- AMERICAN FOOTER. E. L. S. S. Associated Color Marker. In Gallon. Each. 7c
- JUMBO SIZE STYPTIC PENCIL. In Gross Lots. 80c
- TOOTH PASTE—Famous. Known. Sample. 40c
- GRANT SIZE BRUSHLESS SHAVING CREAM—75c Marker. In Gross Lots, Each. 60c
- AFTER-EHAVE LOYONS—Ol. Attractive. In Gross Lots. 5c
- LECKY STRIKE BALL GAMES—Fan 24c. In Gross Lots, Each. 5c
- CHARACTER HOLDER and MATCH CO. 1. ERATION. Each Set. In Reg. 40c
- ASPIRIN—12 in a Tin, Dose 2.50
- ADHESIVE—1/2 in. x 1/2 in. 1/2 in. x 1/2 in. 1/2 in. x 1/2 in. 60c
- SHOE POLISH—The Saffron. New Improved. Easy-Open Can. In Gross Lots, Each. 3c

**EXTRA SPECIAL**

SHAMPOO—4oz. ATTRACTIVE BOTTLE, supplied in gross lots, 3c

Whipped Sales Co.  
61 Hanover St., Boston, Mass.

**Make \$100 per Week WITH OUR SENSATIONAL SALES PLAN**



**MODEL No. D 40**

4 Tube AC DC Radio

Complete With Complete Ever Ready Tubes

American Radios have always maintained their superior quality, and operate on the newest engineering principles. An super dynamic speaker, radio frequency circuit, self-contained aerial, and genuine Ever Ready Tubes, guarantee a perfect and trouble-free tone. Ask for it in 40 compact a Portable Radio. Buy one or more. We know you will like them.

180-3745 Radio Books (Value in \$25.00), 100 Ea. 95¢ with Order, Balance C. O. D.

**AMERICAN RADIO COMPANY**  
32 W. RANDOLPH, (Dept. B116) CHICAGO

**Sweet Sally**

The Sweetheart of All Games!

Sweet Sally is the GREATEST GAMER TRADE STIMULATOR Ever Presented to the Coin Machine Industry. Sweet Sally Has Become an OVERNIGHT SENSATION. RUSH YOUR ORDER IN TODAY. Earn More in '34 With Sweet Sally!

EXCLUSIVE DISTRIBUTORS: GEORGIA, ALABAMA, FLORIDA, MISSISSIPPI

**BIRMINGHAM VENDING CO.**  
1902 EIGHTH AVE., (Box 2089) BIRMINGHAM, ALA.





# Sweet Sally

The Sweetheart of ALL Games  
The MOST PHENOMENAL  
TRADE STIMULATOR  
Counter Game ever  
Presented to the  
Coin Machine Industry



**Earns STEADIER FASTER BETTER BIGGER PROFITS!**

**100% MONEY-BACK GUARANTEE** **SWEET SALLY "MILLION DOLLAR" FEATURES**

\* We are so certain of the money-making power of Sweet Sally we are more than willing to back it up with a 100% MONEY-BACK GUARANTEE and this GUARANTEE applies anywhere in the world.

\* There's a MILLION startling NEW Features on Sweet Sally. It's the GREATEST Overright Sensation the Coin Machine Industry HAS EVER KNOWN.

\* Every popular money-making play feature has been incorporated in Sweet Sally. Sweet Sally was tested for more than 4 months by operators on every type of location—records records increased every day. It's a real operator's machine. It's the first real life-time TRADE STIMULATOR the industry has ever known. ORDER TODAY—YOU CAN'T LOSE WITH OUR MONEY-BACK GUARANTEE.

**MAKE MORE in '34 . . . ORDER Sweet Sally TODAY!**  
Mfg. By . . . EXHIBIT SUPPLY CO., 412 West Lake Street, Chicago—Distributed by

**CHICAGO COIN MACHINE CO**  
2200 NO. WESTERN AVE. CHICAGO, ILL.

**BANKRUPT MERCHANDISE**  
FOR CLAWS—CRANES—DIGGERS—PIN BALLS—SALES BOARDS, ETC.  
SEND FOR FREE CATALOG TODAY

**THE LIQUIDATING CO.**  
For Banks, Banks, Trust Companies.  
176 Fifth Avenue, New York City.  
PLEASE SEND ME YOUR FREE CATALOG

Name . . . . .  
Address . . . . .  
City . . . . .

**SALESBOARD OPERATORS**  
Buy this 1,600-Hole Cigarette and Merchandise Assortment complete with merchandise for less than other manufacturers ask for the blank board.

**Sample, \$6.50. Lots of 10, \$6.50.**

Many other Assortments equally as good. Order sample today and see for yourself whether or not we can save you from 25% to 40% on your board purchases.

**H. G. PAYNE COMPANY**  
203 Church Street, - - - Nashville, Tenn.

**ALL THE LATEST MACHINES**

NEW DEAL; PROGRESS; SCORE BOARD; JIG SAW; 42ND STREET; RITZ; ROCKET; BLUE RIBBON; SWEET SALLY; EMPIRE VENDERS.

Also Used Machines at Bargain Prices. Write for Catalog

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

WRITE FOR INFORMATION "HOW TO OPERATE A SPOKELAND"

**The PENNANT — ROCKET — BLUE RIBBON**  
EVERY ONE READY TO MAKE MORE FOR YOU IN 1934

ORDER TODAY Three Great Money Making Machines From the World's Greatest Coin Machine Manufacturer

WRITE TODAY for Our Prices and Instructions Catalog Listing Complete Instructions

**JOHN A. FITZGIBBONS,** 417 West Forty-Seventh Street, NEW YORK CITY

**MILLSilent ESCALATOR Fr. Vdr DOUBLE JACK POT. \$49.50**

**SLOT MACHINES — PIN GAMES**  
MILLS Original Reserve Single Jk. Pot. F. U. — \$22.50

MILLS 1st. Dm. Jk. Fl. V. . . . . \$19.00	JENNINGS 50 Victoria Dm. Jk. Fl. V. . . . . \$21.00
MILLS 2nd. Dm. Jk. Fl. V. . . . . 18.00	JENNINGS 100 Victoria Dm. Jk. Fl. V. . . . . 16.10
MILLS 3rd. Dm. Jk. Fl. V. . . . . 15.00	JENNINGS 10 Little Duke (Late Model) . . . . . 27.50
MILLS 4th. Dm. Jk. Fl. V. . . . . 14.00	JENNINGS 10 D. O. B. V. (Late Model) . . . . . 30.50
MILLS 5th. Dm. Jk. Fl. V. . . . . 13.00	WAITING 10 Dm. Jk. Fl. V. . . . . 33.00
MILLS 6th. Dm. Jk. Fl. V. . . . . 12.00	WAITING 50 Dm. Jk. Fl. V. . . . . 27.00
MILLS 7th. Dm. Jk. Fl. V. . . . . 11.00	MILLS 100 Single Jack Pot Dm. . . . . 19.00

Slot Machine Supplies—Slot stands—Mints—Percentage Regulators—221MS 1/3 Cash or Money Order, Palapoo C. O. D. P. O. B. N. Y. SEND FOR OUR BARGAIN LIST OF PIN GAMES.

**NEW YORK VENDING CO. INC.**  
12 WEST 125th ST. (TEL. H. 8-0000) NEW YORK

**FOR ONLY \$10.00 YOU HAVE A MILLS SILENT ESCALATOR DOUBLE JACK POT**

WE Supply the Complete Parts Necessary to Convert a 10, 15 or 20 Mills Silent Double Jack Pot to a 50 ESCALATOR Machine. The Following Parts Are Sent You and Can Be Installed in a Few Minutes: Mills Escalator and Neck—Paper Tables—Complete Set of Blades, or any Other Parts That May Be Necessary

1/3 Cash or Money Order, Palapoo C. O. D. P. O. B. Brooklyn, We Have for Sale All Types of Slot Machine Parts Write Us What You Need. Lowest Prices.

**RUSH YOUR ORDER IN TODAY!**

**SUPREME VENDING CO.**  
557 100th ST. AVE. BROOKLYN, N.Y.

**EAGLE DEAL BOARD**  
PEP UP YOUR PLAY WITH THIS NEW TIMELY BOARD  
Write to Nearest Branch Office for Illustrated Folder

IF IT'S A SALESBOARD WE HAVE IT

**GLOBE PRINTING CO.**  
223 E. 57th St. N.Y.C.  
116-15 W. 57th St. N.Y.C.  
418 E. 14th St. N.Y.C.  
920 East 34th Street, Tacoma, Wash.  
435 Glisan St. Portland, Oregon  
181 Summer Street, Boston, Mass.

USE GLOBE BOARDS

**MILLS SILENT** **SAVE YOUR MONEY**

**AMERICA'S ONLY WOMAN JOBBER**

On TEN GAMES and SLOTS by Buying Direct From Machine Manufacturer. Largest Supply—Lowest Prices. All the Leading Games, Slots, Cranes, Diggers, Sappers, etc., in Stock Ready for Immediate Delivery.

**IRVING MFG. & VENDING CO., Inc.**  
922 NORTHER AVENUE, NEW YORK CITY.  
(241, 34th & 35th Sts.) Phone: OLYMPIAN 5-2525.  
BROOKLYN BRANCH: 340 Irving Avenue.

**FOOLISH QUESTION No. 1,356,703**  
WHY CAN'T YOU DRINK WATER OUT OF A SIEVE?

**SENSIBLE QUESTION No. 1,356,703**  
Why Has Microscope Been Able To Build Up the Largest Pin Game Department in the Country?

**INTERNATIONAL MICROSCOPE REEL CO., Inc.**  
451 W. 51st Street. • • • • • NEW YORK CITY.

**NOTE** We will pay \$1 for Most Foolish and \$1 for Most Sensible Question Submitted Each Week.

**LET'S GO 1934!!** **ROXY VENDING CO.**

Patronizing Roxy Get Our Prices on all New and Used Pin Games, Fruit Venders, Slot Machines, Ballistics Guaranteed or Money cheerfully Refunded.

Mail Coupon Today

NAME . . . . .  
ADDRESS . . . . .  
CITY . . . . . STATE . . . . .

**EASTERN DISTRIBUTORS**  
**JIG SAWS-42nd ST.-PENNANTS-SILVER CUPS**

**SPECIAL OFFERINGS**  
SPEED BALLS, 20", 1.00 Each, Head Huggins, A. D. T. GAME HUNTER, \$1.00 Each; WHEELWINDS, \$2.00 Each; 20 Pieces ARCADE EQUIPMENT, \$300, Worth \$1,200.

**THE WORLD MFG. COMPANY, Inc.**  
1692 Broadway, NEW YORK, N.Y. | 51 Broadway, NEW HAVEN, CONN.

# Gottlieb's REMARKABLE GAME

# SCORE BOARD

The Game that's ONE YEAR AHEAD!

A NEW era of pin game design is here! Just as Five Star Final, Big Broadcast and other Gottlieb machines amazed the coin machine world with their sensational, ingenious fields, SCORE BOARD upsets all old ideas—smashes all pin game limitations to bring forth an entirely new playing ideal. For the first time, SCORE BOARD utilizes the triple appeal of Ball and Field Control, Score Register and Automatic Reward Recorder.

The entire field may be tilted to skillfully guide each ball into desired alley! Amazing as it seems, this new, original idea is actually possible with SCORE BOARD! As each ball enters

an alley, the score is registered and totaled. The sixth and succeeding balls in a single alley automatically sets up reward points, abolishing old-fashioned award cards.

That is a nutshell, describes the revolutionary operation of SCORE BOARD. In playing details, brilliant beauty and mechanical simplicity can be best appreciated by actual inspection. You can readily see—SCORE BOARD is not simply a made-over game, with a mere re-arrangement of pins and trimmings, but is a vitally new, fully tested, absolutely bug-proof machine! A brilliant money-maker! See or order SCORE BOARD now!—The Game That's One Year Ahead!

SCORE BOARD  
**35.00**  
1 or 100  
less included  
TAX PAID  
C.O.B.  
CHICAGO

See These features that will be the talk of the country!—

**CONTROLLED PLAYING FIELD. AUTOMATIC REWARD RECORDER.**  
Size: 37" Long—20" W de.

**D. GOTTIEB & CO.**  
NEW YORK LOS ANGELES MINNEAPOLIS DALLAS  
1123 Broadway 1347 W. Washington St. 1643 Hennipin Ave. 1108 Main St.

## LEADERSHIP

Through the use of proven scientific principles for modern manufacture made possible by the installation of the latest type of machinery and equipment for such work as electric spot welding, cadmium plating, etc., DAVAL MFG. CO. have demonstrated their LEADERSHIP in modern, precision manufacture.

Because of the high ideals DAVAL MFG. CO. have openly practiced in all dealings with both jobbers and operators alike and in the further promotion of more ethical business procedure between jobbers and operators to discourage the sale of equipment to location owners has again proven DAVAL MFG. CO. LEADERSHIP for better business practice.

**DEAL WITH A LEADER! BUY THE GOLD MEDAL Chicago Club House and the Gold Medal Daval Gum Vendors—they're products of LEADERSHIP.**

Don't wait for the next boom—start one of your own TODAY—by ordering these Gold Medal winners

**DAVAL MFG. CO. 200 30 PEORIA ST. CHICAGO ILL.**  
NEW YORK OFFICE: 656 BROADWAY, NEW YORK CITY

## BELIEVE IT, IT'S TRUE by Evans

**THE BIGGEST MONEY WINNER IN THE FIELD**

**SARATOGA SWEEPSTAKES BALL GUM VENDOR**

The hands of new and old locations have opened up to the "Aristocrat of Race Machines" —SARATOGA SWEEPSTAKES. Now available in Ball Gum and Plain Models. With or without Par. Features. Two styles of cabinets—Walnut or Natural Cedar finishes.

Write or Wire for Prices and Details on New Models.  
**H. C. EVANS & CO.**  
1825-23 West Adams Street, CHICAGO, ILL.

**REMEMBER NO OTHER GAME OFFERS YOU—**

1. Horser Actually PASS and REPASS Each Other!
2. All-Around Viability Through Glass Dome!
3. Profit-Protection by Means of Variable Odds!
4. Absolute no Favorite Winners!
5. Cheat-Proof in Every Respect!

—and Many Other Important Features.

## Ach Himmel!

**Here's a Real Money Maker**

FLASHY 1000-HOLE BOARD (6 COLORS) TAKES IN \$50.00—PAYS OUT 214 BEERS

Price Complete With Easel \$1.30  
Plus 10% Tax

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320-32 Harvard Avenue, Chicago, U. S. A.



**NADA EASTERN DISTRIBUTORS FOR**

MILLS NOVELTY CO. Jackpot Balls and Vendors; KEENEY & SONS Magic Clock; D. GOTTIEB & CO. Scoreboard; GENCO, INC., Silver Cup, 42nd St., Ritz; ROCK-OLA MFG. CO. Jig Saw, Sweepstakes; BALLY MFG. CO. Racket, Blue Ribbon; DAVAL MFG. CO. Chicago Club House, Gum Vendors.

**KEYSTONE NOVELTY AND MFG. CO.**  
28th and Huntingdon Streets, Philadelphia, Pa.

Large Variety of Designs **PILLOWS** Beautifully Colored

On Black Leather \$5.40 On Quality \$3.75  
Bygone Days Since Dawn

(Size 20x20, Including FRINGE.)  
With Respek Filing, \$1.00 Extra Additional.  
FREE CATALOG—LARGE VARIETY PICTURES—NOT-TOES—COMICS—PATRIOTIC—"ROSEY" etc. etc.  
25¢ Money Order Deposit Required. Balance C. O. D.  
For quick action, Wire Money With Order

**WESTERN ART LEATHER CO.**  
1616 Arapahoe St. (Manufacturers), DENVER, COLO.  
P. O. Box 344

# NOW

The entire amusement world is facing the new year with problems of construction, rehabilitation, improvements and additions in a determined effort to attract more of the general public to the many places of entertainment. Total expenditures will be large—and orders many for the firms who go after them hard.

Obtaining a profitable amount of this business depends upon how many times your sales message reaches potential prospects. Right now, when owners and managers are planning for 1934, is the time to advertise, and advertise so every possible buyer becomes acquainted with your product or service.

The extensive interests of show people as well as the interlocking business relations of the various divisions require comprehensive merchandising methods. The Billboard with its all-inclusive circulation provides the means of advertising contact. Merchandise, supplies and equipment for the theater, movie, auditorium, rink, circus, carnival, park and pool can be profitably and economically advertised. Individuals too, such as performers, concessioners, pitchmen, streetmen, demonstrators, agents, salesmen, distributors and coin machine operators, can be reached and sold with the same medium, for The Billboard is their trade paper.

Start your 1934 campaign in the JANUARY LIST NUMBER. The extra circulation and greater reader interest will assure your advertisement getting attention. Send the copy instructions today.

# JANUARY LIST NUMBER

Dated, January 27

Out, January 23

*Send Your Advertising Copy NOW — Forms Start To Press Friday, January 19*

NEW YORK OFFICE  
1561 Broadway

Telephone 3-3018—3-1817—3-1818.

CHICAGO OFFICE  
6th Floor Woods Bldg.  
Central 3430

ST. LOUIS OFFICE  
391 Arcade Bldg.  
Chestnut 0443

PHONE  
MAIN  
5306

# The Billboard

PHONE  
MAIN  
5307

*The World's Foremost Amusement Weekly*

PUBLICATION OFFICE . . . BILLBOARD BLDG.  
CINCINNATI, OHIO

KANSAS CITY OFFICE  
124 Chambers Bldg.  
Harrison 2094

PHILADELPHIA OFFICE  
7222 Lampport Rd.  
Madison 6895

BOSTON OFFICE  
194 Boylston St.  
Kenmare 1770