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The Billboard

# **Be Mouth-Happy**



ILATE HOURS . . . merriment . . . heavy smoking. Can you take it? Why not! There's no curfew on smoking enjoyment when Spuds are in the party. Lusty tobacco flavor . . . cool and clean-tasting



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**RADIO CITY THEATERS OPEN** 

# No Changes For Old Roxy

#### Cullman denies rumors of straight film policy and change in operation

NEW YORK, Jan. 2.—Howard S. Cull-man, receiver for the Roxy Theater, de-nies that the theater will go straight pic-tures or that it is being turned over to new operators. He says he has not seen of spoken to anyone on any deals that would change operation of the theater. It had been reported that the Brandts wanted the house for a cheap vaudefilm policy. Cullman also asserted the house was all set on pictures the next four weeks, getting them from Fox, Warner and Columbia, and that Frank Cambris is being given an absolutely free hand the directing the shows. Cullman told this paper that he was at tobacco man and that he did not claim be knew anything about show business, but that nevertheless he was an old-bashanced busitess man who wanted a balanced busitess man who wanted a balanced busitess man who wanted a balanced busites man who wanted the been cut down to about \$30,000. There ould not be spending more than it was making. Alkho he refused to give fig-tires, it is reported the house unt has been cut down to about \$30,000. There ould not be spending more than it was making. Alkho he refused to give fig-tures, it is reported the house nut has been cut down to about \$30,000. There ould not be spending more than it was making. Alkho he refused to give fig-tures, it is reported the house nut has been cut down to about \$30,000. There ould not be spending more than it was making. Alkho he refused to give fig-

Cullman came in, mostly in the produc-tion department. Altho not a showman, Cullman has al-rendy formulated some views about thea-ter operating. He believes that the pa-tron in the balcony is "the forgotten men" and that successful theater oper-ators must recognize this. He believes that the producer and the artist should tack to their linc and leave the business and to others. At the same time, he insists that a theater cannot spend more than it makes and that a balanced budg-(See NO CHANGES on page 56)

#### **Brazilian Government Set** To Sponsor Whiteman Band

NEW YORK, Jan. 2.—What is probably the first program of its kind to go on the air, one actually sponsored by a Republic, is being held up temporarily by the inability of the National Broadcasting Com-pany to clear the required time of one hour on Sunday evenings. The Paul Whiteman Sunday Con-certs of symphonic selections is sought by the Brazilian Govern-ment as a commercial to boost coffee and possibly other South American products. Sponsor wants this particular program and noth-ing else and also wants Sunday evenings. So far 45 minutes has been cleared by NEC and this may be the length of the period.

# **Music Hall, RKO Roxy Start; Present Premiere Offerings**

Two theaters represent last word in modern construction and decoration-brilliant crowds at first nights-3,700seat Roxy is actually "intimate"

Remote some source of the products. Sponsor wants for the source source of the source source of the source source of the period.
New rooks, Jan. 2. - Another victory of the the product source source of the source source of the source sou

Roxy works as a grind at popular prices. The Music Hall opened in a blaze of glory, with a crowd which, in both size and number of relebrities, outdistanced the famous picture openings of Holly-wood. The huge crowd was crammed to the doors, and such a display of jewels, tophats, evening gowns and ewallowtalls (See RADIO CITY on page 58)



Legal fight looms among amusement men protesting mayor's anti-sound law

ATLANTIC CITY, Jan. 2.—Amid scenes of confusion as amusement men clam-ored to be heard, Mayor Harry Bacharach put new teeth into the anti-bailyhoo ordinances of the city last Thursday afternoon at a regular meeting of the city commission. His pet anti-sound measures were put thru on final reading, effective June 1. Much opposition was voiced. volced.

Arry Zoog, president American Radio and Sound Advertising Company, inter-ryupted the meeting when the commis-sioners moved to shove the measure across without further ado. He blamed the treasurer of *The Press-Union* for pushing the ordinance and reminded the commissioners that they made abundant use of his sound truck, in which he has invested several thousand dollars, during election time. When Mr. Zoog first pro-tested several weeks ago the mayor stated be might submit a substitute ordinance. but on Thursday refused. This ordinance provides that "After *(See OPPOSE A. C. on page 54)* 

#### **'33 Gets** Kid Welcome big

New York, Chicago celebrators spend freely---business largest in recent years

NEW YORK, Jan. 2. — Amusement York bid farewell to the old year turning out en masse with its usual t and vigor on New Year's Eve. The nors about depression didn't dampen ham's ardor, and so theaters, night is and hotels prospered at tariffs htly in advance of those asked at the celebration. olice Commissioner Mulrooney ex-

celebration. olice Commissioner Mulrooney ex-ed the night club curfew from 3 to 5 e.m., and there was a con-uous absence of the traditional raids dripping wet resorts. Last week's orable decision on the swank and astically priced Central Park Casino hally had a lot to do with the local stabulary's grand gesture. Even fed-prohibition agents were unusually t and did little more than routine k.

mes Square and immediate vicinity ismmed as per custom. Curbs were d with an unusually large number of lers of novelties, noisemakers and a (See KID '33 on page 55)

# Showmen's League New Year's Party a Tremendous Success

CHICAGO, Jan. 2.—No place in Chi-cago celebrated New Year's in a more bilarious and joyous fashion than the Showmen's League of America at its had a drinkingly good time. Ed Car-own new clubrooms. The dinner was ruthers acted as chairman of the New served in semi-buffet style thru special arrangement of the management of the Bismarck Hotel. The happy group of "Kicked out" and the new year was. 70 was seated at tables, which were ar-ranged in the shape of a horseshoe in front of the band stand, where Bernie Kane and his orchestra played the best fance music ever heard in the League rooms.

Thru the generosity of several loyal members the affair was made a huge success. Attorney Kaplan contributed

The entertainment was handled by Jack Klein, the peppy lad from Dixle, who acted as master of ceremonies. Florence Tenneson, prima donna of Canada Marches On, did several num-(See SHOWMEN'S LEAGUE on page 54)

Rumors Already on New Theaters; Music Hall May Be Opera House

New YORK, Dec. 31.—With the two theaters in Radio City just opened, al-ready rumors are rife as to their prote able fates. The RKO Roxy, an intimate and tasteful house playing a vauefil, with RKO officials plenty con-taction with the Radio City of the theater while Row yis in the Music Hall, huge 6.200-seater playing straight "flesh," the opening of which became something of a flasco when the almost four hours, and proved that the house the Metropolitan Opera Company, house is too big for anything but spec-tacles. Audibility and vision were both bad beyond the first few rows and the opening received general panings in the however, various difficulties which must opening received general panings in the boxe the function. There are, however, various difficulties which must first be overcome. daily press. The consensus of opinion is that if either house were too have a the straight "flesh," and the set of the over the actual for the opening received general panings in the boxe the Metropolitan Opera Company, however, various difficulties which must first be overcome. There is already something of a tieup that if either house too have a "At At At At a set of the set opening of a spating of a set open for the area of the opening the two the actual the set opening received general panings in the the opening received general panings in the the set opening received general panings in the the opening received general panings in the the set opening the the actual the set opening of a steep that if either house were too have a "At At At At a set opening the the set opening of a set opening the the area to have a "At At a set opening the the actual the set opening the the set opening the set opening of a set opening the the area to have a "At At at a set opening the set opening the set opening the set opening the the set opening th

The Billboard — GENERAL NEWS



Lee Shubert and the Irving Trust Company to petition Federal Court Wednesday for permission to sell the holdings and distribute the proceeds among creditors

NEW YORK, Jan. 2.—The Shubert Theater Corporation's assets will probably be sold this week unless the creditors object. Lee Shubert and the Irving Trust Company have been authorized by Federal Judge Francis G. Caffey to petition the Frederal District Court for permission to sell the Shubert holdings and distribute the proceeds among the creditors. The hearing will be held Wednesday afternoon in the Federal Court in the Woolworth Building. In the notice to the creditors, it is explained that the receivers: the same amount to Gravath, de Gersoff, Swaine and Wood, attorneys for the re-ceivers; \$1,250 to Wickes and Nellson, solicitors for the complainant; 55,000 for the re-william Klein, special counsel for the re-given the alternative of accepting a 35 ceivers, and \$2,500 to Earl B. Barnes, No specific valuation of the assets has or having the building closed the last

Within And S2.500 to Earl B. Barnes, special master. No specific valuation of the assets has as yet been made, altho several months ago one of the Irving Trust Company's representatives stated that if the cur-rent assets were put up at forced sale, there was hardly any likelihood that creditors would receive more than three onts on the dollar. And with condi-tions as they are, plus the fact that Lee shubert is the largest creditor and holds at least \$100,000 in receivership certif-icates, entitling nim to first money, it is feit that little, if any, money will be forthcoming to the creditors. The properties consist of a chain of theaters, considerably decreased since receivership, warehouses filled with socher valuables. Originally the Shubert corporations' theaters numbered 73, either owned outright or controlled un-der leaseholds. To state as to whether Lee Shubert will wake as blanket bid for the properties. It is feit that whatever assets are available would be practically worthless if split up and the logical turn of events would be for Shubert to take over the prop-erties. The attitude of the boacholders to-

erties.

The attitude of the bondholders to-ward the petition for sale of the assets will be considered at the bondholders' meeting Tuesday morning, according to Bushmore. Bisbee and Stern, counsel for the bondholders.

#### **Colorado Towns Lift** Ban on Sunday Shows

DENVER, Dec. 31. - Three Colorado towns have loosened up on Sunday shows.

At Loveland, the city council voted them in after they had been out for

At Loveland, the city council voted them in after they had been out for many years. The Junta, the theaters had been open sunday afternoons, but were closed Sunday nights. This was due to an agreement between the city officials, the theaters and the churches. Charles Yaeger, manager of the Southern district of the Intermountain division of Fox West Const, convinced the merchants that considerable money was being taken on the southern district of the Sunday night shows. However, one of the churches started a series of Sunday night entertainments, with a silver offering. The following week Charles a sunday night showing of the film free of the grand, advertised a sunday night showing of the film free of the grand, advertised a sunday night showing of the film free of the grand, advertised a sunday night showing of the film free of the grand, advertised a diministon. He caught his opponents of the firm guard and they are offering to the matter.

#### Thurston's Mystery Show For Tony Sudekum Circuit

NASHVILLE, Tenn., Dec. 31.—William J. Hilliar has just contracted for Thurston's Mysteries of India, presented by Harry Thurston, to play the circuit controlled by Tony Sudetum. The big mystery show will open January 6 at the Warner Bros.' Grand Theater, Hender-son, Ky.

Warner Bios. Grand Action Market Son, Ky. While in Nashville Mr. Hilliar was the house guest of Phil and Gussle Travis for Christmas, while the local magiclans, including Pink Lawrence and Tom Craw-ford, staged several parties for him.

#### **Kidding Koppers**

NEW YORK, Dec. 31 .- A call came NEW YORK, Dec. 31.—A call came into police headquarters yesterday afternoon from Loew's State Build-ing, which brought the cops on the run. When they got there they could see nothing of a criminal nature except the "I'm a Fugitive" picture at the State.

#### **Battle Over Theater Name**

Dattie Over Ineater Name ATLANTIC CITY, Dec. 31.—Applica-tion for a restraining order against Hen-ry Savage, owner of Aldine Theater on Atlantic avenue, was made in Chancery Court this week by the Royal Theaters Company, former operators of the house. It was asked that Savage be restrained from using the name Aldine on the new-ly opened theater on the grounds that the plaintiffs had prior rights. Matter has been referred one week by Vice-Chancellor Albert Ingersoll. John Parsons, attorney for Savage, contends that the Waxman Brothers, who constitute the Royal Theaters Com-pany, abandoned the claim on the stille as they made no attempt to use the name clsewhere during the month the theater remained closed. Theater is un-der the management of Milton Russell.

# Receivership For Local 306 Judge Cotillo appoints re-

ceiver --- IATSE and AFL protest action

NEW YORK. Dec. 31.—Local 306, which is being agitated by the innumerable lawsuits, injunctions and disputes with-in itself and with the IATSE home office, received a further blow when Supreme Court Justice Cotillo appointed John W. Davis, former ambassador to Great Britain, as temporary receiver for the union. Declaring that this move on the part

John W. Davis, former ambassidor to Great Britain, as temporary receiver for the unio. Declaring that this move on the part of Justice Cotillo was a rank invasion of the legal and administrative rights approximate the international order, filled a American Federation of Labor, made a more rights of the local approximate the trans-net of the international order, filled a American Federation of Labor, made a more rights of the local approximate the trans-net of the international order, filled approximate the internation of the internation of the internation of Labor, made a merican federation of Labor, made a merican federation of Labor, made a more transmission of the internation in organized internation of the internation in appointing are the work. Judge Cotillo, however, declared that his theration in appointing are the union. Toursel for Sam Kaplan. deposed in the union. Coursel for Sam Kaplan. deposed issues the the IATSE be refrained from dismissing him from office. Coursel for dismissing him from office. Course

#### **Playbroker Brings Suit**

**FIAyDroker Brings Sult** BRIDGEPORT, Conn., Dec. 31.—Aleg-ing that Barry Connors, playwright, now working in Hollywood, has an income of \$1,000 a week and that Connors owes him \$16,000 on an old contract, Edward Esmonde, New York playbroker, filed suit against Connors in the Superior Court. Bridgeport, this week, asking for dam-ages of \$20,000. The plaintiff alege that Connors agreed to pay him 50 per cent of Income received from plays and scenarios written by Connors and mar-keted thru Esmonde, and that Esmonde the contract, has now earned \$16,000. Esmonde asserts that the contract was made in 1923, and that he sold some of Connor's work to the Fox Film Corpor-tion. The suit is returnable in the Jan-uary term of the court.

#### Water Damages Danbnry House

DANBURY, Conn., Jan. 2.—Extensive damage was done to the interior of the Empress Theater here when a water pip froze and burst. The water flowed from the balcony into the orchestra for hour before the break was discovered. The damage is expected to run into several-thousands of dollars. House is only the ater in the city playing legitimate at-tractions.

#### Western Railroads **To Cut Mileage Fares**

CHICAGO, Jan. 2.—Effective Februar, Southern Pacific will inaugurate will other Western lines a movement to further reduce fares and expense accounts in scrip books rated at 2.7 cents per mil-according to O. P. Bartlett, passen traffic manager, Chicago. This is equivalent to a 25 per cent re-now in force. Three forms of coupon books will issued.

January 7, 1933

DENVER. Dec. 31. — Stagenands em-ployed at the municipal auditorium were given the alternative of accepting a 35 to 40-cent cut per hour, from \$1.35 and \$1.50 an hour to \$1 and \$1.10 an hour, or having the building closed the last ix months of the year. The stagehands decided to take chances on the latter.

# **Radio City**

#### By WALTER LIPPMANN

Reprinted from The New York Herald-Tribune, issue of December 30, 1932, by permission of the New York Tibune, Inc. This article appeared originally in The Herald-Tribune as an installment in the Lippmann series running in that paper under the general heading, "Today and Tomorrow."

One hesitates to speak frankly about the Radio City Music Hall in Rockrfeller Center. So many persons have invested hope, and effort, and money in the enterprise that almost it seems incumbent upon the mere outsider to wish it success and say ho more. Yet its sponsors invite more than perfunctory tolerance. They have built comething enormous for the purpose of astounding the world, and it will not do merely to ignore them politely. purpose politely.

# whether it was necessary to create some radically new kind of spectacle, it would be necessary to create some radically new kind of spectacle, or an orally establish any relation with him, and to substitute gigantic dolls or the mass effect of regiments of people. I do to retend, of course, to know what can be done on such a stage, but it is evident that the showmen now in charge of Radio City are equally in several the longer value the know the character of the show. It seemed to the the longer to use the biggest stage ever built as a pennut, or a pyramid in their backgrafs. Anong all the fantasies of endines, and there is no more striking example of the complete dissociation of mean there is no more striking example of the complete dissociation of mean there is no more striking example of the complete dissociation of mean there is no more striking example of the complete dissociation of mean there is no more striking example of the complete dissociation of mean there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociation of means there is no more striking example of the complete dissociati

to do with it. The aesthetic aimlessness of the enterprise is equaled only by its social irresponsibility. This collection of mammoth theaters and office buildings is being plumped down in one of the busy and congested portions of Man-hattan Island with something like total disregard of its effects on the are already absurdly large and absurdly expensive, and already in excess of any need for mass entertainment. Within the orbit of Radio City there are already stupendous office buildings, part empty, part bankrupt, and all in all beyond anything which the people of the effy or Rockefeller Center will be provide audiences and tenants for Radio City or Rockefeller Center will have deficits to meet commensurate with its own pretentiousness. Just as no one seems to have considered what aesthetic use there was for such a theater, so no one seems to have considered how such structures for such a theater, so no one seems to have considered how such structures for such a theater, so no one seems to have considered how such structures for such a theater, so no one seems to have considered how such structures for such a theater, so no one seems to have considered how such structures for such a theater, so no one seems to have considered how such structures for such a theater, so no one seems to have considered how such structures for such a theater with all all the more perfect as an example because the un-dividualism ran wild, all the more perfect as an example because the un-think for a moment that M. Rockefeller took up this project to make money or to engage in ruinous competition with other enterprises in the money or to engage in ruinous competition with other enterprises to the subordination of enterprises of such a magnitude to a city plan based on some foresight of the use and some consideration as to the convenience and the interest of the whole community.

Radio City is a monument to a culture in which material power and technical skill have been divorced from human values and the control of reason. The great fortune of the Rockfellers, the virtuosity of engineers and architects, have been expended on a preject conceived in the notion that by increasing the quantity you increase the quality. On such reasoning two dinners are more nourishing than one dinner and 80 ballet girls more charming than 10. This is the very essence of materialism, to make human values fit the equipment instead of adapting the equipment to human taste. In Radio City the first consideration was what the available money could buy and the available skill and labor could construct. What use contraption would serve are questions apparently reserved for the cold gray dawn of the morning after. Copyright, 1932, New York Tribune, Inc.

#### The Billboard — GENERAL NEWS



ENIGMA

ENIGHA W HAT does the dear public want's Truth, sitting humbly at the feet of America's great shownen, drinking in their words, trying to digest their words, trying to digest their show to this question. We are as far use were when we started of our quest. But we have come to conclusions, by-forducts of the unsuccessful search, that we have come to conclusions, by-forducts of the unsuccessful search, that we have come to conclusions, by-forducts of the unsuccessful search, that we have good reason to believe why-the under the fire of those pro-sessing to hold opposite views. We have evided pretty definitely that the pub-todes not want the oblease wholesome intertainment their spiritual advisers, ducators of their children and they be and the started of the tradies do

O. We have concluded also that tradition no longer means anything on the American stage; that the "names" that pull them in these days—either at the pleture house, vandefilm or other hox offices—are those that appeal to the baser instincts of man-kind; that the public no longer attends the theater to be both uplifted and amused, but that it wants—fn fact, de-mands—a vicarious thrill in verboten amusement from theatergoing that is de-nied in real life.

These conclusions are not final. Being to our best belief a reasonable person, we try to avoid arriving at final con-dusions in regard to anything. But what we have stated here represents the present of close observation in recent months. It applies to the immediate dissipation of depression and its attend-ant effects on the recations of the pub-lic will work toward a more promising state of affairs. Be that as it may, a so-called showman today is a gambler, a plunger in the game room of a dizzy tasino. They used to say that a man of genius must have some spark of aberration in his mental makeup. This target end the showman meaning by that for the purpose of this little talk a man whose concern is catering to the amusement of the public—who attempts to give the public what he himself pre-tam in the line of amusement doesn't belong in the show business. The show-man who goes to the other extreme and precasts public reactions by servine un These conclusions are not final. Being an who goes to the other extreme and one one of the other extreme and orecasts public reactions by serving up intertainment diametrically opposed to (See SUGAR'S DOMINO on page 23)

#### ouisiana Dancers Meet: Norma Nuss Is New Head

NEW ORLEANS, Dec. 31.—Norma Nuss, of New Orleans, was elected president of the Louisiana Dancing Masters' Asso-distion at the opening session of the or-ganization's five-day annual convention at the Roosevet this week. Other of-ficers elected to serve during the next 12 months are Emelda Troxler, first vice-president; Roberta Gross, secretary; Andise Mitchell, treasurer. All are New Orleans instructors. eans instructors

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#### vo Ohio Opera Houses Burn

LEBANON, O., Jan. 2.—Lebanon Opera-ouse, one of the oldest in this section the State. was destroyed by fire of un-termined origin last week.

LARUE, O., Jan. 2.—The Larue Opera ouse was destroyed by fire last week, ith loss estimated at \$10,000. The blazo believed to have started from defec-ve wiring under the stage. It has not sen announced if the theater will be

# **Sues Publix**

Asks for receivership, removal of Chase National as trustee, bond payments

NEW YORE, Dec. 26.—Proceedings were instituted against Paramount Publix in Federal Court yesterday for an ac-counting, equity and other forms of re-lief. The Chase National Bank, trustee for the indenture, was also named a de-fendant and its removal as trustee sought. sought.

sought. The action was filed by L. F. Harris, executor of the estate of Ida C. Harris, Chicago, holder of \$5,000 of the com-pany's \$14,000,000 20-year 6 per cent sinking fund bonds. Plaintiff contends that the terms of the bond issue were violated and the court is asked to declare the honds due and parable and to ap-

violated and the court is asked to declare the bonds due and payable and to ap-point a disinterested receiver who will assume charge of the company for the benefit of creditors. It is alleged that the terms of the issue were violated in 1930 when Para-mount declared a cash dividend of \$3,151,514 on the common stock, altho-the company is alleged to have lost \$10,000,000 in buying stock of sub-sidiaries. Defendant is also charged with listing its assets at about \$200,000,000 more than actual value.

New ORLEANS, Dec. 31.—First of the shifts and changes in personnel of the new Saenger Theaters, which have taken over the Publix holdings in the South and will buy, it is understood, for houses from the Virginia lines to the Rio Grande, will take place about Janu-ary 15, with Joseph A. Gordon, former-ly of the Globe and Strand here, being promoted to the post of city manager at Meridian, Miss., and Hornee Houghland, of the New Orleans Tudor, going to Hattlesburg, Miss. Levere C. Mont-gomery, formerly booker for Publix in this district, is shifted, as a result of booking office consolidations here under Gaston Dureau, into the operating field to take charge of the Strand, Globe and Tudor thenters at New Orleans.

Tudor theaters at New Orleans. Dureau, who was with Publix at New York, is understood to be buying for what was the entire Publix Circuit, ir-(See N. O. HOUSES CHANGE page 53)

#### Warners Fail To File Bond

AUBURN, N. Y., Dec. 31.—No bond has been filed by Warner Brothers as the first step to gain possession of the Majestic Theater, Hornell. Justice Marsh N. Taylor, of Rochester, in a decision last Saturday, ruled Warner Brothers were entitled to possession of the thea-ter upon filing of the bond. Mr. and Mrs. Fred F. Peters are to retain the theater. theater.

GRAND RAPIDS, Mich., Dec. 31.—Ted Lehmerer has been appointed assistant manager of the Regent Theater here, Manager E. P. Kennelly has announced.

**Our Income Tax Department** 

Income tax returns for 1932 must soon be filed. The requirements this year are considerably changed as the result of a new law passed during the year. In addition, new decisions, revised interpretations, changes of one sort or another, have been made almost daily—all directly affecting the taxpayer's account with the government. It is small wonder that mighty few persons really know how to correctly prepare their income tax returns. Believing that our readers will welcome assistance along these lines, we will run a series of articles dealing with the new law in a simple, practical way.

will run a series of articles detailing with run a series of articles detailing way. The articles will appear regularly, and to broaden their scope, a ques-tion and answer feature will be maintained, thru which income tax ques-tions will be answered. The questions should be addressed to M. L. Seid-man, care *The Billboard*, 251 W. 42d street, New York City. All communica-tions must be signed by the inquirers, but no names will be disclosed in the published answers. The first article appears on page 51 of this issue.

#### **Showfolks Gifted** With Tax Refunds

NEW YORK, Jan. 2.—Show business was well represented by fortunate firms

NEW YORK, Jan. 2.—Show business Was well represented by fortunate firms and individuals who were informed last week of federal tax refunds during the past fiscal year. Refunds were made to the Edward F. Albee estate. \$31,379.45; Reed A. Albee, \$10,694.81; Cloria Caruso, \$34,239.60 and \$2,858.75; Famous Players-Lasky Cor-poration (Paramount Fublix successor), \$369,971.42; Fox Theaters Corporation, \$369,971.7; Maurice Goodman, \$12,588.59; Venita Gould, \$1,056.21; Otto H. Kahn, \$2,096.12; Edwin G. Lauder Jr., \$1,716.83; John J. Murdock, \$21,635.57; Jules E. Brulatour, \$8,938.67; George M. Cohan, \$4,195.09; Consolidated Film Industries (now Republic Film Industries), \$5, 597.26; First National Pletures, \$3,550.66; D. W. Griffith, Inc., \$22,077; estate of James K. Hackett, \$8,457.86; estate of James K. Hackett, S0,457.86; estate of James K. Hackett, S0,507.57; Jane C. Joew, \$9,306.68; estate (see SHOWFOLKS GIFTED on page 53)

#### Acquire Birmingham Houses

BIRMINGHAM, Dec. 31. - With the BIRMINGHAM, Dec. 31. — With the acquisition of the Strand and Galax theaters, straight film units, from the Wise Interests, R. B. Wilby and R. M. Kennedy have consolidated the opera-tion of the two houses with the Rialto here. The trio will be under the direc-tion of Nelson Hampton. Kennedy is district manager of the 18 Valatenga houses in this territory.

#### **Bay City Theater Burns**

BAY CITY, Mich., Dec. 31.—Fire of un-determined origin swept thru the Weno-nah Theater here, causing \$25,000 damage. The theater was flames were discovered. The theater was empty at the time

#### **Chicago** Operators Seek an Accounting

CHICAGO, Dec. 31.-More strife loomed

CHICAGO, Dec. 31.—More strifte loomed in the ranks of the motion picture op-erators' union Friday when a bill was filled in Superior Court by Fred Oser and six other union members, asking an ac-counting of \$230,000 in union funds, charging connivance between city em-ployees and union officers to let in-eompetents get licenses, and asking that the elections of 1925, 1927 and 1932 be volded because of gunmen's presence. Thomas E. Maloy, business agent, and 25 other union officers were named in the bill; also James Maloy, brother of Thomas and head of the city bureau which examines licenses and applicants; W. A. Jackson, city commissioner of gas and elecricity; Michael Kennedy, suc-cessor to Jackson, and Samuel R. Todd, a city inspector. The bill sets forth that the union has 490 regular members, but 500 temporary operators have been ac-cepted on payment of a percentage of these temporary permits is asked and also that union officers be restring of these temporary permits is asked and also that union officers be restrained from molesting members.

#### Lawmakers Get 'Oakleys'

DENVER. Dec. 31. - Denver theater managers, following a precedent estab-lished two years ago, will issue passes to State senators and representatives. These passes will be good at any theater in Denver during the session of the State Legislature. The session opens in January and sometimes lasts for four or five months.

# N. O. Houses Change Drama Perks Up in Chicago

Holiday business satisfac-tory — "Show Boat" and "Play's the Thing" coming

CHICAGO, Dec. 31.—Buainess of the legit shows in the Loop perked up con-siderably during the week from Christmas to New Year's, and with two new shows coming in January 8 the year 1903 will start off with a cheerful aspect, albeit the fare will be meager as compared with other years. Just now there are six shows in Loop houses. The Cat and the Fiddle, which opened Christmas Day, is the outstand-ing hit It is without doubt one of the best operetias brought here in recent years, and the holiday crowds are flock-(See DRAMA PERKS on pagie 59)

(See DRAMA PERKS on pape 59)

#### **Radio Legislation Chances Are Slim**

WASHINGTON, Dec. 31. -- Despite a manifest desire upon the part of mem-bers of the present short session of Con-gress to enact radio legislation before March 4, which would supposedly cure many of tho defects from which regula-tion is suffering, in the view of "radio legislators" prospects are for nothing to be done. In that event, Senator C. O. Dill, of Washington, who is determined, if possible, to fix license fees on all users of radio wave lengths, and has intro-duced a bill to bring this about, will have to start all over again in the new Con-gress. Regulation of radio by the Fed-eral government is growing more and (See RADIO LEGISLATION on page 59) WASHINGTON, Dec. 31. -- Despite a (See RADIO LEGISLATION on page 59)



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WANTED, MED. PEOPLE Rep. Piano Player, Agent. Salary or split. JERRY PRANTZ, Slatington, Pa.

WANTED, COOKE PLAYERS Rehearse Januery 25, Puil Acting Company, Single Leading Man. Absolutely no advance, HARRY J. PAMPLIN, 1415 21st Ave., Gulfport, Miss.





Adds seven houses and loses one-they are New York Palace, Kansas City, Omaha, Newark, Troy, Albany and Hempstead-two Radio City houses are additional

NEW YORK, Dec. 31.—RKO vaude is making a slow but sure comeback, and by the second week of the new year will have close to 20 weeks, which is a gratifying increase over the 13 weeks and two days now on the local booking floor. This gain on the circuit's books comes despite the fact that recently the officials announced there would be few, if any, additions to "flesh" policies. The half a dozen houses being added to bocks have been represented by circuit vaude before. To meet this increase in houses, Dolph Leffler has been reinstated as a booker, according to Martin Beck, in charge of RKO vaude. Among the first of the houses to return to vaude was the Proctor's Palace, Newark, full-weeker, which opened yester-day to capneity business. Gross weith S900 up until 5 o'clock the opening day. Bill comprises Cherry and June Preiser, Sugarba De Leath, Barto and Mann, Att Frank and Ralph Cooper and Band. Next week's headliners will be Nick Lucas and Irene Rich.

Next week's headliners will be Nick Lucas and Irene Rich. Opening last Saturday was Proctor's. Troy, a split-week stand that has been out for but a couple of weeks. Albany opens today with a vaudefilm policy on the same arrangement as Troy. How-ever, the circuit's operating department contends this is just a special show, altho the booking office has the policy down as permanent. January 6 will see the Mainstreet, Kan-sas City; Orpheum, Omaha, and the

attend the blocking ontes has the policy down as permanent. January 6 will see the Mainstreet, Kan-sas City; Orpheum, Omaha, and the Rivoil, Hempstead, L. I., reopening as a full-weeker, three-dayer and split-weeker, respectively. Kansas City was out be-cause of labor trouble. The local Palaco, as has been written before, reopens January 7, giving another week to the RKO books. There is a possibility that the floor will book the Cosmopolitan here, pow supplied with ahows by Arthur Fisher, but there may be a hitch because of the circuit's neighboring Colonial Theater The Liberty, Elizabeth, N. J., Skouras house playing RKO vaude, leaves the books January 6 due to its inability to battle the competition of warner's Ritz. In addition to these houses, RKO's "feah" is also represented by the Inter-national Music Hall and the Roxy in the Rado City development. These dates are four-week stands and contracts are given out thru the booktug floor. The houses now on the RKO books, and Prospeck, Brocklyn; Academy of Music here. Providence, Boston, the Indinon and Capitol, Tronton: Regent. Paterson: Westwood, N. J.: Lynbrook, L. J. N. Y.; Toronto; Hippodrome, Cleve-Ind; Falace, Chicago; Milwaukee, Minneapolis, New Orleans, and the Albee, Cincinnati.

NEW YORK, Jmn. 2. — A club booker was approached by speak-easy owners last week and asked for piano-and-singing acts for New Year's Eve. Average offer was \$25 for a team, but with the provision that the act had to bring its own piano

## **Stoll Not Selling To Gaumont British**

LONDON, Dec. 24 .-- Negotiations be-tween the Gaumont British Corporation and Sir Oswald Stoll for the acquisition of the Stoll group of theaters have brok-en down after being in progress for several weeks.

end useks. Sir Oswald Stoll will continue to di-rect his interests as before, and many drastic economies will be introduced in the working of his theaters and chemans. Several officials and departments heads in the organization are already out and more have been told that their services will be thru after a certain date. Salary cuts, amounting in some instances to as much as 20 per cent, will be applied to mcmbers of the staff, including stage crews and pit musicinas.

#### **Dows Get New Ones**

**Dows Get New Unes** NEW YORK, Jan. 2.—The Dows have landed two new houses, the Walnut in philadelphis and the Olympia in Utica, N. Y. The Philly house is a split week. Friday opening, and opened last wetk. The Utica theater opened New Year's Eve and will be a split-week stand. In addition, the Dows are now booking the Paramount, Newark, five acts on a full week, Friday opening. They booked it last year, aitho Lawrence Golde took it from them for a short time.



ROY BARNES, veteran median, who is now featured in the Fanchon & Marco condensed ver-sion of "Sally," playing the Midwest.

### Philly Hit By Indie Vaude Wave

PHILADELPHIA, Dec. 31. — The low-price vaude idea seems to have hit here in a wave following the opening yester-day of Keith's Theater under the man-agement of Abe Sablosky and John Mc-Guirk, presenting pictures and vaude-ville at a 35-cent top. The Walnut Street Theater was to have opened last night, under the management of the Popular Theater Enterprises, with a picture and vaude idea at a 25-cent top. Bo far no advance exploitation as to bill has been submitted by the latter house. Lease was negotiated for the theater from James Beury, owner, by Lionel Freedman, Inc.

Inc. First Keith bill presents Al Wohlman as m. c.; Marcelle, Williams and Com-pany, adagio company; Mullen Sisters, Billy Rolls and Dorothy and Joe Mayo and Company. The picture is Self-De-fense, an indie production. Meanwhile, as opposed to this low-price policy, the Earle is keeping up its box-office tag with a program headed by the Eddle Cantor-George Jessel com-bination this week.

by the Eddle Canto bination this week.

#### **RKOO**wes 'Rio Rita' a Week

NEW YORK, Dec. 31.—The condensed version of *Rio Rita* has but one week coming yet from RKO on the deal that circuit made with Loew. This will be played at Proctor's Palace. Newark, late next month.

# **Music Hall Bill Changed**

Roxy ill, with Aylesworth now in charge-running time cut-show reroutined

NEW YORK, Dec. 31.—The show at Radio City Music Hall, which ran for eight minutes under four hours on open-ing night, is still being switched and changed in an effort to get it down to a reasonable running time without im-pairing too much of the "name" material. On second night drastic cuts were made, including the elimination of De Wolf Hopper and Weber and Fields, which brought the time down to under three hours. Patrons, however, were dissatis-tied, feeling they had been cheated by the omission of names prominently dis-played on the billing, and letters pourd in the following duy asking how come. Hopper and Weber and Fields were put back in the show immediately. Salaries for the three total \$2,100. Changes are being made daily, with the

Changes are being made daily, with the lineup still far from settled. H. B. Franklin and Martin Beck viewed the layout again several times this week, with further changes as the possible result.

suit. Definitely out, however, is Titta Ruffo, well-known operatic baritone, who was used in the condensed version of Cor-men, his place being taken by Desire Derrere. Also out is Joan Abbott, who showed in Night Club Recels, the finale of the first half. Jeanne Lang, radio singer, who delivered With a Feather in My Cap as a prelude to the Roxyettes' first number, walked out when she ob-tained an additional radio contract, her place being taken by Gertrude Niesen. The Berry Brothers have been given two spots of their own. The lineup of the show at present

spots of their own. The lineup of the show at present (subject to challge at any moment) fol-lows: Minstrelsy, Berry Brothers, Vers Schwarz, Music Hall Impressions, Sisters of the Skillet, Taylor Holmes at the mi-crophone, Harald Kreutzberg, Ray Bol-ger; the Tuskegee Choir, the Roxy Bellet, Dr. Rockwell, Night Club Revels, inter-mission, Carmen, Martha Graham, Roxy-ettes, Berry Brothers and the Star-Span-gled Bnancr tableau. The compute of the Music Hall devel-

gled Bnnner tableau. The opening of the Music Hall devel-oped into something of a flasco and drew pannings from the press. H. B. Franklin returned hurriedly from the Coast, arriving here two days later and just in time for the opening of the RKO Roxy. Roxy tocay retired to a hospital with reports asying that the strain of opening both theaters was too much for hm. M. H. Aylesworth, president of RKO, moved into Roxy's Music Hall d-tioses and assumed active charge. It is thought that Aylesworth may do some pruning on the heavily-hooked-up Roy setup. Various acts booked for the two ther-

secup. Various acts booked for the two thea-ters were let out before the opening when it appeared that the topheavy Mu-sic Hall show would be almost endles. Among them were Cherry and Jum Preisser and the Four Bronetts. They had each been booked for four weeks at the Music Hall, which have been taked care of elsewhere.

care of eisewhere. Another change is the dropping of its symphony concert scheduled for tomor-row morning, to be conducted by Le-pold Stokowski. It was dropped, accord-ing to report, at the instance of grow Rapee, who claimed that it would be too much of a strain on the musiclans. In-stead, there will be a concert by an NBO orchestra under the baton of Frid Reiner. Reiner.

#### Sid Frauklin Goes Vaude

NEW YORK, Dec. 31.—Sidney Frank-lin, Brooklyn's builfighter, was accepted for RKO dates and opens January 11 the Regent, Paterson, following January 14 with the Prospect, Brooklyn, Be heads a 14-people fiash, including Mexican orchestra and a Spanish dan team. Act is reported to be getting \$750 for the showing week.

NEW YORK, Jan. 2. — The Weber-Simon Agency has incorporated under the name Weber & Simon and capitalized at 10,000 shares. The new corpora-tion is controlled by Irving Fred ized at 10.000 shares. The new corpora-tion is controlled by Irving, Ferdie and John Simon, who are now running the local office. The Western office will be called the Harry Weber Agency and run by the Weber boys, Herman, Harry and Herbert. Under the new arrangement the Western office will dig up talent and sell to the film studios, while the local office will handle its acts for vaude. The Bill Jacobs agency will continue to handle Weber-Simon acts in the Chlcago territory and the Lyons & Lyons office will continue handling Loew and indie dates for Weber-Simon acts. Phil Offin and Russell Decker are still with the local office.

#### Van Cello Badly Hurt

READING, Pa., Dec. 31.—Van CcBo. known in private life as William H. Tay-lor, suffered a fractured skull, broken nose and possible loss of the sight of an eye when a 20-pound barrel he was twirling with his toes slipped and struck his face. Van Cello, lying in a hospital cot, was more concerned about the first failure of his act in 20 years than about his injuries. is injurie

Weber-Simon Reorganization Opening of New De Luxers Makes Name Act Shortage Yet More Acute

<text><text><text>

and the Music Hall. The Music Hall, of course, has the biggest budget. Booking the house will not be such a headache because most of the talent comes from outside ficks like the circus, concert and opera, and the other houses do not com-pete in this. In getting vaude names, however, the Music Hall will undoubted-ly have trouble. The Capitol and the Paramount has had to repeat many names recently, while the Capitol is ad-mittedly Loew's hardest house to book. Both houses have been splurging on names right along. As far as the two Radio City houses and the Music Hall. The Music Hall, of

names right along. As far as the two Radio City houses go, the new Roxy is considered opposi-tion by the other de luxers while the Music Hall is ruled out as a frack house. No office, however, has yet moved to of-flicially declare either Radio City house opposition. The return of Palace vaude-ville will bring an oldtimer back into the fold and perk up opposition for the State, while the Broadway will undoubt-edly be affected adversely by the Pal-hard, is almost in a class by itself and does not compete for names.

#### The Billboard — VAUDEVILLE



#### By EUGENE BURR

A PASS TO THE REO ROXY

A PASS TO THE RKO ROXY A SHLY your reporter decided on rriday afternoon to look in again at the show at the RKO Roxy. With that purpose in mind he wandered up to other street and Sixth avenue, in the hadrow of the L. Crowds began pushing at 47th street, and from then on it was each man for himself. On 49th street the sidewalk was roped off, with a set him mob behind the ropes stretching as far as eye could reach, while the thea-ter portais belched forth humans in littering spurts, and replacements made their way inside beneath the spouting fountains over the ticket booths. It was a mob scene at which Cecil De Mille might have paled in eavy. Tour reporter took one look and de-

This is the seventh floor Mr. Heppletwaite

At the seventh floor Mr. Hepplethwaite topped the elevator and waited. Your eporter waited, too. Finally Mr. Hep-lethwaite volunteered the information hat the publicity department was on he eighth floor and that it would be the sevent to walk up one flight.

messary to walk up one flight. That wasn't the half of it. A stair-arr, with three turns in it. led to the shift floor and to a corridor which uld have come directed from projected enery of *Metropolitan Hospital*. The wridor, conservatively, was half a block he, and midway it was bisected by an-her corridor with a sign reading. "To be Publicity Department." Your re-arter plodded hopefully on. ghth

The plodded hopefully on. At the end of the second corridor nother half block) was an open door, hind which a domineering young man as instructing comely young ladies (in mpers) in rhythmical gyrations. It is a cheery sight to aid the weary anderer on his way.

nderer on his way. The corridor of the young ladies ended aptiy, and another hallway took the ucher once more to the 50th street e of the building. On a door at the d was the legend "Publicity Depart-mt" and its seemed that diligence had last earned its reward. But imme-tiely behind that door, when opened, a another door bearing the simple ie of "Toilet." Your reporter by this ne was slightly bewildered. Search revealed the fact that steps led



gotiations concluded---stage shows continue if they click

<text> vaude

According to Joseph D. Eagan, general manager, the circuit is reopening the Lyric, Richmond, and the Colonial, Nor-folk, to play a musical road show, Broadfolk, to play a musical road show, Broad-way Rhapsody, featuring Gene Austin, radio name. The show goes into Rich-mond today for a week, followed by Nor-folk January 9 to 11. Esgan says the cir-cuit would try flesh even more than it does now if it did not have so much trouble with the unions. In some cases the musicians' unions demand pit bands in addition to the stage bands. All these bickerings hold up booking and make the circuit shy away from flesh. In the meantime M. E. Comerford and Paramount-Fublik have finally conclud-

the circuit shy away from flesh. In the meantime M. E. Comerford and Paramount-Fublix have finally conclud-ed several weeks of negotiations, the M. E. Comerford group reacquiring a major interest in 47 houses in Pennsylvania and two in New York. Comerford has already taken over active management of the houses and is trying out vaude in the Strand, Hazleton; the Capitol, Pottsville; the Strand, Williamsport, and the American, Shenandoak, Pa. Fally Marcus is booking four acts the last half. First shows went in Thursday, Full-week flve-act waude has been re-vived in the Capitol, Scranton, and the Penn, Wikes-Barre, beginning last Mon-day. The policies are all temporary and will be continued if business at the opening ahows is good. George Walsh, who had been in charge of the Comerford circuit since Publix ecquired it August, 1930, has returned to the home office, where he becomes assist-ant to Sam Demboy Jr., now in charge of the theater department. The theaters

And another door bearing the simple the formation of the second door the left, sour reporter by this time was slightly bewildered.
Bearch revealed the fact that steps led formation of the left, past the second door the left, past the second left.
The word in I stayed here for three days the voing ladies in rompers, who were the banging on tambourines; pasting the lines, your reporter was told the door white-wigged, white lines, your reporter was told the second door the second door the lines, your reporter was told the second door the lines, your reporter was told the second door marked be bank the second door the lines, your reporter was told have to find Mr. Nolan was inside, and shift with Mr. Nolan was inside, and shift was not Mr. Nolan esconded the information the was not Mr. Nolan esconded us the was the first human being the method for the was not Mr. Nolan esconded us the second the was not Mr. Nolan esconded us the second door many the was not Mr. Nolan esconded us the was not Mr. Nolan esconded us the second the was not Mr. Nolan esconded us the second the was not Mr. Nolan esconded us the second the was not Mr. Nolan esconded us the second the was not Mr. Nolan esconded us the second the trans the second the was not Mr. Nolan esconded us the second the trans the second the was not Mr. Nolan esconded the the second the was the home office, where he becomes assist-ant to Sam Dembow Jr., now in charge of the theater department. The theaters in the deal are the Capitol, Bioomsburg; Orpheum and Strand, Carlisle: Ritz, Danville: Rex, Dickson City; Garden, Dunmore; Pastime, Duryea; Freedmah, Forest City; Capitol, Feeley and Grand, Hazleton; Lyric, Honesdale; Kingston, Kingston; Luzerne, Luzerne; Capitol, Mauch Chunk; Savoy, Northumberland; Holland, Old Forge; Granada, Olyphant; Parsons, Parsons; American and Roman, Pittston: Shawnee, Plymouth: Capitol and Hippodrome, Pottsville; Sayre, Sayre; Bell, Capitol, Globe, Manhattan, Rialto, Ritz, Riviera and Rooseveit, Scrandon; Strand and Weet Side, State; Strand, Shenandoah; Rialto and Strand, Sun-bury; Keystone, Towanda; Alhambra, Capitol, Hazle, Irving, Orpheum, Penn and Sterling, Wilkes-Barre, and Victoria, Jersey Shore, all in Pennsylvanla, and the Tloga, Oswego, and Capitol, Waverly, in New York.



FLORENCE LAKE, who is ap the Valencia Theater (Loew's), Ja-maica, N. Y., this week, in a singing and comedy act. She was formerly in films.

#### **Percentage Units Under Control Now**

NEW YORK, Jan 2.—The percentage unit idea in vaude is settling down now to the point where the hastlip put-together units are folding, and only the better-produced and handled units are still in the field. The fever rush to go out in such units has already subsided, many acts being frightened off by tales of units that were stranded thru bad bookings and mismanagement. Reliable producers and veteran performers, how-ever, are continuing to make a good. The Nicholas Bolla-Denny White Car-field of fun unit has already played six weeks, mostly up-State, and reports good business and smooth going. The aver-age grosses have more than covered the hut and the unit is continuing. Charles be Maddock reports that his unit is cov-ering its weekly nut and even turing in a profit, but warns that the percent-held is so unorganized. He says the better response than a sophisticated by bother addock are have a sophisticated by the says flat guarantee dates seldates must be expected to turn in fing dates must be expected to turn in mage dates must be expected to turn in percentage dates must be chosen of fun, Roscoe Alis' unit and Country (*fun*, advance must with confiden-tion about the dates each unit plays in addition, the four units are sharing in eadition, the four units are sharing the cost of an advance man, who is no NEW YORK, Jan. 2 .-- The percentage

the cost of an advance man, who is now combing the territory westward to De-troit and supplying them with confiden-tial dope on theaters available for booking

Apparently units can make a living out of wild-catting now if they book themselves carefully, manage their fi-nancial affairs properly and travel under as small an overhead as possible.

#### **NVA Drops Celebration**

NEW YORK, Jan. 2.—For the first time in years the NVA clubhouse did not hold a New Year's Eve celebration. It's part of the economy drive in running the club. Last year the club put on a waude show, and in the years previous dimers and shows at reserve-scat prices were the order. However, this year the club held a Christmas Eve buffet for members and also gave out food baskets to the needy. The clubhouse was decorated for the holidays and also housed a large lighted Christmas tree.

Christmas tree.

#### **Cliff Work Back**

SAN FRANCISCO, Dec. 31.—Oliff Work returned to the RKO fold this week as city manager here after being in Van-couver on private business for a week. With Work here, J. J. Franklin goes into his job as city manager of Cleveland, starting January 7. He replaces Ted Thomas, who moves to the Keith, Flush-ing, L. I., as manager.

# **InterstateBack To Hoblitzelle**

Seems certain chain will revert to owner-Freeman would do booking

DALLAS. Dec. 31.—It appears certain now that Karl Hohitzelle will remove his Interstate Circuit from RKO opera-tion and once again handle it inde-pendently as of old with vaudefilm poli-cles. In this event it is reported that the "flesh" booking will be done by Charles J. Freeman, former RKO book-ing chief and one-time booker of the Hobiltzelle houses. This is significant with the expected visit here by Freeman within the next 10 days while on his way to the Coast.

with the expected visit here by Freeman within the next 10 days while on his way to the Coast. This has been rumored around for quite some time, but it did not take any definite form until recently, when Hob-litzelle intimated to RKO that he would get it a break on his houses. The cir-cuit is seeking a rent reduction right how, but the inside is reported to be that Hoblitzelle is convinced he can make a go of it on his own as he did some years ago. The houses Hoblitzelle has in RKO operation are the Majestic theaters in San Antonio, Houston, Dallas and Fort Worth. If he does pull the houses and resumes with vaude booked by Freeman it is more than likely that he will offer booking services to indie theaters around that territory to get up a repre-sentative-sized vaude book. The ago, but immediately con-nected with the circuit's Radio Pictures subsidiary on the Coast in the capacity of a talent scout. He is in the East at present, where he has been for about dive weeks on a purported search for talent in his picture capacity.

#### Palace Vaude January 7; **No First-Run Pictures**

NEW YORK, Dec. 31.—The Palace's date and policy on its return as a vaude-filmer has been changed again. Opens January 7, as was originally planned, and will play second-run pictures in-stead of first-run. Probably will be seven acts instead of six, and the picture will be Constance Bennett in Rockabye in-stead of The Mummy. As a result, the Mayfair continues as a first-run picture house. house.

house. So far the opening bill will headline Ken Murray, with Cherry and June Preisser, Cookie Bowers and Kirkwhite and Addison included in the show. An added attraction may be Harry Gergu-son, otherwise known as "Prince Michael Romanof," who is now held by the im-migration officials. The circuit intends posting a bond for him and hels to get

migration officials. The circuit intends posting a bond for him, and he's to get \$500 for the date. As was written last week, Fred Cruise moves over from the Mayfair to man-agership of the Palace. His berth at the Mayfair is to be taken by Harry Marx, recent Palace manager. Charles Stein will be the Palace pit leader. He was formerly at the Hippodrome and the Madison, Brooklyn.

#### **RKO Thrift Books Sell Big**

NEW YORK, Dec. 31 .--- RKO's 12-week NEW YORK, Dec. 31.—REO'S 12-week contest among division, district and house managers for the sale of thrift books will be completed January 12, and already the \$500,000 goal has almost been reached. Prizes will be awarded at the expiration of the contest and the thrift sales will be continued.

#### **Rheingold Sentence Waits**

NEW YORK, Jan. 2.—Sidney Rhein-gold, indie booker, who was found guilty of operating an employment agency without a license October 19 and whose which a near bottomer of and whose sentencing was postponed twice, came up for sentencing Thursday in the Court of Special Sessions and was granted an-other postponement on plea of his counsel that the judges who found Rheingold guilty were not sitting that day day,

Rheingold's counsel, Bernard Mitnick, Rheingold's counsel, Bernard Mitnick, made a motion for a new trial, and the court set January 12 as the date for consideration of a new trial or the hand-ing down of the sentence. Rheingold's case originally came up April 4 in the **Court** of Special Sessions.

# NEW ACTS **Reviewed in New York**

#### Henrycko-Marie-Victor and Company

Reviewed at the Prospect. Style-Dance flash. Setting-In one and full stage. Time-Thirteen minutes.

Included in this six-people act are the Included in this six-people act are the Bertrand Slaters, Ruth and Sonya. This stapping pair is headed for something better than family time, and it's just a matter of when. They're easy on looks, select their costumes artfully and offer a brand of ped rhythm that registers heavily. Open with a precision tap in military regala and follow with a soft-shee number shoe number.

Standard bearers are mediocre in Standard bearers are mediocre in Spanish baliroom and adagto offerings. Suffer by comparison with the team of fem hoofers and by poor choice of musio selections. Gal plano accompanist (Elaine Doris) pumps a medley of pop tunes from wind instrument in lifeless fachor. fashlon.

Spotted at closing here, with the Bertron gals corrailing the plaudits. D. C.

#### Al Mamaux

Reviewed at the Orpheum. Style-Singing and talking. Setting-In one. Time-Seven minutes.

Time-seven minutes. Mamaux, now the manager of the Newark baseball team, is continuing his angient custom of playing vaude during winter layoffs. Unlike most celebrities who take dips into vaude, Mamaux does not stress his baseball background much, but tries to put himself over by talent. He is fairly successful, as the customers



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rarely expect talent in freak acts, and when they get a bit of it they're easily when the satisfied.

The Billboard — VAUDEVILLE

satisfied. He comes out in tux following a base-ball newsreel trailer. Accompanied right along by a male planist, his routine consists of songs intersporeed with base-ball talk and a few gags. He sings My Feet on the Ground, then an Irish tune, followed by Say it isn't So, and dosing with a parody version of it's a Girl. He has a pleasant tenor voice that just about gets him by and a modest per-sonality that does much to cover any deficiencies in material. Spotted second here, he pleased and drew a fair hand. P. D.

#### Frank Conville With Sunny Dale

Reviewed at the Orpheum. Style-Comedy and singing. Setting-In one. Time-Fifteen minutcs.

Time—Fifteen minutes. Conville formerly did a two-act unit. He is now doing a comedy turn assisted by Sunny Dale, a tall blonde. The new turn is decidedly slow and could easily stand cutting. It does not really begin to hit off the laughs until the Charlie Chaplin number toward the close. Fixed up plenty and shortened to bring in some pep, the act should do all right. As it is now it is a slow and spotty comedy turn that doesn't quite come off. The onening portion is very loose and As it is now it is a slow and spoty comedy turn that doesn't quite come off. The opening portion is very loose and gives the impression of being haphazard. Conville wanders on and off, working his comedy ideas too de iberately to eatch the laughs. He and Miss Dale do a hole singing bit and then she mauls him. She is on alone for some acrobatic cooch-ing, followed by Conville's solo comedy, in which he does hoke dancing and a clever satire of a burlesque prima doma stripper. Up to this point Conville is not so funny, but swings into line with his Chaplin impersonation. He works this into an amusing *Ten Cents a Dance* comedy number. As Chaplin he does a very funny dance with Miss Dale, the bit giving the act a punchy close. / The was spotted next-to-closing here and drew a fair run of laughs. Fixed up, it should do better. P. D.

#### Nita Martan With Sidney and Sanford Green

Reviewed at the Broadway. Style-Singing. Setting-In two. Time-Eleven minutes.

minutes. Nita Martan, billing herself as "Red-Headed Woman From Reno," was on Broadway in 1925 in the musical shows, China Rose and When You Smile, but for vaude her act is a fizzle. Strictly a singing act, with two planists accom-panying her and filing one wait. They are Sidney and Sanford Green. Not a chance for the act as it stands. Miss Martan happens to be a prima donna, altho she attempts an exaggerated blues singer. Her conception of a hot delivery

altho she attempts an exaggerated blues singer. Her conception of a hot delivery is unfortunately comical. She does three numbers, Rhythm in Your Soul, How Do You Do 12 and a spe-cial on St. Louis Blues, For them all she uses tricky and low-down arrange-ments, which absolutely do not fit her voice. At times it appears she's hoking a blues singer. And the way she swings her arms and affects other bits of deliv-ery are inclined to rub the wrong way with an audience. Was the second act following inter-mission on the opening bill of Arthur Klein's two-a-day vaude layout. Flopped, and at the finish the audience broke away from its politeness and gave her

away from its politeness and gave her the "bird." S. H.

#### **Gardner** Quadruplets

Reviewed at the Boulevard. Style-Singing, dancing and comedy. Setting-In one and three (special). Time-Ten minutes.

These Gardner Quadruplets are blond

#### VAUDE NOTES

BETTY NYLANDER has replaced Florence Barlow in the Dillon and Parker act.

CARNIE ELLIS has joined the Radio Rhythm act, now being recast and revised.

Thester men are breathing easier new that the holinings are ever. The pre-holi-day period was a touch one. In addition to the usual slump at that time, many lobbies were "pickted," more or less, by men and women soliciting funds for char-tites. This drives away some business. With the lobbies free and the shopping and eelebrating over, theaters are now settling back into normal-althe this, of course, does not necessarily mean a prof-table normal.

EDDIE JACKSON dropped out of the Paramount Grill show last Tuesday be-cause of laryngitis. Will be out two weeks. Other show changes are Chaz Chase dropping out this Tuesday and Beth Challis coming in. The Three De-mons went out last week.

THE NASH SISTERS closed at the Chez Maurice Club, Montreal, last week and open Thursday at the Cocoanut Grove, Boston.

Plenty of performers picked up a few dellars playing Senta Claus in department stores during the holidays. Maglelans, ac-robais and clowns were also fortunate in getting department store work, this source of income being developed more and more each year. This type of work may not be so remunctalive, but it's a good filter-in between regular dates.

INDIE CLUB BOOKERS report New Year's Eve club dates were the lowest in years.

THE FANTINOS sailed aboard the Manhattan Wednesday for Paris. They are making the itrip especially to settle an estate, altho they may stay longer and play some vaude dates.

PERZADE AND JETAN have returned from up-State New York, where they had been playing clubs and vaude since summer.

In attempting to dispose of its costly building, the NVA is banking on prohibi-tion reform to help out. If the 18th Amendment is repealed soon, the NVA in-tends to reinstall the restaurant and make enough money to carry the delist of the building. As '4t is, the carrying cost of the building is a serious handlesp to run-ning the NVA economically.

THE SLATE BROTHERS leave January 15 on the Paris and open January 30 at the Palladium, London.

HARRY GOURFAIN has rejoined the New York F. & M. staff after doing a special unit for B. & K. in Ohicago. F. & M. had released him just for that Job.

JACK DORMONDE, who had been broadcasting from WREC, Memphis, has quit radio to rejoin his brother, George. They're doing their old act after being They're doing their old a apart the last five years

So the circuits couldn't hold out any longer in that Newark. N. J., "flexh" sit-ostion. It probably burned them up to stand by while an indie operator reaped a harvest with a vaudefilm policy in a ripe territory. Now the town is overseated again, with Publix, Lowy, RKO and the indtes using combo policles.

EDDIE GARR impersonates more than a dozen personalities in MGM's coming feature, Hollywood Premiere.

ARTHUR BENLINE, of RKO; came near missing the Radio City Roxy open-ing when he hunted for his dinner-shirt collar. An obliging laundryman helped him out with the collar, size 18.

LOUIS K. SIDNEY, Loew's production chief, spent the New Year's holiday in Atlantic City.

The Ardists' Representatives' Association in RKO is handing out franchises and as-sociate rights for the booking floor with seemingly uiter disregard for the strictiness of the old days. Maybe it's because the board is imband with that spirit of giv-ing folks a chance to make some sort of a living, or perhaps it feels that there's another agents' shakeup in the offing.

ALEX GERBER and "Slim" Timblin took a 10-day holiday cruise to Nassau and Havana.

JERRY FRANKS was a general relief man for the stage show at the Capitol, New York, last week. He subbed for one of Paul Ash's specialty people one day,

# January 7, 1933

and for three days pinch hit as m. c. for the bill when Ash was too ill for the job.

LOEW CIRCUIT has put the clamps n passes for the State, New York, and on on passes for the State, Ne the Metropolitan, Brooklyn.

About time that somebody started action to keep house trailers from running so long. If anything gels on an audience's nerves it is secting shot after shot of what's going to be seen at the theater in days and even weeks to come. Hope Bob Sisk of RKO makes headway in his determina-tion to sitce the trailers from the usuag 10 to 13 minutes to no longer than 41/2 minutes. minutes.

BERNIE HINES, of RKO, is a frequent visitor to Washington, and it's not about polities either.

HAROLD B. FRANKLIN, president of REO theaters, made a quick jump of his last trip to the Coast. He got there on a Thursday, left Sunday and reached New York Thursday. His secretary, Jim Finey, made the jump with him.

W. B. HALL and associates reopened the Palace, Youngstown, O., former RKO house, installing a vaudefilm policy.

MARY NOLAN was released from ball when it was learned that she was no longer wanted in Minneapolis on a charge of passing a \$304.58 fraudulent check at the Hotel Radisson, that city.

MAX WAHLL, an Earl Carroll import, made his American debut at the Roxy last week. Agented by Ed Davidow's

RKO has it in for Lou Forman, former pit leader at the Palace and now at the Broadway, New York. The circuit claims he tried to grab some of its musicians from the Albee, Brooklyn, by offering more dough. Besides he's giving RKO a bead-ache in that it's having a tough time of it getting a personality leader for the vaude-film return at the Palace.



No messy rubbing in ... No long drawn out treatments. From the first instant you use it, a new beauty is yours. A soft ... Alluring ... Ivory toned complexion that reflects Beauty and Dignity. Begin to-day.





#### Broadway, New York

Broadway, ivew lork (Reviewed Monday Evening, Dec. 26) The old Main Stem got a Christmas present tonight in the form of a two-aday big-time waude show. Arthur Klein plays the role of a promoting Santa Claus, while the Broadway Thea-ter is the harborer of the revived policy. The Broadway mob was out in all its glory to welcome back what for a time appeared to be a lost art. The Peggy Joyces, Lou Holtzes, Fanny Brices and Billy Roses were there, lending impor-tance, in addition to a house jammed full of "lesh" enthusiasts who vigorous-y applauded from the time Lou Forman raised the baton until the 12 Aristocrats rang the curtain down. As a show, running two hours and 46 minutes, including a 16-minute inter-mission, it is a trim 10-act layout, ex-cept that a few things have crept in to dul the edge. An injustice is done to singing act was treated politely long enough, but the "birds" eventually come. Conflictions set in as well, with stogges glore, and the quietness of Jack McLallen's comedy suffers from such rowdylam as dished by Ted Healy and Joe Frisco. Too bad that the second half doesn't hold up like the proceedings before intermission. All the acts are playing the date on presentage of the gross, ranging from Healy's 16 per cent down. If the house grosses \$20,000, as Klein so optimistical-y platures, the performers can come out with a living wage on the week. Still (Reviewed Monday Evening, Dec. 26)

Realy's 15 per cent down. If the house grosses \$20,000, as Klein so optimistical-ly pictures, the performers can come out with a living wage on the week. Still that figure is tail shooting. The house seats 1,900, while the box-office scale for week days is from 25 to 50 cents for matinees and 50, 75 and 81 evenings. Holiday scale is from 50 cents to 81.50. Klein's operating expense is figured at \$4,000 and the rent is \$2,500. May Wirth and Family, following the overture buildup of Lou Forman and the 15 pit boys, skillfully launch the show with their familiar equestrian turn. In addition to Miss Wirth's ex-cellent bareback work there is delightful comedy from one of the males. Others in the family are Stella, Marilus, Fred-die, Ethel and Charles. DeWolfe, Metcalfe and Ford make the deuce frame ring to show-stopping. Each one is a sock dancer, which gives the act its terrific appeal. Helping a lot is the neat routing and staging. They've got what it takes to give a bill speed and punch. Val and Ernie Stanton, given a big mitting welcome, are the first comedy gab servers, and the smartness of their material went big with the first-nighters. They're a clever pair, in the know on how to handle smart stuff, and they vary the going with amusing side businesses. A blond girl gives them of the rol Henel wand big with a setors. Ann Codec and Frank Orth are on

brief assist. Ann Codec and Frank Orth are on after Ted Healy and his stooges, Howard, Fine and Howard, make the first of their three interruptions in the first haif. Start off mildly, but pick up quickly with the slapstick sessions in dulged in by the couple and an unbilled mixed team. On the whole, a quietly

duckty with the supseta session in-duckty with the supseta session in-mixed team. On the whole, a quietly amusing affair. Mosconi Brothers (Charles and Louis) got a big entrance hand from the friend-ly mob, and they wound up with a huge reception. Their type of dancing is rare -different and calling for unusual en-durance. They did their solo and double work, with Dorothy Van Alst helping out well several times. Ted Healy fol-lows them for a few minutes before the show signs off for intermission. Twelve Aristocrats, coupled off, are the right thing for following intermis-sion. It's class ensemble dancing with theen precision, and there's not too much attempted. The folks enjoyed this and were strong with their applause appre-ciation.

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# Radio City Music Hall, N. Y.

Reviewed Tuesday Evening, December 27)

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an excuse for playing the Star-Spangled Banner, while Tuylor Holmes, pre-tending to be Francis Scott Key, kneels melodramatically on the deck of the British man-o'war. ORCHESTRAL INTERLUDE, comprising Radio City Overture, written by Ferde Grofe, gives the big and really excellent symphony a chance to perform under Erton Rapee's baton. IMPRESSIONS OF A MUSIC HALL follows. It has the Wallendas, one of the most exciting circus acts in the world, working on an upper level, while the Kikutas, Oriental Risley turn, perform sensationally beneath. SISTERS OF THE SKILLET, Ed East and Ralph Dumke, lend the first hint of comedy with their excellent burlesques of radio performers over the p. a. system. The audience woke up and gave them a hand. RADIO CITY MUSIC HALL BALLET, with Patricia Bowman as soloist, costumes. Florence Rogge has provided them with a graceful and altogether beautiful routine, which they perform excellently. An entirely lovely number. FRAULIEN VERA SCHWARZ, imported for no obvious reason from the Stats-Opera of Berlin, gives one number and an encore in nice voice, but not any nicer voice that a score of native singers who come to mind offnand. KIRKWHITE AND ADDISON, London music hall dancers, go thru a whiriwind and excellent routine in the next spot. THE TUSKEGEE CHOIR, led by William L. Dawson and making its first New York appearance. intones three Negro spirituals in splendid fashion. The voices of the colored singers are magnificent, and so are the arrangements provided by Dawson-but the beautiful stuff fell dead in this house. And the gold robes are both gaudy and tasteless. MAY BOLCER wakes up the customers magnificent. In a house of this size, however, the emotional effect so necessary to this sort of dancing is sompletely lost, even for the customers in the first faw rows. You have to be swayed and overpowered by a mood, and what with the changing lights on the celling, the mob of people and the cavernous auditorium, that is impossible. The customers, as was to be expected of music hall custom

e of them. DOCTOR ROCKWELL is on next with his hilarious tomfoolery, but it's

hard for anything to be hilarious here. In the first place the atmosphere is all wrong, and secondly it's hard to hear. The doc fared nicely, but, thru no fault of his own, the effect of his act was limited to the customers in the first few rows. The Music Hall is no spot for comedy—and what's a music hall show without it?

Infst few Hows. The Music Hall is no spot for consequence where so induce that is no spot for consequence where so is a music hall show without it? NIGHT CLUB REVELS closes intermission, with everybody crowded on the stage who can be crowded on—and it's a big stage. Various principals go thru routines, with the Berry Brothers outstanding as usual. McHugh and Miss Fields are introduced, and she sings while he plays one of their new numbers. Hey. Young Fella, a potential ht. INTERMISSION was passed by most of the mob in the downstairs lounge, which makes Grand Central Station seem like a phone booth (and there's no clock to meet under). EXCERPTS FROM CARMEN open the second half. It is billed as a condensed opera, but it is more condensed than operatic. In the first place there is no possible way of judging voices when you hear them over the public address system. And in the second place, tabloid opera is a horible are presented—six of them, all well cut—with Titta Ruffo performing familiarly as Escamillo, Coe Glade making the best looking Carmen since Farrar was young (and singing the Tambourine Song very badly), and Arnolco Lindi, doing very well, as far as could be judged, by a much-(See RADIO CITY MUSIC HALL on page 12)

and Miss Ellington's singing is a relief 'The from the bill's avalanche of hoking and due legwork. Ted Healy has this spot as his own Car after his frequent bobbing in and out Zac in the first half. And Ted works in his my prime, carrying on crazily with his fun. The my stooges and handling songs oken will himself. One minute he pans the Shus are berts and the next minute sings Broth. Gra er, Can You Spare a Dime? from their and recent show. Howard, Fine and Howard girl are as funny a trio of stooges as you tho could want, serving a lot of new bits in som addition to some of the old reliables. A nor new Howard (Babe) replaces Shemp, and he's a howl. Ted doesn't need the rub girl ber-leg hoofer and so much of the blon fast new Howard (safe) replaces shemp, and he's a howl. Ted doesn't need the rub, girl ber-leg hoofer and so much of the blond fast girl's singing. and The show should have closed after wind Healy's work, but the 12 Aristocrats are some

brought back for a short ensemble rou-tine. SIDNEY HARRIS.

#### Palace, Chicago

tine, BIDNEY HARDS. Palace, Chicago Reviewed Friday Evening, Dec. 30 Tolinoff and the Raya Sisters opened tho with a luminous skelcton novelty, foil Yen lowed by several variations of a hoop as anoing. An adagio, comprising double with turns, splits and novel twists, was next of a normal sectors of the sector of th

all her songs and it gets a bit annoying The bows. Bud Harris and his Rhythm Rasch (12) closed the bill with a colored the start is and his Rhythm Rasch (12) closed the bill with a colored the start is different. Unlike me hot go in for the henry brass stuff, and keep the Harlem hotcha down to a min-mum. Opening with a sweet tune, M how hose the band swings into I Got Rhythm how how fast feet can travel and el-tied much applause. Lila Dancer got derneath the Harlem Moon, followed by how show fast feet can travel and el-tied much applause. Lila Dancer got derneath the Harlem Moon, followed by how show fast feet can travel and el-tied much applause. Lila Dancer got derneath the Harlem Moon, followed by how steeping they called the India hop. Bert Howell was a hit singler by botce with a coompaniments in himself on the uke. Some plensing com-redy patter between Bud and Bert final number, played sweet with return and muted brasses. Bud's gang is king h h. F. LANGDON MORGAN.

## Earle, Philadelphia (Reviewed Friday Afternoon, Dec. 30)

Harrie, Handreimine Reviewed Friday Afternoor, Dec. 30. The Earle had to stop selling ticke for the first show today at 12:30, wh a squad of police was needed in fro of the house to keep traffic moving a to keep the line standees in order. The reason was the booking of for the first time in Philadelphia. Buy a store the line standees to combinate for the first time in Philadelphia. Buy a store the line week, considering the ex-shows tomorrow and Monday and mediaght show Sunday night, should record breaking. There should be a gro of \$26,000, as compared to the \$13. The house has been running lately. Both performers got a big hand their first appearance today. House set to give them a real reception, while the revue which followed strictly routine in its form, it pl the customers. Cantor and Jessel nately spoof and saive each other out the show, and Cantor gets

The Billboard — VAUDEVILLE REVIEWS

couple of plugs for his radio coffee and the Kid From Spain, his new picture due in town next week. Each has his song spot. Cantor singing My Baby Just Cares for Me and Making the Best of Each Day, while Jessel leaves his mam-my songs for a couple of quick-stepping numbers. They join in a sobby ballad which declares what sort of pals they are. They also put on a burlesque of Grand Hotel, with Cantor as the dancer and Jessel as the baron. Alded by a girl stooge, Colletta Ryan, an attractive, iso corpulent, young lady, they put on some more moments of entertaining nomsense.

In the revue is a quartet of dancing ints with a good variety of steps, a sat-moving eccentric hoofer, the tango and rumba team of Holland and Knight, Thich had two good spots, and a clever robat with a ladder-balancing stunt. The film is Breach of Promise. H. MURDOCK. crobat

Another the same of the same o

etting "a run for his money." And he ent. Billy House and company occupy the rey spot with their very familiar Reso-ver oken with the minority that hadn't een the turn before, but with the rest clicked just so-so. House was at his ext at this viewing in a bit of ad lib-ling, made necessary when one of the em supports broke a strap while hoof-ng. Appearing in Billy's support are a d and three fems. Turn bowed to a newarm hand. Oharles King, the Broadway Melody lad, as next with a cycle of pop. numbers, aduding a string of those that made im popular. King was seriously handi-apped by a bad cold. That, coupled with the fact the turn is practically the ime one King did here about a year ago, u his effectiveness about 50 per cent. Is plano accompanist, Bob Hamil, got ood results with a vocal solo done in a ach baritone. King bowed to fair ap-lause.

planse. The closing turn is a crudely routined inar, billed as the Dawn Sisters and Paul Cadieux. Latter warbles a pair of ditties in good voice, while the Dawn inte entertain with some mildly funny dance burlesques. A mixed pair also contribute some fair stepping. Regis-tered just fair at the end. On the screen, Ann Harding in The Antmai Kingdom. House half full on the Jinst floor at today's first show. BILL SACHS.

#### Loew's State, New York

Reviewed Friday Evening, Dec. 30) Distict Friday Ebening, Dec. 30) Ith-hour switch brought the Ha-Casino Orchestra to topline this sut. Frank and Milt Britton orig-by booked in the spot were whisked to the Capitol to pinch-hit for Mary len, suddenly III. Vaude fare is ishing, but lacks the punch of re-bills. Its 58 minutes running time so less than usual. B.-o. draw leans "Iy to the film, I Am a Fugitive, Paul Muni."

wily to the film, I Am a Fugitive, Paul Muni. Inter May prices open the fun box of five minutes of aerial work. Does ever rope and ring routine and winds with a series of one-arm planges to accompaniment of drum rolls from pit. Latter feat brought a tilve of fuuse. Elimination of the posing, es-ally on opening, would be an asset. To Oliver, in deuce spot, convinces a audiences still go for music on its merits, not merely to fill a curtain Coaxes notes out of a planot that a a heavy quots of plaudits. Scrapes light in company with Margot Cran-and response is almost as good. His refreshing dance novelty. Start of conventional ballroom glide and go amuck. Purposely lose their and go sprawling thru what devel-into a comedy adaglo routine. All makes for gales of laughter. Clown-creen, however, fails to cover the e and acility of the trio

# **RKO** Roxy, New York

(Reviewed Thursday Evening, December 29)

(Reviewed Thursday Evening, December 29) As a matter of record, the stage show at the RKO Roxy is far better than that at the Radio City Music Hall. For one thing, there is no such surfeit and overpiling of what the producers considered entertainment as at the Music Hall, and for another thing, what entertainment there is is not snowed under by the gaudy layishness and tremendous size of the theater. A 3,700-seat house is no pygmy, but against the wide open spaces of the Music Hall It looks like a hall bedroom. Also, the RKO Roxy is a nice theater, tasteful in every way except for the pretentiousness of its lobby, and altogether a playhouse of which any-ne might be proud. It lacks the usual flashy bad taste of the de luxers and presents huxury without ostentation. In spite of its large capacity, it is really an intimate theater. That statement sounds strange, but, with just one or two necessary reservations, it is true. Audibility is affected by the size, and vision, of course, to a certain extent, but the general atmosphere of the house is that, definitely, of a theater and not of an auditorium. Perhaps it's the color scheme or the architectural arrangement. Whatever it is, it is comething for the public to be grateful for and the sponsors to be proud of.

Perhaps it's the color scheme of the architectural arrangement. Whatever it is, it is something for the public to be grateful for and the sponsors to be proud of. Aside from the lobby, which has fountains playing over the ticker booths for no good reason, the only pretentious feature is the usual Roxy attendant corps—tho in this case even its members seem less smugly polite than usual. Which helps greatly. Very definitely, the RKO Roxy, and not the Radio City Music Hall, is to spot for stage abows. What the Music Hall is the spot for is still an open question—some people have suggested the opera and others a bus straight waude lineup. Certainly something went wrong when the tre-mendous Music Hall—which might possibly have shown pictures without much bad effect — was given the alleged vauderille and the Roxy was handed the combo policy. The size of the stage was the deciding factor, of curse, but the football-field rostrum at the 50th sizet house is, actually, just another reason for its inability to play stage layouts effectively. The stage show at the RKO Roxy is a combination vaude show and old Roxy program—and it's too bad that it wasn't all vaude. The Roxy-ettes, of course, come under the head of production, and so does Maria Gambarelli, and neither of them could be omitted without loss. But it seems that with them as a staple in the house, regular vaide layouts could be bocked in and socked over to grand effect. The reception accorded Dave Apolon's act goes a long way toward proving that statement. The festivities opened with speeches on the right ramp by M. H. Ayles-worth, Roxy and Will Hays, which failed to deviate any whit from what everyone expected.

The festivities opened with speeches on the right ramp by M. H. Ayles-worth, Roxy and Will Hays, which failed to deviate any whit from what everyore expected. THE RKO ROXY THEATER SYMPHONY OROHESTRA opens the pro-gram with a *Dedication Overture*, written by Maurice baron. It is supposed to depict the history of New York from the purchase of the island from the Indians to the completion of Radio City in Rockefeller Center. There is a tableau injected, showing the Indians putting over their deal on the white men, and then, according to pictures flashed on the screen, the entire history of the city is the building of Rockefeller Jenter. VON GHONA, aided by a ballet group, eruots in the middle of the overture to do one of his mechanistic dance routines extremely effectively. EMIL BOREO, who emsees the layout, steps out from between the cur-tains when the newsreel is safely stowed away. Choosing him for the opening bill is somewhat inexplicable. With Dave Apollon also present, Boreo makes two dialecticians in the short show—and Apollon, incidentally, is a far better emsee. Boreo, who pops in and out between the turns, died consistently, the customers being polite, but finding him just a boro. THE RKO ROXY BALLET OORPS follows with a number set to Scriabin music by Lasar Galpern. There are 10 gitls and 5 me in the group, and they perform a well backgrounded but ineffective routine. OLD VIENNA, one of the old-fashioned Roxy presentations, is next. In it Maria Gambarelli dances beautifully. William Robyn sings not quite so beautifully, and the customary Roxy singing ensemble backs him up. Miss Gambarelli, of course, is lovelliness personified. THE ROXYETTES, 24 of them in this house instead of the 48 in the music spot. There can't be too much Royette on any bill that this reporter covers. DAVE APOLLON, with Danzi Goodell, Nora Williams, Jeanne and Bob

covers

next spot. There can't be too much Royette on any bill that this reporter covers. DAVE APOLLON, with Danzi Goodeil, Nora Williams, Jeanne and Bob and the Mexican Apollonians, closes. It's the same graud act that played for three weeks at the Palace before it left for England and a sensational international triumph. Apolion and his company pulled the show together and carried the huge crowd wherever they wanted. The applause they rang down was more than that obtained by the whole Music Hall show. Miss Williams, thinner and prettier than when she was last in New York, still blues-shouts to the complete satisfaction of the most charming dencers of our stage, does her routine now in skirts instead of pants; Jeanno and Bob prove as sensational in the contortionistic routine as ever; the little stooge ("7 years") is both amusing and charming; the band is a grand musical aggregation, and Apolion himself does everything but a trapeze act and does it all excellently. It is, as you don't have to be told by this time, a swell turn. Outside of the Apolion act, the show itself is nothing to speak of—but the house is capable of almost anything the sponsors care to do with it. It is a very real addition to the entertainment world and does a great deel to destroy the dark, dark taste left by the elephantine and ridiculous Music Hall.

table style. Some of their gags missed fire, but once Buck begins pounding the ivorles in earnest and Bubbles tattoos his bell-clear taps, this pair of old favorites that home. They shamble and shuffle thru a routine as only they know how and garnered a din here. Havana Casino Orchestra hold down fagainst a colorful native drop. Ork con-sists of 12 men, who play leaderless un-less they take their cues from the vio-linist perched in front center. Grouping is axcellent, several of the boys working on a raised platform. One of them also does some warbling, *The Ice Cream Man* in particular being sold to good effect. Brown-skin fem does a washtub-dance number that's a hundinger. Act got a warm sendoff. DAVE CANTOR.

g creen, however, fails to cover the Buck and agility of the trio. Buck and Bubbles, after a mild start, sey City this week and go to the Para-mble thru their routine in their inim- diso next week.

#### **DE LUXE SHOWS**

#### Old Roxy, New York

Old Roxy, New York Reviewed Friday Afternoon, Dec. 30 Thom the looks of the stage show and the new price scale the receivers here were to be making a 'do or die' at the house on a purple to put the house on a put to put the house on a put to put to put the house on a put to put to put the house on a put to put to put the house on a put to put the house on a put to put to put the house on a put to put to put the house on a put to put to put the house on a put to put to put to put the house on a put to to put to put to

written all over it, and unfortunately it shows clearly. Not much thought or money is being spent for specialty peo-ple, and no longer is there that elabo-rateness in filling the stage with loads of people or expensive acts. Now when a horse and royal carriage is called for, it is expressed simply via scenery and not with the real stuff as of old. So with the current show the things artis-tle and beautiful are lacking, as well as the entertainment. the entertainment

the entertainment. For the opening portion there is a 15-minute portrayal of the *Cinderella* story that's right in the alley of the kid trade. The action is in pantomime, the story being read from the stage by a father to his child, but, sadly enough, the reader could scarcely be heard at this show. He is Lemaire King, while the kid part is played by Mibsie Kerr. Catherine Littlefield, who directed this number, does Cinderella; Max Wahl and Mitchell Hodges, the ugly sisters: Dor-othy Swain, the good fairy, and Igor Mellor, the prince. The singing ensem-ble and ballet corps also take part. It has been done poorly, but the kids aren't critical. critical

After a newsreel and animated car-

**Paramount, New York** (Reviewed Friday Evening, Dec. 30) This gaudy theater starts the new wear off on the wrong foot, for, altho the stageshow is expensive, it is remark-ably low on entertainment value. Fol-bowing the tabloid Vanities and coming before the Cantor-Jessel bill next week, the picture is the thing and Clark Gable in No Mora of Her Own is strictly box office. Nevertheless, the show is really not half as good as it appears to be in slyts. Lou Hoitz and Peggy Hopkins by the headliners, will draw, of course, but they certainly don't provide much in entertainment.

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New Year's Greetings to all our Friends

# Paula Stone

# **Billy Taylor**

# Jack Goodman interrupting

**Direction—MARTY FORKINS and JACK KLOTZ** 

SUM



semble dancing. The Robbins Family, consisting of pop, two sons and two daughters. did very well with their fast and punchy acrobatics. And we must not forget Holtz's Englishman stooge, who is quite amusing. Production effort was fair, while the

Production effort was fair, while the overture led by Rubinoff and consisting of 1932 song hits was nicely put over. Business was good at this show and will probably continue so the rest of the week. Leave it to Mr. Gable's dimples. PAOL DENIS.

#### Capitol, New York

(Reviewed Friday A/ternoon, Dec. 30)) There's a pile of big names on the bill this week, but when you get thru look-ing you feel the show is still on the marquee. It has its moments and plenty of them, but for some reason or an-other it's a disappointment. Everyone tries hard and does nobly in their time allotment, but the proceedings lack cohesion. And it wouldn't have hurt to include a dancer on the bill. Busi-ness was capacity at the first showing and the standees were numerous. All this partly due to the Hayes-Novarro picture, *The Son-Daughter* (MGM). The layout's running time of 62 minutes seemed much more because the show dragged aplenty. (Reviewed Friday' Afternoon, Dec. 30)

The Yncopis opened the bill with a bang. This troupe's fast-moving and spectacular acrobatics had the crowd banging their hands together in a ter-rific salvo of applause at the conclusion of their flash finish, employing the chair trick opened the bill with a trick

of their flash finish, employing the chair trick. Phil Baker, who did m. c. for the show, then came on and engaged in a few cracks with his jack-in-the-box, Humphrey Muldowney. These clicked mildy and then Baker introduced the distinguished Greek Ambassador in the person of George Givot. Givot didn't cause any sensation, but got a fair quota of laughs. Baker followed again with a new batch of laugh ticklers and the usual stunt of playing louder than Humphrey could sing. Rex Weber, assisted by Murray Rum-shinsky, was then introduced by Macstro Baker as the wonder boy of the genera-tion. Weber's first songs didn't bear this statement out to any great extent. His ventriloquistics amused the first few rows, but the crowd back of the 15th row didn't know what it was all about. He sang a reverse by Murray Rum-shinsky of Brother. Gan You Save a

row din't know what it was all about He sang a reverse by Murray Rum-shinsky of Brother, Can You Spare Dime?, which had something to do with his optimism that everyone would have three square meals a day in the year 1933 A. D. The original Dime number was cut because of objections from the Shuberts. He captured smash applause when he used Baker as a foil, the later yodeled thru his teeth. Givot then did his familiar imitation of Harry Richman, which drew him a fair-sized hand strictly from those down front, this stunt needing a more inti-The Boswell Sisters were given a beaut of an introduction by Baker and were the state of the show, considering the sup-state of the show, considering the sup-solution of the sup-solution of the sup-to an introduction by Baker and were tow sup-state of the show, considering the sup-solution of the sup-tor sup-to an introduction by Baker and were to sup-to an introduction by Baker and were the sup-tor sup-t



greeted with a big hand. They went over in their usual sensational manner, althe Connie Boswell's solo number was a bit too long and slowed down their routize considerably. Baker clowned a bit with the trio while they delivered the Si Louis Blues, and this bit of business drew a nice collection of laughs.

Following this, Baker, his annoyer and Givot threw a choice collection of slur-ring remarks at each other to a nice di-fect, altho they too dragged their we-tory along until long after the climax.

# Radio City Music Hall, N.Y.

#### (Continued (rom page 10)

(Continued from page 10) emasculated Don Jose. It is directed by Desire Defrere, and the excellent dance routines are staged by Florence Rogge. MARTHA GRAHAM is on next with her group, using an unfortunate selection for this house nut this audience. It is a chorio dance for an antique Greek tragedy, with music by Louis Horst, and depends chiefly for its effect on interpretations of rhythms. It is typically excellent Graham, but, like so much of the dancer's work, it depends on abstractions rather than interpretation. It was as far over the heads of the crowd as ROXYS palafait apartment on the roof. DOCTOR ROCKWEIL is on for some more clowning, this time with his large lady stooge, which gets over about as well as anything can get over here.

here

MINSTRELSY, with the entire company assembled on the stage in tiers, ends the show. By the time it came on the wise customers had departed and the merely weary ones were too weary to take much interest. Weber end Fields do some of their dialog and De Wolf Hopper acts as interlocutor but by this time it just doesn't matter. Which, all things considered, is too bad. The Music Hell-even with the ridicularial events as for ton-

but by this time it just doesn't matter. Which, all things considered, is too bad. The Music Hall-even with its ridiculously exorbitant \$2.50 top-should catch the boob trade, especially from out of town, for about six months to come, strictly on its draw as a showplace. It will be on all itineraries along with the Statue of Liberty, the aquarium and a trip to Chinatown. The old Roxy passed thru the same stage when it first opened - and look at the old Roxy now. Judged strictly as entertainment, the Music Hall show is so crammed and undisciplined a mixture that it simply isn't there. Even spectacle palls when you get an entire evening of it-and spectacle is far from the top in entertainment value anyhow. This show, lasting just a faw minutes under four hours. Is due to be cut, but no cutting can change the size of the house and the fact that the vast distances would destroy the enjoyment of even a good show. And the Music Hall layout is not that. LATER: SPECIAL POST-Expected cutting slashed the running time on second night to about three hours. Among those out were Weber and Fields and De Wolf Hopper (all of whom get prominent billing outside) with disgruntled customers the obvious result. Further changing is planned, with the final lineup carried in the news section. EUGENE BURR.

**Catering to the Profession** FORREST

#### THE EXHIBITOR

Fox West Const raises Sunday and Monday admissions on ace films in pra-tically every location outside of Denver to 40 cents. Results reported profitable.

ITO of Northern California tells Hol-lywood indie producers it will support their products.

Police Commission of Los Angeles re-res 90 theater permits for 1933. The-ars may open Sunday and Monday. ev permits carry proviso they will be not if investigation shows no violation.

City council of Canton tables indefi-nitely potition of IATSE Local 671, seek-ing to compel operators to pass exami-nation and take out city license before being allowed to work in any local being booth.

Chicago exhibitors, thru their organiention representatives, Jack Miller and Aaron Saperstein, conferring with Tom Maloy, head of operators' union. Exhibi-tors seek drastic cut in operators' wages 1933.

Abram F. Myers, Allied counsel, holds recent meeting of Carolina MPTO in Charlotte was "not a representative gathering of independent exhibitors." Meeting approved new standard contract and disapproved legislative action.

Vandals in Toronto almost wreck Weston Theater, steal property from Melia and throw stench-bombs in Cum-

udge Stanley Dunn of City Court, New Haven, dismisses charges against A. J. vanni and Jack Sanson, managers of Palace and Roger Sherman, respectively, held for violating eity ordinance requir-ing two stagehands. Court holds haw is "uncertain, vague and ambiguous."

L berty, nabe stand in Akron, O., sebootty, hade suite in Akron, C., se-unres Prosperity despite Loew's ad, dur-ing film's run in that city recently that t would not be shown in any other Akron theater. 'Move regarded as blow to future advertising of exclusives in that city that city

ramount and 11 other distributors, tacking constitutionality of Wisconsin minir trade practices law, secure tem-orary injunction preventing depart-ment of agriculture and markets from ary of investigating film business in that State.

souri Supreme Court hands down of declaring illegal contribution m of betting at Wellston Kennel of St. Louis. Theaters in St. and Kansas City will profit mate-by removal of this serious compesion ustem of 1111

A torneys of Walter O. Burkey file notion for retrial in suit against dis-ributors. Decision, if favorable, will file will e him damages under outlawed stand-exhibition contracts, attorneys con-

Hartman, of Columbus. O., part of rest Lakes Circuit, which recently muldoned legit in favor of straight in res, will adopt vaude January 8. acts will be booked from Gus Sun.

#### HICAGO EXHIBS

te Covent Theater, dark for some , reopened Christmas week and will te on a seven-day-a-week policy in-of just week-ends as in the past, n Bloomfield is new manager of the tal Theater, having succeeded Leo

Belaban Katz have announced a Salaban & Katz have announced a in admission prices to the Uptown, Oil and Southtown theaters. Scale will be 30 cents for matinees and outs for evenings on week days. On mays 36 cents up to 2:30 and 50 is thereafter. Warner Bros. also be reduced prices at the Gapitol and upn theaters to 25 and 40 cents on R days and 50 cents top on Sundays. other smaller Warner houses also reduced their prices, it is an-inced by James E. Coston, local War-head. head

Address all communications on Film Mat-trs to Elias E. Sugarman, 251 West 42d tret, New York City.

# HIGHLIGHTS

S IDNEY R. KENT, Fox president, discloses Publix abandoned plans for construction of eight theaters in Groater New York during 1926-28 under agreement with Loew in which Loew offered to exercise a franchise on Paramount product. This testimony brought out at trial in Quittner monopoly suit against Paramount in Federal Court, New York.

ALLIED'S EXPANSION PROGRAM, held back during 1932 because of adverse economic conditions, will soon resume. Association optimistic over prospects and will shortly announce several new affiliations, accord-ing to Abram F. Myers. Ties will be strengthened with individual exhibitors in unorganized territory where conditions do not warrant maintenance of organizations or where prevailing leadership is hostile or indifferent. or indifferent.

WALTER WANGER, leaving Columbia this month, will join MGM as associate producer. Earlier advices indicated he might return to Paramount or join RKO, with whom he was negotiating recently.

FOX PLANNING to use at least nine costarring teams in its 1933 releases. Teams now set are: Janet Gaynor and Henri Garat, Warner Baxter and Niriam Hopkins; James Dunn and Sally Eilers, Genevlove Tobin and Chester Morris, Boots Mallory and Alexander Kirkland, Victor McLaglen and Edmund Lowe, Joan Blondell and Ricardo Cortez, Genevieve Tobin and Norman Foster and Gene Raymond and Loretta Gens. Young.

DAVID O. SELZNICK, in charge of RKO production, will remain with that studio to produce four more features under new agreement. Matter of his contract renewal will be taken up on completion of this group. B. Kahane, head of Radio, says status of associate producers now operating under Selznick and the present program and policies will remain intact in the meantime.

M. A. LIGHTMAN, president of MPTOA, receives indorsement from all but two units on the industry conciliation program, featured by standard exhibition contract. Indications are that the two remaining regional associations will also reiterate their support of the program soon.

# PRODUCTION

Western Electric files suit against UI-traphone Sound System, of Minneapolis, gram. in U. S. District Court charging infringe-ment based on Lowenstein patent, 1,231.-764, covering negative grid bias amplifi-cation to prevent distortion. Film Forum lines up six unusual pic-tures for showing its membership this winter. Sidney Howard, Tom Brandon.

Majestic board of directors authorizes plan of Phil Goldstone, Majestic pro-ducer, calling for flexible budget policy, on theory that nature of story should determine the budget for each film.

Freeman Lang acquires control of Standard Studios and will operate under name of Freeman Lang Studios. J. S. Wolf will manage.

Conciliation committe of Academy of Motion Pictures Arts and Sciences re-ports all but 5 of 76 major complaints filed with it in 1932 were satisfactorily settled and all of its 780 minor com-plaints were amicably adjusted.

Paramount has 13 features in produc-tion this first week of new year.

Majestie out for stellar names to bulwark its output for current season. Paul Lukas and Leila Hyams signed for Sing You Sinner.

Allied completes 11 of its 26 features for 1982-'33. A Shriek in the Night and Eleventh Commandment will soon go into production.

Monogram has two in production and three in preparation. West of Singapore and The Rangers Ride Again are shoot-ing. Black Beauty, Oliver Twist and False Front are being readled.

Fox has five shooting and 10 in prep-tation. Three of latter are Jess Lasky aration productions.

United Artists and Walt Disney plan to change trade name of Silly Symphon-ies. Schedule for 1933 calls for 31 pictures.

RKO will add at least one feature-length musical to its lineup. Louis Brock will produce story by Mark Sandrich.

Greta Garbo expected to return to Hollywood middle of this month.

Film Forum lines up six unusual pic-tures for showing its membership this winter. Sidney Howard, Tom Brandon, Margaret Larkin and H. William Fitelson head the new society.

KBS has Auction in Souls from Eu-ene O'Neill's play, Recklessness, in reparation. Another film, as yet un-tiled, exposing fashion racket also being gene readied.

Spicer-Dufay, Ltd., organizes in Eng-land to commercialize new color process said to cost little more than black and white.

Radio expected to cut down produc-tion to 18 or 20 pictures in 1933, in view of B. B. Kahane's statement that David O. Selznick would be in sole charge, with no independent units.

Monogram announces purchase of play. Wine, Women and Song, to be produced as special for early 1933 release.

Heather Angel arrives from England to begin work for Fox.

#### DISTRIBUTION

RKO will distribute more than 20 features in Spain and Italy during 1933 and about 15 in France and 10 in Ger-many. . . Paramount board elects George Weltner assistant secretary of Paramount International Corporation, He has been J. H. Seidelman's assistant in handling of corporation's foreign di-vision for last several veras vision for last several years

Deal between Arthur Dent and P. A. Powers by which Powers would continue American distribution of B. I. P. product still unsettied prior to Dent's departure Wednesday, January 4. for England.... Excellent Pictures, of Detroit, moves to larger quarters. Excellent, headed by S. K. Decker, distributes for Monarch in Middle West... Arthur Dent com-pletes distribution deal for entire out-put of Monarch in the United Kingdom thru Pathe Pictures. Ltd. thru Pathe Pictures. Ltd.

Hollywood middle of this month. M. M. Botsford, head of Paramount's tion to import scientific, educational cditorial board, says number of New film oddities and features from Europe. York plays bought in 1932 for pictures . . . American-Roumanian Films com-was less than third the usual amount. Charles E. Rogers passes half-way German talking and singing pictures mark on his current schedule of eight recently produced in Germany.

#### **NEW FILMS**

No Man of Her Own (Paramount). Clark Gable, Carole Lombard and Doro-thy Markaill. Strictly a Gable picture, and he will carry it. He gives a fine performance as the slick and manly lover. However, the story is spotty. It starts off so slowly that it really bores, but it picks up gradually and mounts nicely to a pleasant climax. It will please the Gable fans. For the others it's just another picture.

The Son-Daughter (MGM). Helen Hayes, Ramon Novarro, Lewis Stone, Warner Oland and H. B. Warner. Miss Hayes lifts this one above program rat-ing and makes it a thoroly entertaining Oriental romance. The story concerns San Francisco's Chinatown and the ro-mance between Miss Hayes and Novarro, the entire cast giving strong performthe entire cast giving strong perform-ances. This one will appeal, despite the weakness of the story. ances.

No More Orchids (Columbia). Carole Lombard, Lyle Talbot and Walter Con-nolly. Snappy and entirely holding story, punctuated by good acting and direction. The plot is old, but suffi-ciently brushed up to appear new, while the dialog and action is smart and peoply Storps program picture peppy. Strong program picture.

Half-Naked Truth (RKO Radio). Lupe Velez, Lee Tracy, Frank Morgan and Eugene Paliette. This story is based on the life of the late Harry Reichenbach, ace press agent. It tells of a dynamic press agent who makes and breaks stars, the story piling up laughs at a snappy and dizzy pace. Tracy as the press agent is first rate, and Miss Velcz makes a good foil. Excellent comedy. good foil. Excellent comedy.

Lawyer Man (Warner). William Powell and Joan Blondell. Another story of crocked politics and ambitious lawyers. This one follows the now-familiar lines, but it manages to retain some punch and, as a whole, makes good entertain-ment. Powell is excellent in this role and the supporting cast is good.

The Devil's Playground (Principal). A sea adventure picture produced by George Vanderblit. This one is not un-usual, but should please the fishing en-thusiasts. Vanderblit's adventures with strange fish are interesting and often exciting, altho the descriptive narrative is too smart-alecky and the continuity is tumpe is jumpy.

Cynara (Goldwyn). Ronald Colman and Kay Francis. Adaptation of the stage success. with Colman giving a dignified and sympathetic performance as the lawyer whose family life is broken by infidelity. It is adult entertainment and should do well as a class picture. The story is entirely interesting, and the performances direction and photog-raphy all add to its effectiveness.

The Animal Kingdom (RKO Radio). Ann Harding, Lesile Howard and Myrna Loy. Picturization of Philip Barry's stage success, with Howard re-enacting his stage role. The story drags at times and a preponderance of dialog slows it up, but the excellence of the perform-ances, and of Howard in particular, holds it up. Sex is the basis of the story, but is handled in so dignified and inoffensive manner that it does not handicap. Excellent adult entertain-ment. ment.





# Radio Continues To Absorb Gelevision **Methods of Show Business**

Most important trend for the new year is the policy of Movies and Television showing costly talent to an "in person" audience before letting the sponsor blow the bank roll

New YORK. Dec. 31. — Radio is apparently entering upon its 1933 season dedicated to the proposition that it must absorb more of the policies and tactics of the rest of the show business world if it is to attain its full entertainment value. That there is not enough show business in radio has long been the cry of the foremost ether analysts, but the past year has seen radio take up many of these qualities nevertheless, while the most important stride ahead appears to be the practice of "showing" its attractions in the same manner that a vaudeville agent may sell a prospective booker. Radio, however, has embarked upon the policy of "showing" its programs thru public auditions, which are not broadcest, but re sufficient to let the prospective sponsor, his agency or the network important actual reception as it might come into a dial turner's home. Some-times the audition is broadcest and an "in person" audience also invited to is thend, but the main business, of course, is that judgment can be passed on the

is that judgment can be passed on the spot instead of waiting for a series of nondescript letters. That the trend is in this direction is

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That the trend is in this direction is further evinced by two recent auditions, one held by Columbia Broadcasting Sys-tem for Fred Waring and band plus other entertainers and that engineered by Na-tional Broadcasting System for Beatfloc Lillie. The J. Waiter Thompson agency staged an audition following one of Ed-die Cantor's Chase & Sanborn Sunday night broadcasts, inviting the audience to remain and get a load of the English comedienne who worked hefore a rlass to remain and get a load of the English comedienne who worked hefore a glass curtain and p.-a. system. Altho bocsted as a strong radio possibility, it developed that much would have to be done before Miss Lillie could be considered a pro-gram asset and the potential sponsors (Royal Gelatin), checking the audience reaction with their own, immediately agreed that Lady Peel was no go for the present. present.

Thus many radio and agency execu-tives are of the opinion that in the future numerous important programs will future numerous important programs will be selected according to this policy, for the simple reason that they may as well know or get an inkling as to how a contemplated program will go over beforc sinking thousands of dollars into the period in question. Vaude acts show for nothing or a minimum salary before get-ting important bookings, films are pre-(See RADIO CONTINUES on page 53)

Don Searle, station manager of KOIL bin bearte, station manager of Korto since it opened, has been appointed to a post in the advertising department. He has been succeeded by John Henry, program director, whose place was filled by Max Vinsonhaler. Latter is a former stock actor, director of the KOIL Krime

stock actor, director of the KOIL Krime Kian and the Tony half of the team of Tony and Babe. Lee Bennett, former announcer and singer at KFAB, Lincoln, Neb., is no longer with the station. He has lately been appearing with Frank Hodek and his Nightingales as guest singer. Robert McCune, crooner, has been "discovered" by Paul Spor at the Club Araby and has been signed to sing for the club's afternoon tea dances.

#### **Thurston's Contract Renewed**

CHICAGO, Dec. 31.-Howard Thurston, CHICAGO, Dec. 31.—Howard Thurston, whose magical programs over NBC have become popular with the air audiences, informs The Billboard that he has just had renewed his contract with Swift & Company for 13 more weeks at an Company for 13 increase in salary.



Movies and Television In the excitement of reading last and looking again and again at those excilent pictures of Wirth & Hamid's attractions, some of wirth & Hamid's attractions, some of wirth & Hamid's attractions, some of wirth & Hamid's reactions, some of wirth & Hamid's attractions, some of wirth & Hamid's attractions, some of wirth & Hamid's attractions, some of wirth & Hamid's reactions, some of wirth & Hamid's attractions, some of the source of the source of the source of the motion picture interests do not secure the monopoly talking pictures because when the public can sit at home and see a good show for nothing the reduced attendance will cut down the profits of the average exhibitor to ring the past have been from 50 to 85 schubter adds that she has been am p, whibitor for 15 years and that she feels schubter, adds that she has been a m, p, whibitor for 15 years and that she feels wing the explore the strons y attraction of the schubt, will seriously and adversely affect show biz.

that televiz will seriously and adversely affect show biz. Miss Schuyler is, I think, partly right. Television will keep many away from theaters, particularly film houses. But movie magnates are not so intensely stupid when it comes to new inventions. For example, RCA with its host of affiinted companies is doing a tre-mendous amount of experimentation-without ballyhoo and behind tightly locked portals-NBC and RKO-Radio Pictures will benefit. Other film com-panies are television-minded and are investigating this new field. I think, without doubt, that television will be a part-a major portion of many film companies' activities. Television will not kill the film footage firms, but it will seriously affect attendance. Exhibitors, indie as well as chains, will feel the invest owned these chains, will feel the their box-office lines. Altho televis will widen the range of picture houses' activities by making sports and other averse rests regular attractions just as (See TELEVISION on page 53)

(See TELEVISION on page 53)

#### West Coast Notes; Hamp on NBC Chain

<text><text><text><text><text><text><text>

#### **Don Lee System Has** New Telly Transmitter

LOS ANGELES, Dec. 31.—Completion of the most powerful television trans-mitter in the West and among the most powerful in the United States is an-nounced by the Don Lee Broadcasting System, thru Harry R. Lubcke, director of television for the network. Rated at 1.000 watts and with 4.000 watts maximum output for signal peaks, the new transmitter, with call letters WGXS, went on the air for the first time on regular schedule last week, broadcast-ing action reels and closeups of motion picture stars. This schedule will be maintained daily.

Ing action reels and closedps of motion picture stars. This schedule will be maintained daily. Embodying many ultra-modern and far-advanced features, many refinements of which have been worked out by Lubcke and his staff. W6XS is 10 times more powerful than the sister television transmitter, W6XAO, which has pio-neered several significant achievements in the ultra short-wave field. The new high-powered television transmitter will operate on a frequency of 2,150 kilocycles or 140 meters. Grid modulation, new air-cooled vacuum tubes and other highly advanced fea-tures of the 1,000 watter are expected 10 provide signal coverage of the entim State. W6XS will transmit an image d 80 lines at a rate of 15 images a see ond. ond.

#### New Commercials For WOR and WMCA

NEW YORK, Dec. 31.—Two new indecommercials are set for two stations one being "The Voice of Experience, radio counselor, who has been winning wide attention over WOR. The program goes commercial January 2 for 15 min-utes, five days a week. Sponsors are Zemo & Haley's M-O, both proprietary drugs. Erwin, Wasey & Company, Inc. is the accency.

drugs. Erwin, Wasey & Company, Inc. is the agency. "Properity Program" is set for WMCA with Henry Lawes, baritone, and Elmi Russ, organist. This starts January and is sponsored by Prosperity Sale Plan Corporation.

Sorenson Resigns NBC Pos NEW YORK, Dec. 31.—Arthur Sorre-son, for the last two years in charge of photo publicity department of the Na-tional Broadcasting Company's local sis-tions, has resigned, effective January is He will go into the publicity busines on his own. Sorenson was formerly for 10 years with the P. & A. photo new service service.

#### **WINS Gains Air Time**

NEW YORK, Dec. 31 .- Stations WINS, NEW YORK, Dec. 31.—Stations WINS, Hearst outfit, has gathered in another half hour of time for itself, signing off at 7:30 p.m., instead of 7 p.m. The increase is automatic under the Federal Radio Commission License, and the sta-tion's time will increase each month until it signs off at 10:15 p.m. The protection profiles off

until it signs of at 10:15 p.m. The variable broadcasting periods of WINS are controlled by the sunset time in Albuquerque, N. M., to prevent inter-ference with Western stations on the same wavelength.

#### Showboat Period Changes

NEW YORK, Dec. 31.—Changes sched-uled for the Captain Henry Maxwell House Coffee Program on NBC network Thursday evenings have been further revised. The 16 mixed voices, planned to replace the Hall Johnson Choir, will not be used, but a double quartet of mixed voices will go in instead. Nelson Eddy will be on hand as a guest artist, his baritone voice replacing that of Jules Bledsoe.

#### **New Downey Schedule**

NEW YORK, Dec. 31.—Morton Downey will be heard on a new Columbia Broad-casting System schedule, beginning Jon-uary 2, when he will go on every Monday and Friday at 10 p.m. This will be a sustaining period and is not to be con-flicted with his NBC commercial shared with Donald Novis.

NEW YORK, Dec. 31.—In answer to many queries from broadcasters as to the meaning of the phrase "not licensed for radio broadcast" on phonograph rec-ords, as recently announced in these columns, the Columbia Phonograph Company, thru its attorney, A. E. Gar-maize, has stated its position on the matter in question. Numerous questions have been asked of the American Society of Composers, Authors and Publishers by licensed stations who wondered why of Composers, Authors and Publishers by licensed stations who wondered why they could not broadcast the music for which they paid a fee, with the result that E. C. Mills, general manager of ASCAP, informed the stations that the society did not initiate any steps toward such restrictions and does not care in which manner the music in its catalog is performed. is performed.

is performed. As a matter of service to the broad-casters, Mills queried the Columbia Phonograph Company, and its attorney issued the statement reproduced below. At the time the new phrase was placed upon the discs, it was understood that the music publishers asked for it as a matter of protection for themselves, while the recording laboratories wanted to protect themselves from the artist getting them into a jam when they did not want their voice on the air. Phonograph company statement fol-lows:

lows: "The notice appearing upon the labels of our records, 'not licensed for radio broadcast,' is based upon the fact that the law recognizes all property rights, and particularly property rights arising from investments more fully described below. The labor and skill developed and em-

ployed over a period of many years at great cost in searching out and properly combining the constituents forming our physical records, the labor and skill very physical records, the labor and skill very costly in time and money developed and employed in impressing upon our records with an accuracy recognized by the pub-lio all over the world, the high-priced and famous artists and orchestras, the expert orchestrations utilized and the famous and high-priced artists and or-chestras themselves in many cases repre-leanting a continuing expense thru royal-ty payments—all combine to make our records a valuable property right. "The broadcast of our records places at the disposal of the public the labor, skill

"The broadcast of our records places at the disposal of the public the labor, skill and money investment above described for the sole benefit of the broadcaster, so that the broadcast of our records is a use of our property rights without our consent for the benefit of someone else without any compensation accruing to us, the owners of the property right. Broadcasting stations probably are not aware that they are violating our rights by the broadcast of our records, so that in order to give them notice that we reserve our rights and do not desire them to be violated, we have placed on the labels of all of our records the notice, not licensed for radio broad-cast." cast.

The practice of using the new phrase on the records is, of course, not confined to the Columbia company, but is now in general use. Music Publishers' Protec-tive Association is in favor of it, since it issues licenses for electrical transcrip-tions, or specially recorded programs destined for radio broadcasting.

**Phonograph Company Explains** 

Radio Restriction of Records

#### The Billboard - MUSIC - RADIO ARTISTS

Air Briefs

By JOE HOFFMAN

(See AIR BRIEFS on page 53)

also have



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SEASON'S GREETINGS Direction-RUSSELL DECKER-Weber-Simon Office



**PATRICIA BOWMAN Ballerina of Radio City Music Hall** 

#### Selected by "ROXY" as a FEATURE for **RADIO CITY MUSIC HALL**

BECAUSE OF THEIR UNIQUE ABILITY TO ENTERTAIN



# **Dancers Extraordinary**

**Personal Manager** A. J. W. BERRY, Sr. Larry Funk at Lowry, St. Paul

ST. PAUL, Jan. 2.—Larry Funk and his Band of a Thousand Molodies, who re-cently played the Hotel Gibson, Ginginnati, and heard from there over WLW, are ap-pearing daily at the Terrace Cafe of the Lowry Hotel here, and broadcasting over WCCO and the Columbia network. The band is carrying 14 men, featuring Jim-mie White, vocalist, The band is booked here indefinitely, and will move from here to Kansas City, and from there is slated for a return engagement at the Hotel Gibson, Cincinnati. The bookings were made by Mills-Rockwell, New York. Bob Bundy is still managing the organization.

#### **Clem Bray at Baltimore Eatery**

BALTIMORE, Dec. 31.—Ciem Bray's Orchestra has returned to the Palais Joy, local Chinese-American eatery, for an in-definite stay. Band played there three months last season. The Palais Joy is featuring a floor show, using nine acts thrice daily. Bray serves as emsee. The Bray combination formerly appeared in vandeville vandeville.

#### J. I. Glaser Joins Willis Firm

BOSTON, Jan. 2 .--- James I. Glaser, who BOSTON, Jan. 2.—James I. Glaser, who has been conducting his own booking of-fice in this city, has joined the staff of the Stanley J. Willis, Inc., local band booking office. The Willis firm has just taken larger quarters in the Little Build-ing, this city.

TED FIORITO and his orchestra, who moved west from Chloago a year ago, are still at the Hotel St. Francis, San Fran-cisco. Tom Gerun and his orchestra are again at the Bal Tabarin in the same city



CENTRAL SHOW PRINTING CO. **MUSIC TEACHERS** 

Experienced in teaching and playing Violin, Banjo and Hawalian Guitar. Positions available in three works. State age, nationality, complete details and photograph. Write F. H. MUELLER, 647 Main St., Hartford, Conn.

WANTED--Snappy 10-piece organized Dance Or-chestra, Ladies or Gentlemen, willing to work for Leader. Send photo. Also reliable Manager, prefer Musician, Must be experienced. I mean business. ALBERT I. CINA, Leader, caro Billboard, Cincin-nati, O.

#### Ballrooms By BILL SACHS

OAKLAND, Calif., Jan. 2.—The Mc-Fadden Ballroom, prominent local hoof-ing spot, caught fire last week as the result of defective wiring and suffered a loss of \$100,000. Mr. and Mrs. Chester McFadden and their partner, W. D. Lar-Son, were rescued from a third-floor apartment by firemen. apartment by firemen.

ROCHESTER, Minn., Dec. 31.—Recent-ly opened here is the Valencia Ballroom, owned and operated by Ray Arend, who also operates a night club here. Both are located one mile northwest of Rochester, near the city limits. A band organized by Arend is playing now, altho he is planning to engage traveling or-ganizations later on. Ballroom accom-modates 1.000 couples. modates 1,000 couples.

MILWAUKEE, Jan. 2 .- After complet-MILWAUKEE, Jan. 2.—After complet-ing a string of one-nighters thru Ohio, Indiana and Ilinois, Doc Perkins and his orchestra are filling a three weeks' en-gagement at the Engle's Million-Dollar Ballroom, this city. Combo is etherizing over WISN during its stay here. Perkins and his boys are slated to go into Dance-land, Cleveland, March 1 for an indefi-nite run. "Fat' Messmore, sax, is a recent addition to the combo. recent addition to the combo.

KOKOMO, Ind., Dec. 31.—Ralph Hutto and his Rhythm Aces have been engaged to furnish the music for a series of dances to be given by the local Elks Club, beginning tonight. In the Hutto lineup are Frank Harter, Ralph Cline, Jerry Zimmerman. Paul Mathis, Carl Walter, Allan Bennett, Shelden Alexan-der, George Pieroy and Wayne Jacobs.

KANSAS CITY, Mo., Dec. 31.—A fair crowd attended the opening of the El Torreon Ballroom last Saturday night. The El Torreon has been newly decorated and many new features have been added. Thomas O. Bright, owner of the building,

is operating the ballroom, with Carl Cooney as manager. Clarence Love and his Blue Rhythm Kings are furnishing the music.

the music. OGDEN, Utah, Dec. 31.—Milt Taggert and his 11 Vagabonds of the Air have opened at the Berthana Ballroom in Ogden for an indefinite engagement. Milt succeeds Olie Reeve and his orchestra, who hav several years. who have played the Berthana for

KANSAS CITY, Mo., Dec. 31.—Mildred Harris Chaplin was featured as an added attraction at the Pla-More Ballroom here this week. Arlie Simmonds and his or-chestra, the "Slatz" Randall combo and Mel Snyder and his band divided the week at the popular local dansant.

## **Night Clubs**

AL CALVIN AND MARGUERITE, com-AL CALVIN AND MARGUERITE, com-edy and dance team, are at the New Town and Country Club, Milwaukee, after a successful engagement at the Clava Del Rio, Green Bay, Wis. They recently concluded an extended stay at the Club Birg Milwaukee Club Ritz, Milwaukee.

NEWEST CHICAGO night spot is the Playground, opened at Seventh and Wabash December 27 by Al and Cy Tearney. This marks the Tearneys' re-entrance into the night-club field after a retirement of a considerable time. Carl Lorraine's Orchestra is furnishing the music for the Playground. Eddle Clifford is master of ceremonies, and the Yaughn Sisters and a personable chorus furnish peppy entertainment. A novelty that the Tearneys are introducing is interluds music furnished by Gladys Ward, who plays a small organ. NEWEST CHICAGO night spot is the ayground, opened at Seventh and

CHEZ PARFE, Chicago, is presenting ophie Tucker, "Red-Hot Mamma," and Sophie Tucker, Sophie Tucker, "Red-Hot Mammit, and her accompanist, Ted Shapiro, as the headliners of its holiday show. Along with them there is a classy bill, includ-(See NIGHT CLUBS on page 53)

#### **PROGRAM** REVIEWS

#### **Those Five Girls**

Reviewed Sunday, 9:45-10 p.m. Style —Contralto quartet and piano. Sustain-ing on WJZ (NBC network).

These contrations bring a lively 15-minute session to radio that does not conflict with any other quartet or trio of girls on the air. They attack their numbers with a certain zest, do not try too many tricks, but believe in singing them both sweet and hot in spirited

them both sweet and hot in spirited style. Following their theme song they opened with a fast number, with a Negro spiritual next in line. After a pop ballad they offered Gricg's Spring Song and then a medley of old favorites. Girls have plenty of color and harmony, suf-ficient to carry a quarter-hour period for a sponsor or at least contribute much to a period along with other tal-ent. Girl at the plano slings a mean key and was always there with good accompaniments. M. H. S.

#### **Rosa Ponselle**

Reviewed Sunday, 9-9:30. Style-Mezzo-soprano. Sponsor-General Elec-tric Company. Station-WEAF (NBC network).

General Electric inaugurates its 1933 season of its Sunday Circle Concerts with Miss Ponselle, who should be a favorite on any radio program. Miss Ponselle announced her own selections

Invorite on any radio program. Miss Ponselle announced her own scleetions and otherwise spoke when necessary without the slightest trace of being flustered. Her repertoire includes a bit of Home, Sweet Home, as her theme song: Nevins' Rosary, Schubert's Ave Maria, Kreisler's Old Refrain, Herbert's Kiss Me Again and Carry Me Back to Old Virginny. Introductory remarks anent the new series followed the opening bars of Home, Sweet Home, mention being made of the artists that were to follow on subsequent programs, such as Tito Schipa, Lily Pons, Martinelli, etc. C. J. Quinn, vice-president of G. E., intro-duced Bruce Barton, who read a Christmas message in which he paral-leled the times during the birth of the Messiah with the trying times of our own day.

Toward the close of the program an announcement mentioned that a free copy of the message could be had by writing for it. Absence of any sustained

sales talk and the pleasing series of "songs of the home" makes this a Sun-day program of unusual class and one that should create considerable good day program of unusual class and one that should create considerable good will for the sponsor. With other fine artists rotating on future programs and with a w.k. speaker on each occasion the general routine will be pretty much the same as above. M. H. S.

#### **Pontiac Program**

Reviewed Wednesday, 9:30-10 p.m. Style-Comedy, songs and orchestra. Sponsor-Pontiac Motor Car Company. Station-WABC (CBS network).

General Motors has another winning General Motors has another winning program in this excellent combination of Colonel Stoopnagel and Budd, Andre Kostelanctz Orchestra, William O'Nell. Jeannie Lang and a chorus of 16 mixed volces. 'For those that follow the Colo-nel and his parther the program is al-ready sold, and for those who may tune in on the comedy duo for the first time a laugh treat should be in store for them. It is doubtful if any other team on the air ever put over such an exthem. It is doubtful if any other team on the air ever put over such an ex-cellent impression of doing their stuff ad lib. and making each broadcast so consistently fresh in material and fine humor. The inimitable style of the du does not allow for Joc Miller routines that depend upon the delivery for suc-cess, since the very nature of their style calls for new "inventions and ideas" at each broadcast. Interpolated vocals by William ONell

each broadcast. Interpolated vocals by William O'Nell were unusually well done, since he brings with him musical comedy, as well as radio, experience. Jeannie Lang did a popular number in her cute manner, while the chorus remained mostly in the background, lending volume when it was needed. Orchestra handled the ac-companiments. as well as selections companiments, as well as selections, competently and better than the usual run of house bands.

run of house bands. Brondcast was the Columbia Brond-casting System's first experience with a theater and audience proposition, the house utilized being the Carnegie Hall Chamber Music Room, seating 500. Ap-parently the production manager did not make sufficient allowances for the Colo-nel Stoopnagel and Budd laughs, which were not waited for and their routine carried thru without letting the gags sink in. Which is certainly a mistake or oversight. Future broadcasts will al-low for some of the studio applause and laughs being on the air. M. H. S.

#### **Orchestra** Notes

By BILL SACHS

JACKIE SOUDERS has been named director of Horace Heidt's Oregonians, who reopened the RKO Orpheum, Port-land, Ore., Christmas Day to record business. In the orchestra are James (Slim) Tuft. Fhil Boverro, Stanley Brown, Ned Dotson, Gordon Hood, Glea Hurlburt, Jean Anthony, Abe Cohen, "Red" Plummer, Eddie Maher, Joseph Barros, Pete Gillesple, Marvin Fisher Myer Alexander and Tommy Smith.

NEW OFFICERS of the Seattle (Wash.) Pipe Band are Alexander Ronald, presi-dent; Barney Kempton, vice-president; Jack Crawford, scoretary; A. W. McCuaig, treasurer; Ben McPhee, pipe major; J. D. Winchester, pipe Scrgeant, and L. Hutchinson, drum major. Dr. J. Wother-snoon is irustee. spoon is trustee.

MARIE BETA and her all-girl orchest tra arc featured at the Studio Club, New Orleans. Harry James is manager of the club. The engagement is indefinite.

DUDLEY WILSON has replaced Carl Luck, recently elected State representa-tive, as president of the Spokane Mu-sicians' Association No. 105. Other chosen to office for the coming year include John Seelet, vice-president; Carl W. Jones, secretary-treasurer; Freeman Inglesby, Rolla Starr, Rafry McMullen, Fred Hartley and Sidney McNutt, board of directors.

FRANK J. HAYEK SR. has been re-elected president of the Milwaukee Musicians' Association Local No. 8 of the American Federation of Musicians. Other officers are George Kriz, vice-president; Patsy Kohler, secretary; Charles Wagner, treasurer; Art Weber, sergennt at arms: Otto Boettcher, trustee; Charles Bradley, Frnst Strudel, William Koch, Ervin Davlin, Harry New-ell and Robert Tamms, members of the executive board. executive board.

HERBIE KAY and his orchestra, who recently closed a two weeks' engagement for MCA at the Aragon Ballroom, Chi-cago, with broadcasts over WGN, are cago, with broadcasts over WGN, are making a one-night-stand dance tour in the Middle West.

JIMMIE GRIER and his orchestra, who hail from the Cocoanut Grove of the Ambassador Hotel, Los Angeles, will open for MCA at the Club Forest, New Or-leans, January 18. Grier's band is now playing at the Adolphus Hotel, Dallas

EARL HINES, colored planist, and his EARL HINES, colored plants, and ma orchestra from the Grand Terrace Cafe. Chicago, has signed with Music Corpora-tion of America and will go on tou about January 15. Hines has played at the Grand Terrace for eight seasons.

JACK PETTIS and his orchesta opened at the Peabody Hotel, Memphis New Year's Eve, succeeding Seymou Simons, who moved into the Netherland Plaza, Cincinnati, January 3.

GUS ARNHEIM and his orchestra, v returned to California recently after year's engagement in Chicago, will oper for MCA at the Beverly-Wilshire Hole Beverly Hills, Calif., about January 15

THE INGENUES have dropped vault temporarily to play at the Radisson Ho-tel. Minneapolis. They are now in their third week there and scoring nicely. They may remain indefinitely.

EARL WALSH is reported to be organ izing a new 10-piece outfit for a swing thru the Eastern States. Ray Smith is slated to take the advance.

BARRY NEWELL and his Singers are back at their headquarters in Peorla. Ill. after a fortnight's tour thru Wisconsin The band will head east shortly after New Year's.

BYRON WHITEHILL was elected presi-dent of the Musicians Mutual Protectivi Union No. 2, A. F. of M., East Liverpool O., at a recent meeting. Other officers include vice-president, Charles E. falli secretary-treasurer, Howard H. Cochrum sergeant-at-arms. William Emericki; exec-utive board, Del McLane. Demer Miller Harmer Multicor and Box Mellott Homer Heakinson and Roy Mellott.

EARNIE BEAL and his orchestra and filling dance engagements at Ponca City Okla., and adjacent towns.

JESS KIRKPATRICK. long featu with Earl Burtnett's Orchestra, too (See ORCHESTRA NOTES on page took 23

**NEW AMSTERDAM** nday Evening, December 26, 1932 Biginning b **CYRANO DE BERGERAC** 

(LIMITED REVIVAL) nond Rostand's herolo comedy in five acts, done into English verse by Brian Hooker, Starring Walter Hampden. Staged and directed by Mr. Hampden. Staged by Giaude Bragdon. Presented by Mr. Hamp-Ciaude Bragdon.

A Pickpocket 

illns. POETS-Gordon Hart, P. J. Kelly, Cyrus H. mhe. Harvey Sayers, Pickering Brown. NTELLECTUALS AND PRECIEUSES-Alice iton, Mary Dill, Bessle Beatty, Helen O'Con-r, Laura Barrett, Wanda Geib and Phyllis Mec POETS-

AA

St

Ilec. Interest, MUSKETEERS THIEVES, PAS-TZIZENS, MUSKETEERS THIEVES, PAS-TZOOKS, ACTORS, MUSICIANS, SFANISH LUERS, SPECTATORS, ETC.—James Ma-dy, William Eckert, Storrs Haynes, Charles neDonald, Robert Porterfield, Randolph rieton, Arthur Pederson, Henry Schber, Ar-ur Glimour, Lewis Douglas, David Harcourt, hert Carlyle, Franklin Salisbury, Hayden risa, John T. Rogers, Rose LeGant and oth-

The First Four Acts Are Represented as him Place in Paris and Arras in 1640. The ful in 1655. ACT I-A Performance at the fel de Bourgoyne. ACT II-The Bakery of Posts. ACT III-Rosanc's Riss. ACT IV The Cadets of Gascoyne. ACT V-Cyrano's write. Gazette

When Walter Hampden When Walter Hampden reopened wrano de Bergerac at the New Amster-im Monday night, it was your reporter's Rh performance of the play; it was r Enampden's 800th-odd performance, cluding road appearances and the umberless New York revivals that pre-ded this one. Just how many previous anpden revivals there have been is mudded in the mists of history but if a reopened Hampden revivals there have been is shrouded in the mists of history, but if a alling memory still serves this is the fourth. One can only hope that there will be 40 or so more, so that *Cyrano-*didets (they're a class apart, and prob-bly have their own private row of badded cells in the asylums) can indulge gain and again and again—as is their wont—and also so that the numerous beople who have still failed to see the lay can remedy the neglect. Unless they on they will have missed the finest ex-mple of heroic comedy—the finest ex-mple of playwrighting of all classes, so ar as your reviewer is concerned—since the glory-dimmed days of the Elizaglory-dimmed days of the Eliza-

here is no use in this reporter going the mcrits of the play. When he that this was his 17th viewing of and that all of the other 16 scats bought and paid for—he has said that he can. Cyrano is sentimental, ubitedly; it makes use of every trical trick known to the business, if anyhody stands up to car the and trical if anybody stands up to say that is anybody stands up to say that a sheer sentimentality too, your re-ter won't argue. The whole case. ver, is summed up in a quote from and Aldington, who is no mean poet if. Says Mr. Aldington: "Any man cannot appreeiate Rostand's Cyrano a taste too fastidious for his own "

milarly, there is no use in going into reporter's estimate of Mr. Hampden. He risk of pulling down the ha-has very Broadway boy who talk above to pan all actors who talk above Thisper or who indicate any char-er but their own, your scribe states, the has stated before, that Mr. Hamp-is one of the four or five really great themen now on our stage-and and is admittedly his best role. He hisper itlemen

# THE NEW PLAYS ON BROADWAY

doesn't play it this time quite as well as he has played it in the past; he starts slowly, only swings into action in tho second act, slows up the grand fourth-act close a bit too much for full effect and is at his worst where he should and is at his worst where he should be at his best, in the magnificent, heart-breaking, sob-wrenching death scene, in which he fails to give the lines full value, fails to give them the value that he himself has so magnificently given in the past. But those are only minor points. Cyrano is still Mr. Hampden's finest part, and one of the greatest, if finest part, and one of the greatest, if not the greatest, acting achievements on our stage today. The play is almost a threa-and-a-half-hour monolog for Cyrano, a tremeñdous strain on any actor, and when one considers that Hampden has played it for more than 500 performances and for something like nine years, an occasional slip in an oc-casional performance may easily be ex-cused. The Hampden Cyrano is, definitely, a fine and noble achievement. a fine and noble achievement.

The production is worse than before in some respects and much better in others. There is a bit of skimping-parpresumably to save expense; but the Christian and Roxane this time are John Christian and Roxane this time are John D. Seymour and Katharine Warren, on the whole the best pair so far. Miss War-ren is not so good as was Carol McComas in the original Hampden production, but she is better than any of the others, and Seymour is by long odds the best-and best looking-Christian to date. It's a bit strange to see anyone but Cecil Xapp as Raguereau but Whitford Kana did as Ragueneau, but Whitford Kane did a good job of the part. Reynolds Evans, the new De Guiche, would have done better to stick to his old bit as Valvert. Various of the other oldtimers, notably Ernest Rowan, P. J. Kelly, C. Norman Hammond and William Sauter, are back

Hammond and white in their old parts. If you haven't yet seen Cyrano—and even if you have—go to it quickly and often. You owe it to yourself. EUGENE BURR.

#### **MARTIN BECK** Beginning Wednesday Evening, Dec. 28, 1932 **AUTUMN FIRE**

(REPERTOIRE) A play in three acts by T. G. Murray. Played by the Abbey Thoater Irish Players. Pre-sented by Aiber and Wickes by special arrangement with the Irish Free Stato Government. (Special return engagement.)

ACT I-Scene: Living Room in the Farm-house of the Keegans. ACT II-Scene: The Kitchen of Mrs. Desmond's Cottage. Oue Month Later, ACT III-Scene: The Same as Act I. Six Months Later.

Month Later. ACT III-Scene: The Same as Act I. Six Months Later. Autumn Fire, as played by the incom-parable Abbey Players, is a thing of beauty to behold. Their deep sincerity makes this play aive with an cletric quality and they contrive to give the dialog a lilt which transposes it from the prosaic to the postical. It is this delicate quality which succeeds in giving the drama a distinction which it de-serves, for one has no doubt that if played in the accepted American fashion it would be held up to ridicule. For, basically, it has the same sort of story which was popular 30 years ago and has since been thrown into the limbo of things to scoff at, like Victorian furniture. things to scoff at like Victorian furniture. The author, however, has admirably suc-ceeded in writing with such fine under-standing of the emotions that this re-porter, the extremely cynical of such goings on thru constantly gazing upon inferior writings, was moved deeply. The Abbey Players should, as far as we are concerned transmiant themselves

The Abbey Players should, as far as we are concerned, transplant themselves from their native stamping ground in Dublin and become a standard feature in New York. For with the consummate acting of the group to use as a criterion for our native actors, we are sure that the standard of emoting would be greatly improved in short shrift. Take for instance the restrained yet powerful performance of Michael J. Dolan in this current offering. Few if any actors this senson can approach the technique and understanding he displayed in Autumn Fire, wherein he portrayed a man well on in his years who feit a consuming pas-sion for a young girl and despite tho terrific obstacles succeeds in winning her. And Ellen Crow's performance as the girl can hardly be jouched by any actress girl can hardly be touched by any actress currently around town. The rest of the eompany is on a par with Dolan and Miss Growe.

T. C. Murray's story relates the tale of Owen Keegan, an Irish farmer, who falls in love with Nance, the daughter of a neighbor. She reciprocates his love in In love with Nance, the daughter of a neighbor. She reciprocates his love in her own fashion and marries him over the protests of his son and daughter. The son has long been in love with Nancy, but takes the marriage graciously, tho his sister is greatly embittered and vows dire vengeance. Three months after the marriage Keegan suffers a fall from a horse and becomes permanently dis-abled. He has implicit faith in Nancy, however, until the seed of jealousy is innocently planted in his mind by his brother, who remarks that Keegah's wife daughter, who hates her stepmother. Nancy and the boy return from a trip to the village and is too much in the company of her stepson. Further fuel is thrown on the fire by the sharp tongue of the daughter, who hates her stepmother. Nancy and the boy return from a trip to the village and she tells the lad that he should leave the house ere his feel-lings for her get the better for him. She allows him to kiss her, and at that moment Keegan hobbles down from his sick room. He berates his son and wifo and drives the laf from the house. Nancy pleads that there has never been any-thing between her and the boy, but the pangs of jealousy have bitten too deeply in the old man's heart, and tho he trys hard to believe her he cannot. And we see at the curtain this disillusioned man taking refuge in his religious beliefs. This last scene is touching beyond

see at the curtain this dislitusioned man taking refuge in his religious beliefs. This last scene is touching beyond belief and no mere synopsis can fully describe the poignancy of the old man's helplessness in face of his flery spirit. JACK MEHLER.

#### MANSFIELD

Beginning Monday Evening, December 26, 1932 SHUFFLE ALONG OF 1933

Beginning Monday Evening, December 26, 1932 SHUFFLE ALONG OF 1933 A new musical comedy, with book by Flournoy E. Miller, music by Euble Biake and lyrice by Nobic Sissie. Choral arrangements and orchestrationa by Will vodrey. Staged by Walter Brooks. Costumes designed by Robert Sievenson and executed by Maheu Costuming Company. Scenery designed by Garl Amend, and constructed and painted by Davia Soche Studios. Dances directed by Davin Soche Studios. Dances directed by Bavin Soche Studios. Dances directed by State Soche Studios. Donces directed by State State Store Schelter. Dones directed by Malter Taps. Taps Miller Summons Server. Jones Arnold Stenographer Catherine Brooks. Adolph Henderson, Donglass Peitx. Rudolph Scott, Herman Reed Strown, Catherine Brooks. Anora Edwards, Annis Davis, Roy Holland, Adolph Henderson, Donglass Peitx. Rudolph Scott, Herman Reed, Brown, Catherine Brooks. Anora. Edwards, Annis Davis, Roy Holland, Adolph Henderson, Donglass Peitx. Rudolph Scott, Herman Reed, Brown, Catherine Brooks, Aurora Edwards, Annis Davis, Roy Holland, Adolph Henderson, Donglass Peitx. Rudolph Scott

Virginia Branum, Lyie Smith and Andrew Holly, DANCING BOYS-Willie Avant, Roy Carter, Arthur Dally, Taps Miller, Bill Bailey, Derby Wilson and Henry Williams.
 AGT I-Scene 1: City Square, Jimtown, Mississippi, Scene 2: The Jones Cabin. Scene 3: U-Eat-'Em Molasses Factory.
 AGT II-Scene 1: City Square, Jimtown, Miss. Six Weeks Later. Scene 2: A Sugar Cane Field. Scene 3: Office of U-Eat-'Em Molasses Factory. Scene 4: Ben's Taxi Stand.
 Mort J. Scene 4: Ben's Taxi Stand.
 Scene 5: Root U-Eat-'Em Molasses Factory.

Scene 5: Roof U-Eat-Em Molasses Factory. There is grand dancing and noisy, thumping, toe-teasing musica in Shuffle Along of 1933, the colored musical which three of the four chief participants in the previous Shuffle Along brought to the Mansfield Thenter Monday night. Grand dancing is almost a matter of course in a dark-skin musical, but not sthch superlative hoofing as we get here. The evening is a maze and whirl of wonderously flying feet, and the tempo and evident enjoyment of the perform-ers help to catch up the customers in a light-hearted merry-go-round. Outside of the dancing, some typically tinkly tunes and the slap-stick merriment in-jected by Messrs. Flourney Miller and Mantan Moreland, there's not a great deal, but what there is is enough to supply a thoroly enjoyable evening. Mr. Miller's plot concerned, if snybody

cares (and nobody seemed to last night), the rehabilitation of a molasses factory in the deep South, with Messrs. Miller and Moreland acting the comis presi-dents; Mr. Noble Sissle performing ca-pably as the hero, and Miss Lavada Car-ter providing most of the pep.

One of the chief things to be noted One of the chief things to be noted during the evening is the splendid way in which Mr. Moreland—a comic who has been submerged for too long—serves as a foll for Mr. Miller and the excellent way in which he puts over his own material. This is about the first time that he has had anything to work with, and he makes the most of the opportu-nity.

And another outstanding item is young and pretty Miss Carter, who puts over her numbers with a maximum of pep and blues-shouting ability and who dances like a alightly mad but extremely cute windmill. In fact, a great deal of ability, of one sort or another, displayed itself in the show. Of Messrs. Miller, Sisale and Blake no mention need be made at this late date; sufficient to say that they're as good as ever. The Four Flash Devils perform a pair of character-istically body-breaking routines; George McClennon does a grand clarinet solo and an extremely amusing comedy dance; several kids pulled out of the chorus — Taps Miller (a 'Ind), Peggy Wharton and Nannine Joyce—dance solos excellently; Fay Conty and Clarence And another outstanding item is young excellently; Fay Conty and Clarence Robinson sing in splendid voice; Annis Davis, from the singing chorus, dislocates Davis, from the singing chorus, dislocates her hips with gusto and abandon; Louise Williams does blues numbers to a fare-thee-well; Vivienne Baber, a sultry-looking lass who played the dramatic lead in John Golden's ill-fated Savage Rhythm (tho her name was then spelled Vivian), does nothing much in a most attractive way, and Sissle's Park Central Motel Orchestra turns in a cared curs Hotel Orchestra turns in a grand over-All in all, it was a thoroly enjoyable evening. EUGENE BURR.

#### LITTLE HONEYMOON

evening.

Beginning Friday Evening, December 23, 1932

Day.

Sober recapitulation of Honeymoon proves that the producers must have felt they had a world beater of a script in their hands. But unfortunately the script does not play very well. The best of care has been given it, and a great deal of attention has been devoted both to the casting and direction, but to no avail. Not that the play is a bad 'un, but merely because it is slightly old-fashioned. One might say this is rather an ambiguous statement in view of the fact that it is risque in the mod-erm fashion, peopled with ultra-modern Sober recapitulation / of Honcymoon of the fact that it is risque in the moderns and written in the accepted modern fashion. But it is these very would-be assets which prove a stumbling block, for with these pretensions it provides nothing new and one hopes for and ex-pects so much more.

pects so much more. As far as production, casting, acting and good taste are concerned the play rates high above the usual run of en-tertainment offered around town these days. Thomas Mitchell, fresh from the success of his own starring vehicle Clear All Wires, has mounted the opus with the maximum of skill and has suc-ceeded only too well in creating a swift pace which the play doesn't deserve. The east, without exception, does magnifi-cently with the parts, which hardly de-serve such efforts. Mitchell himself has a small but effective role, but no billing serve such efforts. Mitchell himself has a small but effective role, but no billing is given him outside on the house boards, besides his credit for staging. Katherine Alexander does better than usual in this offering, but a mite of fault can be found with Ross Alexander for the peculiar manner in which he screws up his face to accentuate the high points of his lines points of his lines.

points of his lines. The play concerns itself with a newly married couple's constant bickerings and misunderstandings. The bridegroom, in seeking respite from his mental suffer-ings, has an affair with a young divorcee to whom he has just bared his troubles. This takes up the first two acts and the third portion is consumed with the youngsters making up and promising not to quarrel again. And the young di- *(See NEW PLAYS on page 18)* 



# **Houses Want** 4-Wall \$200

18

But Indies are wary of seemingly favorable terms -want houses to gamble

NEW YORK, Dec. 31. — An unusual state of affairs has set in among the theaters in town. Almost every house is crying for a show and, of course, there are fewer than ever shows in preparation. This has led most of the indie produc-ers to think that, should they do a show, it would be like taking candy from a child to get a theater for almost nothing. The house owners, on the other hand, give the impression, when there is no attraction in sight, that they would con-sider any offer. sider any offer.

But an astounding change of manner uddenly overcomes the house menager then he is approached by someone seek-ag a house. Immediately the manager when he is approached by someone seek-ing a house. Immediately the manager crys that his house is loaded with mort-gages and mainly controlled by banking representatives. And, therefore, he is powerless to let the house at the usual percentage arrangement. But he dis-plays a surprising willingness to let the house at a minimum figure of say \$200 a week for the four walls, with the pro-ducer to assume all running expenses. This is an ideal expensent for the

ducer to assume all running expenses. This is an ideal arrangement for the house, the manager figuring that this sum will at least pay the interest and carrying charges on the mortgage. The producer, on the other hand, is playing himself for a prize sucker, in not taking hito account that any ordinary theater requires at least a thousand dollars week-ty to pay for the heating, b-o men and other countless expenses that continual-ly crop up in house operation. Of course, the indie promoter can take

by crop up in house operation. Of course, the indie promoter can take his show to either the Shubert or Er-langer booking offices and ask for a house. But here again he runs into the same difficulty, the circuits asking for a guarantee. But most indie producers dis-like dealing with these offices for the reason that they feel if their show turns out to be a hit they can then dictate their own terms for road bookings. The present contracts calling for all shows playing either Shubert or Erlanger New York houses to play regular United Book-ing Office time at regulation terms. The indies, however, think that what with the senreity of road attractions on UBO time, it's a sweet spot to be in to have a smash attraction and to be able to dictate their own percentage arrange-ment.

#### **SRF Has \$8,838**

NEW YORK, Dec. 31.—The Stage Re-lief Fund, headed by Rachel Crothers, received various contributions amount-ing to 81.006.30. This sum brings the total amount received by the Fund to 88,838.17 for the week ending December

So. So. Contributions were received from Ed-die Cantor, \$120; Owen Davis, \$100; John Golden, \$106; Edward Wasserman, \$81; Mary K. Minor, \$25; Barbara Rob-bins, \$20; Rita Gould, \$15; Elizabeth Higgins, \$10; Constance Collier, \$10; Ruth Draper Benefit, \$353; percentages from various companies, \$140. The following people have pledged a percentage of their weekly earnings: Krank Gilmore, Betty Starbuck, Florence Reed, Paul Kelly, Sam H. Harris (office), Constance Collier, Jean Dixon, Eddle Cantor, Louise Silicox, Agnes McCarthy, John Golden and Sam H. Harris.

#### "Melody" Goes to Boston

NEW YORK, Dec. 31.-George White's Melody, now readying in Philly, will probably play an additional week in Boston, according to advices received by the New York office. Understood White wishes to make some changes in the sook of the show and an additional week will also give current attraction of wishes book the New Amsterdam Theater more time. No changes of cast are contemplated for Melody.

(Continued from page 17) vorcee decides to take up with her ex-

vorcee decides to take up with her exhusband. There really is more to the story than these simple facts, but when you take away the skim of the incidentals which are there more or less to provide char-acterization and color, the story simmers down to those bare details. And these one must admit aren't enough to set the world on fire. Movie value is uncertain, for the market on this supposedly sophisticated material is shot, altho some company may see in it a vehicle for a Chevaller type, providing the play is rewritten around the character of the divorced husband, who appears seldom in this version.

Honeymoon seems destined for a short JACK MEHLER.

#### SELWYN

Beginning Monday Evening, December 26, 1932 THE LITTLE BLACK BOOK

life.

Evening. ACT III-The Next MOTLING. The Little Black Book is a mistake as far as its Broadway production is con-cerned. One could altogether understand if it were the presentation of a 10-20 stock company playing down to the re-quirements of its local patrons, but here it shows up pitfully. There seems noth-ing in the play to recommend itself for adult entertainment, and to seriously criticize it would add a distinction which it doesn't deserve. Neither the playing nor the direction adds anything to what the author has

it doesn't deserve. Neither the playing nor the direction adds anything to what the author has seen fit to write. The story concerns a young country bumpkin who goes to Washington in an effort to convince the legislators that a new highway thru his home community would be advisable. He secures a humble job in the Treasury Department and soon a group of boot-leggers attempt to bribe him. He refuses because of high-minded ideals and in some way becomes the possessor of a little book containing incriminating in-formation on the high muck-a-mucks in political circles. In the concluding scene he gives up this valuable book on the condition that he be allowed to run for State senator. Believe it or not, it is all as ridiculous as that. What chance this opus has in a sea-son in which only the best of plays can achieve. In many cases, a 10-week en-gagement is without a doubt nil. We fear The Little Black Book will have to fold its covers ere the new year arrives.

fold its covers ere the new year arrives. JACK MEHLER.

# MASQUE Beginning Wednesday Evening, Dec. 28, 1932

GOOD-BY AGAIN

GOOD-BY AGAIN A new play by Allan Scott and George Haight, festuring Osgood Perkins and Sally Bates. Staged by Arthur J. Beckhard. Setting by Tom Actian Craraft, constructed by William H. Mensching, Inc. Presented by Mr. Beckhard. Sally Bates Kenneth Bixby. Osgood Perkins Waiter Harold Bassage Beildoy Myron McCormick Maid Mison Katherine Source Chaufeur Dorthe Duckworth Arthur Westhake. Hugh Rennie Harvey Wilson Alfred Dalrymple The Action takes place her double bedroom in the Hotel Statler. Cleveland. Act I-Morning. ACT II-Late That Evening. ACT III-The Next Morning. A chelifoundation and the state of the State State.

A deliriously insane, madly uproarious, thoroly entertaining comedy called Good-By Again was brought by Arthur J. Beckhard to the Masque Wednesday night. Authored by Allan Scott and (See GOOD-BY AGAIN on page 54)

# LITTLE WOMEN

LITTLE WOMEN (BECIAL MATINEES) Marian De Forrest's dramatization of Louisa May Alcott's famous classic. Directed by William A. Brady Jr. Scenery built by Martin Turner and painted by Kennel & William A. Brady Jr. Mark Curtis Mark March Burk Curtis Mark Cur

Once more Mr. Brady the elder has brought his revival of Little Women to the Playhouse for special matinees for the delectation of those little girls under 10 who can spare enough time from Christmas week entertainments to spend an afternoon with furbelows and old lace and the emotions of a more graceful centeration generation

The remotions of a more graceful generation. The sensitive of the same as a sensitive of the sense as a a sense as a a sense as a a sense as a a sense as a sense boards for the boys this year. EUGENE BURR.

#### BROADHURST

**20TH CENTURY** 

Beginning Thursday Evening. Determore 29, 1894

A new play by Ben Hecht and Charles Mac-Arthur, based on a play by Charles Bruce Milholand. Staged by Ceorge Abbott. Bettings by Cirker & Robbins, built by William Kellam Company. Presented by George Abbott and Philip Dunning. Dr. Johnson. Clare Woodbury Train Secretary. Ross Hertz Porter Frank Badham Grover Lockwood James Spottswood Anita Highland Dennie Moore Owen O'Malley William Frawley Conductor Granville Bates Oliver Webb. Matt Briggs Oliver Webb. Matt Briggs Oliver Webb. Matt Briggs Bit Regan Alfred Wobster Pullman Conductor William Worth Matthew Clark Ettenne Girardot Pirst Beard Hans Hamsa Second Beard. Edward La Roche Osear Jaffe Moffan Dennie Morets Pilly Garland. Eugenic Lockword May Cherker Jacks Bernes Badie Piorence Zolivich George Smith. Rocher Ogene Smith. Rocher Badie Piorence Botheris First Detective Jacky Crehan Second Detective Jacky Crehan Second Detective Jacky Crehan Second Detective Senth Max Jacobs. Henry Sherwood Cateman Folling Jewei Berl Offages Reporters, Photographers, Etc. ACT L-Observation Car of the Twenlieth Century Limited, Just Before Departure From Later. The Twentieth Century En Route ACT III-Seene 1: Fifteen Minutes Later. Scene 2: Midnight. Seene S: Gates 26-27, Grand Cen-tral Station, New York City.

On Thursday night, far behind sched-uled time, Ben Hecht and Charles Mac-Arthur's 20th Century pulled into New York and the Broadway mob found something new to laugh over. 20th Cen-tury is a rollicking, howling farce-some may call it a satire, but it's really noth-ter orang CENTUREY or game 5(1)

(See 20TH CENTURY on page 54)

**Stage Whispers** By JACK MEHLER.

By JACK MEHLER Actual business in the theater being at a low ebb despite the supposed rush and hubbub of laté winter producing, the offices around Times Square are a hotbed of gossip. The favorite topic is usually who is going to get what is cus-tions fly immediately when it becomes known that such and such big shots in the picture field have either resigned or been let out. Discussions take place as to who were the favorites of the morul and what their probabls fate is to be, now that someone else is in power. Everybody seems to have an ax to grind and not a good word can be heard from anyone. The reason for all this animoc-ity is erident. Practically cverybody is after the job of the someone just "axed" and one never knows but they may get it. Therefore each is peaches and crean to the other, for in case one does fall her to a job it's politic to stand in with him.

An actor having been continuously overlooked by all the legit managers in town, has decided to get away from it all and seems to have hit on an unusual hideout. He writes:

"I am rehearsing a class-conscious vaude skit for a Russian tour. A frate-nity brother of mine from the Univer-sity of Minsk, who is now Commissar of Soviet Entertainment, has assured me three weeks booking at the New Nizhai Novgorod People's Theater.

"I have developed a class-conscious buck-and-wing that will have the mu-jiks rolling in the aisles.

"Will be billed as:

"Jay Stander (Comedy a la Russe) "FIVE FAST MINUTES OF GOOD CLEAN FUN."

Lubin is out of Paramount, according rumors along the Rialto. Edd Biatt is expected home any day not . Albert Johnson, the scenic design hasnit clicked as yet in Hollywood, wh's he went in search of a job. . . Chest Erskin is looking for an actor for Tu Living One Dead, and claims that only recommendation he must have that he can act. . . . Happy New Y everybody. everybody.

Beginning Thursday Evening, December 29, 1932

President.

President.

President.

fession.

prove

tion

membership.

ed for Laughing

retary-Treasurer.

ing Secretary.

Actors' Equity

Officers FRANK GILLMORE, President. ARTHUR BYRON, Vice-President.

LORENCE REED, Second Vice-

GEORGE FAWCETT, Third Vice

ARLEY SADLER, Fourth Vice

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Offices

45 West 47th Street, New York.

Capitol Building, Chicago. Theo. Hale, 369 Pine Street, San

Francisco.

6636 Hollywood Boulevard, Los

. . and a Happy New Year"

The officers and Council of the Actors'

The oncers and Council of the Actors Equity Association realize that the mem-bers have gone thru a year of unprece-dented difficulties and hardships. In the main they have gone thru it with a magnificent spirit which has added lus-ter to the reputation of the theatrical profession

First Lecture January 9

The first lecture of the series for new mmbers of the Association (tho attend-ice is not limited to such members) II be held in the Hotel Astor, New ork, Monday, January 9, at 3 o'clock the afternoon. The lecture will cover e place of the actor in the history of e theater and will be delivered by ank Gillmore, president of the Asso-tion.

tion. On Friday, January 13, at the same our and in the same place, the second the series, dealing with the impor-nce and the necessity of certain clauses the standard minimum contracts. It of the utmost importance that all see elected to membership in Equity are August 16, 1932, should make ar-mements to attend this series of lec-res, as failure to do so may jeopardize eir membership.

Good, if Anonymous, Samaritan

Equity understands that a manage-int in Berlin is suing an actor because

Aiviene School Theatre TALKIES, DANCING, SINGING

HADDATES: Peggy Shannon, replacing Clara Mary Pickford, Fred and Adolo Astaire. Una rich, Alice Joyce, Lee Trany, sito. Stock Train-courace in Drama, Musical Concerdy, Stage name and Vaudevilla. Own Theatre assures York appearances. ALVIENE STIDIO LDING AND THEATRE. Write REGISTRAR, Catalog B-5, 66 West 55th 55. New York.

Broadway Service at Haverhill Prices. Write for Quotations and Catalog. HOOKER-HOWE, Haverhill, Mass. World's Largest Service by Mail House.

Angeles.

PAUL N. TURNER, Counsel.

#### The Billboard — LEGITIMATE

he laughed during a serious dramatic scene and, allegedly, spoiled the produc-tion. Unfortunately, the story does not relate what caused the actor to los control of his risibilities, or whether he had done so before and was considered a habitual offender. But, aside from the spectacular and publicity angles which might be enhanced by a suit, Americas who prove that they are inter-producers have better control over their productions because of the existence of the Actors' Equity Association and be-cause of its insistence that its members give the best performances of which they are and the spectacular and publicity angles which productions because of the existence of cause of its insistence that its members and its forwarded to members only on their request. A great deal of mail accugive the best performances of which they are capable,

#### Silence Assented to What?

The English Theater Managers' Journal reports the case of an elderly actor who had long been out of work, but who, at had long been out of work, but who, at last, secured an audience with a pro-ducer on the morning of last November 11. After settling the details of an en-gagement to their mutual satisfaction, the manager had just gotten around to "what salary do you want," when the signals sounded for the observance of a two-minute silence in memory of the Armistice which ended the World War. Both actor and manager stood silently for the prescribed two minutes. for the prescribed two minutes

As soon as the interval of silence was over-before the actor was sure, even, that it was over-the manager selzed him by the hand and hustled him to the door, saying as he did so:

"Good-I accept your terms. I'll send along the contract. Good morning." Good morning. And the actor was out on the street

and on the way home before he could gather his wits. Going home, presum-ably, to pray: "For what we are about to receive

Sunday Town List Still Stands Not long ago a company was about to leave New York for a stock engagement which was proposed to open Sunday, December 25. Sunday performances are now legal in that town. But they were not legal at the time Equity's Sunday nfession. Equity cannot prophesy as to the rents of the coming year. It hopes that will prove a better theatrical year and and the long-awaited turn in affairs ay be clearly evident in it. Equity feels that the actors of this puntry descrve better breaks than they are received. And for all actors, Equity embers or not, it hopes that this will rove to be in truth "A Happy New an." regulations were drawn up some time ago.

ago. So the company was informed that, regardless of any local changes, until Equity's general policy regarding Sunday shows was amended or repealed, it was not permissible, under the Equity con-tract, to give performances in such a town. If they did so, members of the company were informed, they would face charges before the Equity Council.

#### Join the Actors' Fund

Join the Actors' Fund Equity has no hesitancy in urging all its members and the members of the Chorus Equity Association as well to join the Actors' Fund of America. The work of the Fund is one of the proudest rec-ords in the annals of the American the-atter, and it is doing marvelously under the enormous strain imposed upon it during the last few years. The regular membership fee of the Fund is only \$2 a year. Yet the amount of good that the Fund would get out of this \$2 from several thousand new mem-bers, and the added assistance that a

bers, and the added assistance that a fairly universal membership would give it, would greatly increase its effective-ness.

ACTORS' EQUITY ASSOCIATION.

#### Chorus Equity Assn. DOROTHY

ood, if Anonymous, Samaritan On the Friday before Christmas the chors' Equity Association and the Cho-us Equity Association were recipients 100 tickets good for one Christmas inner apiece at Mrs. Gerson's Restau-int, next to the Falace Theater, New ork. The Good Samaritan, in this case, there to remain anonymous. But he is sociated with a dramatic agency which is long been favorably known to Equity its fairness in dealing with its clients. quity is grateful to him for his desire word christmas cheer to 200 per-who would otherwise have fared well, and it offers him its best likes for the new year. ued for Laughing

Two new members joined the Chorus Equity Association in the past week. We are holding checks in settlement of claims for Iva Butenka, Charlotte Davis, Tonia Desiatoff, Gladys Harris, Marge Hylan, Marion Hylan, Elizabeth Huyler, Fred Holmes, Nadia Pomocheff, Robert Rochford. Neida Snow, Hazel St. Amant. Alexis Vassilieff and Pania Vassilief. Alexis Vassilieff and Pania Vassilief. Start the new year by registering in the Chorus Equity classes, both dramatic and dancing. Every member who is working in New York at this time should be registered from these classes. In these days, when competition is keener than ever, it is not not gets an engagement must do many things well. Those of our members now working in operettas and who obtained their engagement because of their voices should be the first to join the dancing class. should be the first to join the dancing class.

The dramatic classes at the Chorus Equity are designed to prepare our mem-bers for their first opportunity to step out of the chorus, whether as an under-study or in a small bit. In casting mu-sical comedies it is frequently planned to give both understudies and small bits to chorus people, not to any particular chorus person, but to the one who dur-ing rehearsals shows the most promise. That is where your hard work in training yourself will come in. Most chorus people get their first engagement as a principal The dramatic classes at the Chorus

Mail is forwarded to members only on their request. A great deal of mail accu-mulates here each year because members do not call at the office and because those members who are on the road neg-lect to request that their mail be for-warded and neglect to supply us with a route route.

At this season of the year many of your friends who wish to send your Christmas and New Year's greetings and who do not know your address send mall here for you. If you cannot call at the office, or if you are out of town, write in and ask to have your mail forwarded. In and ask to nave your mail forwarded. Beginning next week we will list mail held here. We cannot list it all in one report. It will be taken alphabetically and a certain number of letters will appear each week. After the list has been completed mail that has been held here a year will be returned to the post office. Watch for the list and if you miss any weekly report write in and ack if we weekly report write in and ask if we have mail for you. have

CHORUS EQUITY ASSOCIATION.

#### Saranac Lake

Elizabeth Fay is a new arrival at the

Lodge. Christmas Day brought many of the Christmas Day brought many of the bed patients down for dinner, including Jeanine La Faun, Annamae Powers, Edith Cohen, Fred Bachman, George Harmon, Al Socker, Stella Barrett, Esis Johnson, Dorothy Wilson, Dale Newell, Joe Parker, Dick Moore, Joe McCormack, Nellie Quealy, Frisco Devere, Ben Shaffer and others. All had a big time. Lawrence McCorthy is leid up with a Lawrence McCarthy is laid up with a

cold Mary Flynn, nurse, is also laid up with

bad cold. 8

a bad cold. Katherine Vogelie, bed patient, had a surprise visit from her hubby. Mrs. Al Jockers visited her hubby at the Lodge over Christmas. Mr. McNamee, bed patient, was visited hy his daughter over the holidays. Angela Papulis is still in bed, but feel-ing much better

ing much better. Dan Astella is back at work in the

"lak Fritz Bender, late arrival, is feeling much better. He is now busy with

charts Ruth Hatch and Freddy Buck are busy

over the chess table.

John Dempsey, the Boston baritone, is still receiving packages. Harry Namba, bed patient, was up for a short time Christmas.

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

**Milford Unger Goes Politics** 

CINCINNATI, Dec. 31.—Blame it on the depression, said Milford Unger on a visit to The Bilboard this week, in announc-ing that after devoting all of his life since boyhood to theater staff work, he is entering politics. Beginning January 2, he will assume the duties of cost clerk in the county clerk's office at the court-house, working under Clerk of the Courts Peter J McCarthy. For the last 11 years Mr. Unger was manager of the Grand Obera House. Opera House.

#### Will Maylon Turned Down

SPOKANE, Wash., Dec. 31.—There can be no more walkathons staged within the limits of the city. The five city fathers so ruled this week, when Will Maylon, dramatic stock producer, made applica-tion for a license to conduct such a murathon contest. Last spring the city council passed an ordinance forbidding the staging of such competitions, which had been conducted here on several pre-vious occasions under Maylon's direction. Maylon has assured the group he could gather twice as many signatures for a petition for the walkathon as had ap-peared on the one banning the contests. SPOKANE, Wash., Dec. 31.-There can

#### **Akron Theater Is Bombed**

AKRON, O. Jan. 2.—Police are search-ing for the men who bombed the South-ern Theater here, destroying the front walls of the picture house. Bombing was laid to a dispute over the hiring of non-union motion picture operatora. Damagc was estimated at several hundred dol-lers

## Little Theaters

Communications to 251 West 42d Street, New York.

Le Petit Theatre du Vieux Carre will present G. B. Stern's The Man Whio Pays the Piper, starting Monday, January 2, and running thru until the following Saturday.

Hart House Theater, of the University hart House Theater, of the University of Toronto, presented Shakespeare's Julius Caesar earlier this fail under the direction of Edgar Stone. Prominent in the cast were Randolph Crowe, Ivor Lewis, Arthur Partridge, J. K. Thomas, Walter Bowles, Dors McMillion and Lorna McLean.

The University Civic Theater, of the University of Denver, presented Leonard Ide's These Few Ashes December 9 to De-Ide's These Few Ashes December 9 to De-cember 14, with scenery designed by Virginia Ramsey and executed by Wayne Barger, assisted hy Kathryn Burch, Devonia Spratiin and Penelope Fynn. In the cast were Donna Virginia Dines, Bernadine Kirchof, Glenn Waters, Helen Millett, Paula Mechau, Julian H. Moore, L. Arnold Ward, Charles Mantz, Arnold Ronnebeck and Henri Trudeau Ronnebeck and Henri Trudeau.

The Germanic Society of Rhode Island presented December 11 in the Faunce House Theater, Providence, a Bavarian nativity play, Die Nacht der Wunder. The play was written by Franz Langheinrich and was first performed in the Bavarian village of Dachau in 1905. A copy of the text was supplied by Prof. Robert Mitchell, and in the cast were Bopp, Herbert Penzl, J. Robert Bergh, Edwin Kretzmann, Willam Bijur, Max von Zabern, Samual Bojar and Mrs. Hans Kurath.

A new play by Carl Glick, author of The Deril's Host, which was presented on Broadway last season, was given by the Meiting Pot Theater at the Church of All Nations, New York, December 9, 10 and 11. It is called Enemies at Home, and the cast, directed by the author, in-cluded Charles Dill, Mary Hallett, Robert Finch, Sue Ann Wilson, Stanley Guest and Sylvia Leigh. Warren Murray de-signed the scenery.







Weinstock tries to obtain support of Herk in switch to Empire State Union

NEW YORK. Dec. 31 .- Failure of the NEW YORK, Dec. 31.—Failure of the Minsky-Weinstock organization to again cwitch to burlesque at the Central to-day, which has been playing pictures of late, gives credence to the reports from reliable sources that the concern is flirt-ing with the Empire State Union, a labor combine not affiliated with the American Federation of Labor. It was planned to return burght to the burge back Federation of Labor. It was planned to return burly stock to the house begin-ning with today's matinee, but the de-decision not to do so was stated to be on account of "trouble with the stagehands and musicians."

and musicians." It is definitely known that Joe Wein-stock called a conference of burlesque operators at the offices of I. H. Herk, precident of the Empire Burlesque Asso-ciation, last week. Weinstock is said to have sounded out Herk and others on the proposition of switching to non-union labor unless a new deal could be made with the IATSE. Herk, who has always been a union man, refused to take such a proposition under consideration, such a proposition under consideration, despite the rosy picture painted by Weinstock.

Weinstock. In the meantime, the Empire State Union was ready to send its men into the Republic, Apollo, Minsky's Brooklyn and the Central, if the last mentioned opened today. At present, the ESU, which operates only in this State, has men working in several Metropolitan movie chain houses, and these have been the subtest of conclusion lightly and chain houses, and these have been the subject of considerable dispute and picketing. What move the Minsky-Wein-stocks make within the next few days will definitely result in the houses un-der control of the concern remaining in the IATSE fold or a sudden switch to the Empire State Union. Some sources believe Weinstock wanted the united front of the burly operators for the pur-pose of threatening the IATSE.

#### **Hackett With Bonstelle Civic**

DETROIT. Dec. 31 .- Raymond Hackett. who just closed in the Lillian Gish pro-duction of *Camille*, opened last night with the Bonstelle Civic Theater, taking which the Bonsteile Civic Inductr, taking the lead in Leslie Howard's comedy, Murray Hill, Joan Madison, Jessie Bus-ley and Francis Compton are also in-oluded in the current week's cast. Last week's alternate production of Little Women and Candida gave leading roles to Joan Madison and Edith Barrett, and Candida connead the first concernuity.

and Candida opened the first opportunity for a lead role taken by Robert Hender-son, who is manager of the house, since he took over the theater.

#### **Changes Are Made in Detroit Playhouse Staff**

DETROIT, Dec. 31.-Reorganization of the business staff of the Detroit Playthe business staff of the Detroit Play-house, resulting in a new promotional campaign which, it is expected, will pro-duce new support and contact a larger audience, has been made under the man-agament of Albert Riebling. Dave Martin, former publicity manager, has left the organization, and Riebling has assumed charge of this department. Riebling, who was formerly in the advertising business with The Detroit News, is now devoting full time to the Playhouse for the first time.

Introducing a minor exception to the policy so far pursued of production of new plays only, the Playhouse opens Tuesday with a revival of W. S. Gilbert's *Engaged*, a play of the '90s, which is new to this city. Howard Southgate remains as guest director.

MAURICE FRANKLIN, formerly of the MAURICE FRANKLIN, formerly of the dramatic stock and legit stage, has joined the staff of Station WLW, Cincinnati. He descrede the footlights for the "mike" three years ago when he joined the dra-matic staff of the NBC studios in New York. Franklin is heard over WI.W each Sunday and Monday night at 11 o'elock in the Tales of Terror mystery series.

Address all Burlesque news items and communications to M. H. Shapiro, The Billboard, 251 West 42d street, New York City.

ATLANTIC CITY, Dec. 31.—Nixon's. Apollo has reopened with A Night in Paris, featuring Mike Sacks and Fred Binder. There are 50 in the roster, in-cluding the chorus. Harry Delmar is directing. Popular prices prevail, with 9. 90-cent top. directing. Pop a 90-cent top.

RAY PEREZ, former number producer, who is ill in a New York hospital, is hav-ing a testimonial ball given for his bene-fit at New Webster Hall. New York, Feb-ruary 1. Charles Harnett is chairman of the committee which is handling the af-fair. Added to Perez's troubles is the fact that his son was crippled not so fair. long ago.

ESTHER BURT and Bob Freeman have closed at the Eltinge, New York, and will travel westward this week.

PEGGY WILSON has opened at the Irving Place, New York, and Fred Nellly and Harry Meyers closed at the same stand last Saturday.

ALICE DUVAL arrived in New York last week from Pittsburgh, where she closed at the Academy.

MILDRED CLARK has closed at the Star, Brooklyn, and opened last Satur-day at the Gayety, Baltimore.

Acad-GEORGE WALKER has left the erry, Pittsburgh, where he was humber producer. George Jaffes, owner, is re-ported to be turning the house over to the stagehands and musicians to run on a co-operative basis.

ROMAYNE. dancer at the Republic, New York, is out of the cast temporarily, due to an injured shoulder.

RED MARSHALL and Murray Leonard joined the Minsky-Weinstock organiza-tion this week, starting on their 26-week contract with the firm.

I. H. HERK, head of the Empire Burlesque Association, was home the better part of last week, due to illness.

NAT MORTAN is still scouting for new faces for burlesque stock and has brought east four women who will open faces brought east four women who will open at the Bijou. Philadelphia, for Izzy Hirst on successive weeks and then play other Eastern spots. They are Margarot Hart; Jacquette, who follows Miss Hart into the Bijou; Shirley Millette, opening January 14 at the Gayety, Baltimore, and Gloria Lee, opening at the Bijou on the 14th 14th.

H. KAY MINSKY has staged a panic at the Republic in the form of having his comics and straight men give the strip women competition by putting on num-bers and specialtics. Hap Hyatt is the "featured woman."

PARSONS THEATER, Hartford, Conn., has gone burly with a bang. More than 400 people were turned away at the opening performance December 28, Billy stang is leading the ork at the house. He formerly conducted the pit band at the Grand. Hartford, when that theater housed burlesque a few seasons ago.

#### Jimmie Heffner Troupe **Playing Southern Houses**

Fraying Southern Houses FfTZGERALD, Ga., Dec. 31.—Jimmie Heffner, manager of the Heffner-Vinson tent show, has begun a tour of Southern theaters with a 22-people tabloid attrac-tion. The company showed the Grand here last week to good results. Manager Heffner hopes to keep his new troupe out until time for the next tent season to begin in the syring. Featured in the Heffner cast are Bea-trice LeRoy. Betty Noble, Jimmie Heff-ner, the Fox Sisters, Dick and Jo Roy-ster and George Junkins. There are eight girls in line. Another feature is Dick Royster's Carolinians. Mr. and Mrs. Billy Wagner are on the advance.

#### Schaffners Planning Stock Show

KANSAS CITY, Mo., Dec. 31 .- Neil and KANSAS GITY, MO., Dec. 31.—Nell and Caroline Schaffner, Roscoe and Dorothy Gerrall and Gladys Mae Adams have closed with the Morgan-Schaffner Show in Texas. Mr. and Mrs. Caroline Schaff-ner are now at their home in this city. making plans and preparations for a stock date to open in the near future. The Schaffner company played for inne months in Ottumwa. Ia., last season.

#### **Glenn Brunk Wins Over Theater Men**

VENTURA, Calif., Dec. 31.—Efforts of the county theater interests to drive out of town the Glenn Brunk Comedians, tent show, playing on Ventura avenue, by means of an ordinance levying a tax of 850 per day on all tented attractions, failed last week when Judge Malvern Dimmick found Glenn Brunk not guilty on the charge of violating the newly drafted annusement ordinance.

Mr. Brunk pleaded not guilty when arraigned, and Judge Dimmick said he came to his verdict by reason of the unconstitutionality of the ordinance.

The ordinance levying the \$50-a-day tax on tent shows was originally drafted by Walter Fourt, counsel for the Ventura by waiter Fourt, counsel for the ventura County theater interests and adopted by the board of supervisors. The drastic ordinance was almed directly at Brunk and his company, who have been getting a nice box-office play since opening here counted months are veral months ago.

#### Actor Has Narrow Escape When Waterloo House Burns

WATERLOO, Ia., Dec. 31 .- Gerry Wood, WATERLOO, Ia., Dec. 31.—Gerry Wood, character 'actor with the Neal Helvey Stock Company, had a narrow escape from death when a fire broke out in the dressing rooms of the Waterloo Theater this week, doing damage estimated at \$35,000. The theater has been oper-ated by A. J. Diebold, of Cedar Rapids, who leased it from the Lichty Company, of Weterloo of Waterloo.

The Neal Helvey Company was re-hearsing The Broadway Butterjly when the fire was discovered. Wood was trapped behind some scenery which was being removed from the theater. His cries attracted other members of the troupe, who fought their way thru dense smoke to rescue him. Wood was trying to clear the way so a plane could be saved. saved.

#### Walker in Fourth Week At Strand, Huntington

HUNTINGTON, W. Va., Dec. 31. — Marshall Walker's Whiz Bang Revue is entering its fourth week at the Strand Theater, with business continuing at a satisfactory pace and pointing to a long run for the show here.

The Walker roster includes the follow-ing: Marshall Walker, Ray Washburn, Al Brown, Lloyd Connolly, Frank (Red) Fletcher, Helen Walters, Frankie Fern and Lola Radcliff. The chorus comprises Bonnie Austin, Margaret Tomaska, Con-Jointe Action, Malgaret Tomasa, Con-Inie Peterson, Halsey Armstrong, Naomi Landrum, Eva Stubbs, Helen Stubbs, Clara Nestha, Pauline Reno and Anita Avalon.

The four-piece stage band is made up of Reuben Haskin, piano; Johnnie Adams, drums; Wally Duval, trumpet, and Jack Stubbs, sax. Manager Walker is presenting all-scripts bills, with a spe-cial midnight revue on Saturdays.

#### **Roy Wright Overcomes Bad Start in Ft. Worth**

FORT WORTH, Tex., Dec. 31. — Roy Wright's Scandals of 1933, which opened at the State Theater here December 11 and dropped close to \$200 on the first week, due to the zero weather, a rarity for this section, is now running along smoothly, with the weather back to nor-mal and business showing a vast improvement.

Jumping Jack Miller was in as an added attraction last week. Roy Wright continues to click in the emsee role. In addition to an attractive girl ensemble, the show features a jazz orchestra, under the direction of Chuck Rodman, formerly with the Curley Burns show.

#### **Peruchi Players Start Well** At Victory, Charleston, S. C.

CHARLESTON, S. C., Dec. 31.—With good weather in their favor, C. D. Peruchi's Victory Players got away to a good start at the Victory Theater here Monday. Company is slated to remain here for an indefinite stay. Slated for early production are *The House Beautiful* and *Irenc. J. C.* Sherrill is the Victory menager manager.

In the cast of the Peruchi Company are Gordon Peters, Mildred Peters, Sarah Keyes, Charles Lammers, Mrs. C. D. Peruchi, Klock Ryder, Lance Davis, Beatrice Leiblee and Gerald Rowan.

## **Rep Ripples**

January 7, 1933

MRS. MONA RAPIER was called to her home in London, Ont., on account the death of her mother December 19.

HARRY CHESHIRE PLAYERS returned to Kansas City, Mo., after the closing of their engagement in San Antonio.

JESS MYERS, of the Myers-Oswald Show, spent the holiday season with friends in Kansas City.

ROY E. SMITH and C. D. Scott re. cently left Kansas City, Mo., with a mo-torized show to play the small towns thru Oklahoma and Arkansas. Business to date, it is reported, has been fair with the new outfit. In the lineup are, be-sides Smith and Scott, Miss Peggy, Rose Baker, Theima Hair and "Able." Show is reputed south is routed south.

ED MAYOTT closed his movie road show recently and is now located at Ten Sleep, Wyo. His tour covered Wyoming. Montuna and Idaho. He will open again in a few weeks.

RICHARD RICTON, the "Barnum of the sticks," who has been vacationing in the East with his wife for the last six weeks, returned to Cincinnati has Friday from Rochester, N. Y. After a few days around the Queen City Mr. and Mrs. Ricton will head out for the Florida country, where they will put in the bal-ance of the cold months.

GLADYS MAE ADAMS, after two years with Neil and Caroline Schaffner, is visit-ing her parents in Pine Bluff, Ark.

BILL AND BESS THEBUS, after spend ing Christmas with relatives in St. Louis, rejoined the Frank Smith Players Janu-ary 1. The company is set on a circle of Fox theaters in Central Illinois.

"MIGHTY WELL PLEASED with holi-day business," say Mr. and Mrs. Monroe Hopkins, whose players are holding forth in their tent theater on a downtown lot in Houston. No end is in sight for show's run there, the Hopkinses inthe 10

THE W. I. SWAIN SHOW played Schulenburg, Tex., last week and there was no shortage of customers or. the opening. Mr. Swain is carrying nearly 40 people, and presents a double show each night. Recent visitors on the show include Thomas Wiedemann and family and the Curzeva and the Carseys.

HAL BURWELL is presenting his trom-bone solos with the Monroe Hopkin Show in Houston.

TENTED ATTRACTIONS now MENTED ATTRACTIONS now in the vicinity of Houston include, besides the Hopkins Players, W. I. Swain, J. Doug Morgan, Jack and June Alfred, Thomas Wiedemann and the Bally Brothers.

#### **Mary Jane Lane Players** Start Well in Montgomery

MONTGOMERY, Ala., Dec. 31.—The Mary Jane Lane Players, who opened for an indefinite run at the Grand hen Christmas Day, enjoyed an auspicious opening, with barely 100 of the 1.20 seats vacant despite an intermitten rainfail that continued for more than more than the manager of the seater of the week. Charles Kramer is manager the show.

Opening show was Just Married, W Mary Jane Lane and E. S. Fletcher I lead roles. Other players are Wilber Embs, Eddle Gardner, Irene DeArmon

Embs, Eddle Gardner, Irene DeArmond Diane Oliver, Helen Alton, Nannelli Sargent, Nona Hart, Jack Hart an George I. Kyle. For the last half of the week House of Glass was offered. Show opened with a 40-cent top an 10 cents for children at all times. Dur-ing the week, however, a "two-for-one" price was made available to readers of local papers who elipped coupon. Vaude-ville is offered between acts.

#### Mack-Murray Still in Ohio

MOWRYSTOWN, O., Dec. 31.-MOWRYSTOWN, O., Dec. 31. — Mach Murray Players are still touring Ohl with business continuing at a satisfar tory gait. Doc E. Johnston, who was a the show last winter, has rejoined T the balance of the season. Others in the company are Messrs, Mack and Murray owners; Ella MacDonaid, Edna Chapman Madeline Chapman, Louise Edwards, Jun Edwards, John Lockner and Charle Eeam. Beam.

20

#### ike Holloway in 38th Week Lyceum Players Accorded Hippodrome, Louisville

OUISVILLE. Dec. 31.—Charlie (Jake) Doway and his *Bif o' Bang Revue* now in their 38th wek at the Hippo-me Theater here. The house has ently undergone a complete renova-with Holloway taking over the sole magement of the stand. He has in-lied Billy (Peanuts) Barron as his visant cently alled sistant.

ssistant. In the present Hipp cast are Charles (Jate) Holloway, Billy (Pcanuts) Barron, comedians; Bert Lester, straights; Buddy najor, juvenile: "Red" Deal, characters; Mabel Brown, soubret and chorus pro-ducer; Jean Cuddles Barron, soubret; Mickie Jones, ingenue, and "Mom"/Wil-Hans, characters. In the chorus are ams, characters. In the chorus are fargaret May, Margie Jones, Lillian beedo, Daisy DeVoe, Charlene Reynolds and Tillie White. Pop Lester has charge the orchestra

Policy is two bills a week, with revue he first half and scripts the last.

#### oie Bridge Musical Tab Starts Well in Los Angeles

Starts Well in Los Angeles LOS ANGELES, Dec. 31.-Los Angeles ny stock musical comedy tab got under ay at the new Tulane Theater Christ-ness. Company is Lole Bridges and her tusical Comedy Company of 50 people. pening bill was Thank You Too Much. Company, sponsored by the Dalton inothers, will present a new musical bunciy each week. Bargain introductory rices of 10 and 15-cent matinees and 6 and 25-cent evenings are serving to 5 and 25-cent evenings are serving to ntroduce the company to Los Angeles eatergoers.

#### **Arthur Casey Players** At Shubert, St. Louis

AT Summert, St. Louis ST.LOUIS, Dec. 31.—Arthur Casey and dis players opened an indefinite stock ingagement at the redecorated Shubert-kalto Theater here Sunday night, pre-senting Rachel Crother's As Husbands To. Each play will be presented two vecks, with guest stars being brought in from time to time.

Carrying the lead in the Casey pres-classion of As Husbands Go is Catharine outet. Appearing in her support are loria George, Martin Burton, Emmett ogan, Shelah Trent, Fred Sherman, ick Storey, Frank McDonald and Julia elpiton.

Address all Dramatic Stock, Rep-ertoire and Tabloid news items and communications to Bill Sachs, The Billboard, 25-27 Opera place, Cin-einnati, O.

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y Plays that I have used with my stock. Can done with 4 and 5, some lass, Any five for balance of season for 85.00, with ex-e prilings. Bend for complete list. JOHN ENCE, Worthington, Ind.

VANTED Man and Woman Team with car no must play Plano. No advance. Low sure Man, Write or wire HILL AND DALE PLAY-BE, Victor, In.

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AND HIS WHIZ BANG REVUE People in all lines, Chorus Girls and Stock. Bert Dexter, Cy Reinhart, y Elliott wire quick. STRAND THEATRE. Huntington, W. Va.

#### VANTED-ORGANIZED TAB. SHOW be clean. Have Scenery and Wardrobe. Ten tore people. To open January 8. RIALTO ATRE, Dayton, O.

TED-Six Chorus Girls that do Tap. Looks Guth essential. Light Comedian to do M. G., Blues Singer, single Musical or Novelty Act. must do Specialitics. Send late photos and Mars. No tickets. Also fast Agent with ear, hude. Revue. E. M. THORNBROORE, P. O. 1. Shamokin, Pa.

ATED QUICK-Owing to disappointment, Gen-Business Man and Woman with Specialites of Characters. Co-operative stock-playing. GRE ROULEAU, and Delivery, Stevens Point, Wis.

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you use your car to tour the country-Trav-O-Cart, hitch it behind your The to LITTLEFORD BROS., Cin-number of the four strate information. The tot LITTLEFORD BROS., Cin-translation of the famous play by the German poet - playwright. Stratford. Stratford Plays put your luggage in it and travel

# **Big Welcome in Memphis**

Big Welcome in Memphis MEMPHIS, Dec. 31.—The Lyceum Play-from their stock engagement here who and a heir stock engagement here who and their stock engagement here and winning praise for the excellence of their initial effort, Nancy's Private Afair. Newspaper critics and public alike were but their praise of Frances Dale, lead-ing woman. Sponsored by Will S. Lawo and directed by Jack Paige, who also inter their praise of Prances Dale, lead-ing woman. Sponsored by Will S. Lawo and directed by Jack Paige, who also inter their praise of Frances Dale, lead-ing woman. Sponsored by Will S. Lawo and directed by Jack Paige, who also here second lead, the company were frankly who see second lead, the company were frankly warprised at the enthusiastic reception from their praise good seat sale, but faced the second good seat sale, but faced the second sponder from the down-back and Paige, are Frank Marlowe, James Blings, Melva Gerard, Isabel Osgood, here and face are frank Marlowe, James Blings, Melva Gerard, Isabel Osgood, here and suburban houses, which the downanship by atranging entracte en-tract displayed a smart brand of here and being and frank Dane. Man-septent displayed a smart brand of here and being by the by atrage of beau of a high pitch by music furnished by pin the or prances the ado so by be down attoene. Me a ranged a gale premiere for baritone.

baritone. Lawo arranged a gala premiere for opening night, with lights out front and broadcast of arrival of the city notables thru Station WREC. Flowers were showered upon the cast between acts, and Vice-Mayor Cliff Davis made an address of welcome to the company.

#### Gayety, Brooklyn, Again **Goes Burlesque Stock**

NEW YORK, Dec. 31 -- The Raymonds have taken back the Gayety, Brooklyn, and will open it tonight as their second burly stand in this boro. Cast, booked thru the Ike Weber agency, comprises Bobby Wilson, Lew Costello, Billy Tanner, Chick Hunter, Harry Morton, Vilmu Joszy, Patsy Johnson, Billie Holmes, Mér-vin Harmon, Jyes La Rue, Lolita and Anita Cordova. Anita Cordova.

Anita Cordova. House will continue as a stock stand until such time as Empire Wheel shows are available. A wheel show might have been booked into the house but for the fact that there are none open in the vicinity. The Star, also operated in Brooklyn by the Raymonds, is on the Empire Circuit. Empire Circuit.

#### Placements

SCHUSTER BOOKING AGENCY, Chicago, Milt Schuster, manager. Columbus, Lyceum — Conchita, Hal

Rathbun Milwaukee, Gayety-Lew Fine, Willie Gordon, Paul Jerome, Charles Schultz, Benny Strong, Johnny Harve, Marian La-Mar, Evelyn Camen, Collette, and a chorus of 16.

Pittsburgh, Academy - Al Darr, Joe Kilch Indianapolis, Mutual-Ruby Rossiena,

Ruth Hamilton, Nell Ryder. St. Louis, Garrick-Joe Miller, Joe Van.

IKE WEBER AGENCY, New York. New York, Irving Place-Harry Stratton and Freddie Walker.

NAI MORTAN AGENCY, New York. New York, Republic-Benny (Wop) Moore and Mae Baxter, opening January 2. Lou Costello, opening January 9. Baltimore, Gayety-Mildred Clark and Ruth Wilson. Philadelphia, Bijou-Margie Hart, open-ing January 2. Jacquette, opening Jan-uary 9. NAT MORTAN AGENCY, New York.

#### Denies Menke a Permit

MEMPHIS, Dec. 31 — A permit to show here has been denied to Capt. J. W. Menke's Hollywood Showboat by the Memphis City Commission on the ground that the craft fails to meet the city's safety requirements. Capt. Menke is re-ported to be making renovations in order to meet the requirements.

Showman's Bookshelf

#### Fietion

Vain Pantomime, by Diana Patrick. A romance of the theater. Dutton. \$2.

#### **Published** Plays



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#### **Critics O. K. INDEX**

Kelcie Allen, Howard Barnes, John Byram, John Chapman, Burns Mantle, George Ross are just a few of the country's foremost commentators on the theater in New York City who were among the very first to order the INDEX.

The names of purchasers of the INDEX reads like "Who's Who in the Theater." Players, Critics, Playwrights, Producers, Music Publishers, Casting Agencies, Scenic Executers, etc., all have acclaimed the INDEX the "Book That Everyone Wants To Keep."

The Address Lists published in the INDEX are a complete trade directory. Arranged alphabetically with addresses are lists of N. Y. Theaters, Producing Managers, N. Y. Dramatic Editors and Critics, Ticket Brokers, Play Brokers, Agents and Representatives (approved by Equity), Scenic Designers, Executers and Contractors, N. Y. Theatrical Costume Firms, Music Publishers, Supply and Transfer firms.

The INDEX bas its greatest appeal among those artists who were cast in the 1931-1932 New York pro-ductions. Their names are listed alphabetically in the ductions. Their names are listed alphabeticany in the INDEX. To then the INDEX is a record of accomplish-ment. A souvenir long to be remembered.

When the current limited edition is sold out the INDEX for seasou 1931-1932 will be unobtainable. Don't delay until it's too late. ORDER YOUR COPY NOW.

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LA TEMPLE AND COMPANY played the Shrine Kiddies' Show at the Taft Theater, Cincinnati, Wednesday after-noon, December 28. The turn was booked out of the Chicago RKO office.

HARRY HUNSINGER entertained the children of Rotary at the Frances Hotel, Greentown, Ind. Tuesday noon, Decem-ber 27. Hunsinger halls from Cleveber 27. land.

And. CARTER HARRISON, the Wichita, Kan, magish, has made a couple of trips to Great Bend, Kan, so far this winter to visit the old master, Uncle Charley hadress, who. Carter says, still has pienty of good ideas up his sleeve. The hadress family is in good health, Har-rison reports, and is planning a trip to Great Huntington at Junction City, Kan, last week." Harrison pens. "He has one of the best shows to play Kansas for some time. His equipment is all had excensive. It shows it on the stage equipment appear to be all new hattan, Kan, also was a visitor on the hattan Ka

LORING CAMPBELL spent the holi-days in Wichita, Kan., as did George Staples, the clever kid entertainer of the United Chautauqua.

THE GREAT ROSS, of St. Joseph, Mo., is playing schools and clubs in and around Wichita, Kan.

DAI VERNON. New York card expert, sojourned over the holidays in Wichita, Kan. Dai has consented to release a series of his ingenious card sleights. The series will be divided into two classes, one for a select few friends and the other for the boys of the profession at large.

EARL VIOLET, of giant card fame, was a recent visitor in Wichita. Kan., from his headquarters in Kansas City, Mo. LeRoy the Magician was in Wichita over the holidays.

MEMBERS OF THE MYSTIC 13. of San Jose, Calif., staged a show recently at the U. S. Veterans' Hospital, Palo Alto, Calif. Norman Showard acted as mo at the U. S. Veterans' Hospital, Palo Alto, Calif. Norman Sheward acted as m. o. Those who entertained were Leland Durham, Caro G. Miller, Fred Faltersack, A. Caro Miller, Harry G. Shaw and Earl Bowman.

HUGH JOHNSON, assisted by an un-billed fem, presented 30 minutes of "mirth and magic" at the Fuirfax The-ater, Oakland, Calit, recently. Johnson featured his well-known card work, the ever-new egg bag, silk routine and coln manipulation. With a boy and girl from the audience as suckers, the egg bag in his hands gets plenty of fun and ap-plause, which proves that old effects still go over if properly presented.

THE ANNUAL ELECTION of officers held by the Mystic 13, of San Jose, Calif., resulted in Arthur C. Heinsen winning out as president for 1933, with Harry G. Shaw as sceretary. Meeting was held at the home of Retiring President A. Caro Miller. Guest artists of the evening were Lesta the Magician, Lysie Laughlin, "Tommy" Martin and Dr. Heaney. After the election visiting wonder workers en-

#### **BROADWAY MAGIC SHOP** 1472 Broadway (Room 302), New York City, All Latest Magie Effects, SPECIAL-Master Magie Bets, formerly \$2 and \$3.50, NOW \$1.00 AND \$2.00.

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MAGIC CATALOG 10c Die Box Free 235.00 order. OAKS MAGICAL CO., Dept. 546, Ochaeb. Wis.

THE STUDENT BODY of the Washing-ton Union High School, Centerville, Calif., has engaged Carl Zamloch and Company for its annual show at the High-School Auditorium. A two-hour program of thrills and mystery will be presented by the "Great Zam."

DUE TO THE two months' "bank holi-day" in the State of Nevada, where the 12 Wingfield banks scattered through the State are tied up, it would be well for magicians contemplating making that territory to "lay off" until conditions get better. At present they are very bad and it will be some time before they improve. DUE TO THE two months' "bank holi-

COMMENTING THAT WHEN the Washington Assembly of the Society of American Magicians got together on the evening of December 18 at the Occi-dental Hotel "the air was full of tricks," The Washington Heraid carried a photo-graph of a number of the members, showing them intent over some of the tricks performed by different ones of the showing them intent over some of the tricks performed by different ones of the group. The photograph listed Harry L. Chapman; C. F. R. Ogliby, president; Dr. Tomosa Cagto, of Tokio, guest of honor, and William J. Hughes.

HONOLULU is fortunate in having two amateur magicians' organizations, one group being formed of American-born PRINCESS WAHLETKA and Gene Japanese. P. H. Kraft, *The Billboard's* Dennis are both in Hollywood, and it is correspondent in that city, informs that rumored that some shorts exploiting

tertained with their pet effects until far ing. Accompanied by his charming wife into the next morning. THE STUDENT BODY of the Washing- out in front.

RUSS AND BILL, the Ray-O-Vac Bat-tery Twins of Station KMA, Shenandoah, Ia., are dyed-in-the-wool magic enthusi-asts. Ask Dorny or Max Terhune.

THE GREAT MANTELL, with Mrs. Harry Houdini, recently played the Logan Theater, Logansport, Ind., and the Shrine Auditorium, Fort Wayne, Ind.

MAX TERHUNE, magician and mimic, presented Howard Thurston as a guest star over WLS, Chicago, Saturday after-noon, December 31.

LESTA THE MAGICIAN played the Rosemary Theater, Memphis, last week. He also donated his services to the Elks-Appeal Christmas charity show in that city recently.

#### With the Mentalists

"DOC" CUNNING, that grand old showman, mentalist and magician, is wintering in Los Angeles. He recently went to San Francisco as m. c. for the indoor circus presented at the Golden Gate Theater there and, as usual, scored an ace hit with his clever talkee-talkee.

#### **Tab Tattles**

After several months of straight p tures the Wonderland Theater, Kam City, Mo. (formerly the 12th Stree resumed with tabs Christmas Day, ust Harry Cheshire, Tommy Seymour, W. lace Chandler, Leon McDonald, Bill Hig ley, Eva Marlowe, Mae Kennis, Halle Boggs, Dixie Dixon, with 10 girls in 11 Mrs. Leon McDonald leads the five-pic Mrs. Leon McDonaid leads the live-pic ork . the Wilby-Kincey Jam Theater, Newport News, Va. inaugurat a "flesh" policy last week, with Ja Burke's Lovely Girl Revue as the fn show in . . Philena Chappelle, prin donna with Jack Roof's Kit Kat Kit Denue, with back Roof's Kit Kat Kit Revue, was stricken ill with bronchit and tonsilitis during the show's rece engagement at the Band Box. Sprin field, O., and has gone to her brothe home in Chicago to recuperate. She u rejoin the Roof attraction in the na future . . . a note reading: "Hell you old stiff. How are you? Why do you stay in the office once in a while was left on our desk last Wednesday 1 George B. Fluhrer, who was passing the Cincy on his way to New York. Georginfos that he has a unit opening function of the second secon A. & B. Dow soon . . . good old Pat Gilson, out of the game for the last se Gilson, out of the game for the last set eral seasons due to a burn arm, is ba on the treadmill again, this time wit Bert Smith's *Revue* at the Nation Louisville. Patsy did her recuperatis at her home in Flint, Mich. . . . Lioy Connelly and Lola Raddiffe are with us Marshall Walker Company at the Stran Huntington, W. Va. "Business great an had to do extra shows over the holidsy to accommodate the crowds," they ge . . . Mabel LaCouver Levine flash from New York to say that she is m . . . Mabel LaCouver Levine flam from New York to say that she is m from New York to say that she is m . . . Paramount-Publix have book the original Cherry Sisters with b Marcan's 30-people revue at the Gards Theater, Des Moines, for the week January 7. This is the only "flesh" Des Moines, and business is reported okeh . . . the Wolfe Twins and Ire-who have trouved with yarious task Williams cast at the Ada Meade Thead Lexington, Ky. The pair, with "Silt Williams and Frankle Harris, gives company a quartet of able comics... Honolulu folks are not only "fi-hungry." but "flesh mad." judging fr an item in *The Honolulu Advertim* which says that it was necessary to " out the police reserves to handle i mob that stormed the doors at the cent opening of the Lewis-West all-3 ord revue at the Coast Theater in the city. city.

#### **OPERA HOSE**

ity, \$3.75 per pair. White and Fleshin stock, all sizes.

DOROTHEA ANTEL

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interest in magic is rife there and that their a "name" should easily make expenses, and maybe a profit, while vacationing in

MARDONI THE MYSTIC, accompanied by Madame Mardoni, will appear at the North Side High School, Fort Wayne, Ind., January 5 and present a program of magic and mental work.

LE PAUL (Paul Braden) recently apbared at the United Artists Theater, Los Angeles, and registered a hit with his interesting card routine. He closed with the well-known "passee-passee" card trick, assisted by two funny stooges.

MAURICE F. RAYMOND, globe-trot-ting magician, appeared at the Ocean Park Theater, Santa Monica, Calif., re-cently in a one-hour presentation, assist-ed by his charming wife and four chic young ladies. In addition to smaller effects, four outstanding illusions were presented in the inimitable Raymond manner. The incidental music was fur-nished by a ladies' orchestra, and the manner. The incidental music was an inshed by a ladies' orchestra, and the offering was lavishly mounted.

WILFRED THE MAGICIAN, featuring the Substitution Trunk, is playing the small time thru Southern California.

McDONALD BIRCH'S SHOW was well attended by the Los Angeles magi dur-ing his recent appearance at Monrovia. Calif. His new guinea pig vanish fooled the most astute magician in the gather-

their ability are being considered some of the leading film concerns. by

NELLAR AND WIFE are spending the winter at their home in Long Beach, Calif., and are all set for the big fairs in 1933.

ALEXANDER, the original "Man Who Knows," is living in retirement in Los Angeles. He frequently entertains friends in lavish manner at his beautiful man-sion on Oxford avenue.

DR. R. A. LOWELL has opened an en-gagement at the Egyptian Tearoom, Louisville. He gives a floor demonstra-tion twice daily with a lecture on astrology. Dr. Lowell jumped into Louisville after an extended stay in the Detroit store. Detroit area.

DR. BEN PARDO is broadcasting over WBT, Charlotte, N. C. He will remain there indefinitely.

RAJAH RA GOULDE, with the Castle-Ehrlich-Hirsch Shows the past summer season, begins an indefinite engagement at Station CHWC, Regina, Sask., January 10. He has just finished a series of benefit shows in the South. Ra Goulde will work the Canadian station under the sponsorship of a Regins commercial firm, with a tieup on the distribution. the proceeds going to the local unem-ployed fund. The commercial firm will pay him a straight salary for his work.

Magic Merger Ballot

The Billboard believes that a merger of the three major magic groups-SAM, IBM, IMC-is practical and, if consummated, will be of great benefit to magic as well as to the individual members of the three societies. The Billboard has outlined four plans whereby the merger can be effected. In order that we may know which of the plans is favored by most magicians, kindly place a check opposite the plan approved by you and mail ballot immediately to WILLIAM J. SAOHS, Magic Editor, The Billboard, 25 Opera Place, Cincinnati, O.

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

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

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

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

rofessional.	(Name)
mateur	
mateur.	(Permanent Address)

The Billboard — GENERAL INDOOR NEWS

#### MINSTRELSY By BOB EMMET (Cincinnati Office)

GIORGE P. MARSHALL, formerly of he Al G. Field Greater Minstrels, who as been playing thru Missouri, Arkansas nd Louislana with Marshall's Famous dinstrels, closed for the holidays, but will reopen in Texas shortly after the rest of the year. Marshall is currently acationing in Shreveport, La.

BYRON GOSH'S Seldom-Fed Minstrels a just finished return engagements the Chmann Theater, Lyons, N. Y., the Endwell Theater, Johnson City, Recent visitors on the show were Hoftle, of Indian show fame; Simp-5 Marionettes, Newton and Newton, Herman, Arthur Banks and Larry osterman.

BILLY DOSS, former Lasses White BILLY LOUSS, former Lasses White ministrel star, with his company of en-ertainers, presenting Monkeying Around, was the attraction at the Riviera Thea-ter, Knoxville, Tenn., last week and at-tracted big crowds.

MACK & LONG'S New Idea Minstrels MACK & LONG'S New Idea Minstrels re booked into the Paramount-Publix Cheater, Des Moines, for six days, begin-ling January 8. From Des Moines the Anck & Long show jumps to Rock Is-and, Ill., for a four-day stay at the Fort cheater, commencing January 14. The roupe has been meeting with great avor in the Midwestern Publix houses.

CHARLES (SLIM) VERMONT, of minstrelsy, vaudeville and tabloid, is one of the features with Jack Burke's Lovely Girl Revue, playing the chain theaters thru the South and Southeast.

LOU WORTH, erstwhile minstrel co-edian, and Billy Woodall, straight man tabs and burlesque, have landed a f tabs date for their own little show in iami. They are carded to remain there idefinitely. Others in the cast are Kit-e Axton, soubret, and Bert Nash, blackace singer.

LASSES WHITE and his partner, loney Wilds, continue to win great avor with the listeners of Station WSM, lasbuile. They are set there for an lasbville. They ndefinite stay.

JACK (SMOKE) GRAY, whose last instrel engagement was with the lli-ted Al G. Field Minstrels of last sumated er a year ago, is sticking pretty close his St. Louis home these days. Jack keeping himself occupied with an oc-sional club or radio engagement.

INQUIRIES HAVE COME IN recently minitrels boys, asking the what-is and whereabouts of Jack (Hard-Kennedy and Emmett Miller.

THE ALL-COLORED Georgia Minstrels. ho reopened the recently revamped condway Theater, Denver, Christmas ay, are reported to have received a good during the four-day run at that

#### **UGAR'S DOMINO-**

(Continued from page 5) in preferments is also persona non with the money lenders of the bounded by a river and a grave-There is no middle road for the wn There is no middle road for the reason that we cannot have our and eat it. Running theaters to-is just as risky and equally illogical laking the family fortune on the i of a nag in the third race at na toble

t us offer a few examples of public fon gleaned from last week's page ur little notebook. Loew's Metropolitan, Brooklyn, action

are Eddie Duchin, Georgie Price,

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BlackfaceSkits

Alice Joy and others. A clean, whole-some show packed tight with entertain-ment. Business definitely off. At the Paramount, Brooklyn, there presides the famous Cantor-Jessel team, aided and abetted by Rubinoff and others favored by the Chase & Sanborn gods. A typical Cantor-Jessel show, but in addition to that a superabundance of Carrollian bedroom skits highlighted by a so-called punch situation or two that had the audience blushing en en-semble. A sellout and a queue around the block.

the block. At the Paramount, New York, there runs along on a five-a-day grind an At the Paramount, New York, there runs along on a five-a-day grind an abridgment of Earl Carrol Varities. Most of the beautiful effects cut, Lillian Shade, a "find" as a singer, transformed for reasons best known to Mr. Para-mount into a straight woman, and Mil-ton Berle and his confreres dipping in-to the blue with demoniacal delight. For which they could not be blamed, be-cause the laugh punches of the show were measured by the intensity of the sexiness of skits. Not a seat to be had in the house an hour before the first stage show.

Actives of skits. Not a sets to be hed in the house an hour before the first stage show. At the Albee, Brooklyn, there are daughter, Dorothy. One of the support-ing acts is Hal Sherman. Fred Stone is wholesome but also clever, and the act presented by him, Dorothy and Charles (Hal Sherman is also clever, but as val-led, but his reception can be character-tized as politic; hardly more. Sherman is out in lights. It's what the Albee about 50 per cent on the lower floor at he height of the evening. The would-be smart fellows probably have an answer to all of this. It can be studed in two words, "the picture." To while the serverts.

A ROXY GIVES BIRTH A LASTI Roxy has opened to the ger public his theaters in Radio City. With the New York dailies ornthuting space most generously, with fulsome words printed, broadcast and orated about the public service of these theaters, one has to be pretty much of an infidel to declare openly that it is all the finest slice of boloney ever cut on this side of Hobolyen. Of all the drama reviewers in New York Brocks Atkinson displayed the premiere performance at the Radio City Music Hall. Atkinson, employed by a paper that was probably more generous in its apportionment of news space to all the finest job of all In the com-servative Herald-Tribure. His December of column proved once and for all has the other is a man who not only thinks, bound the bas the courage to put his

that here is a main who hot only thinks, but one who has the courage to put his thoughts down in cold type for all the world to see, and regardless of what effect this might have on the amuse-ment advertising revenue of The Trib. A paim to Lippmann; a laurel to the boss over at The Trib.

RKO has added to the overseating problem of downtown Manhattan. It has brought into the amusement arena the Radio City Music Hall, which is generally agreed to represent a hopeless proposition as a theater catering to the masses. It is too large, despite the stuff handed out by publicity-minded archi-tectural experts, to give a show any de-free of intimacy. It is too gaudy to at-tract real lovers of vaudeville. Its pres-ent policy is not shaped up to attract consistently high-class trade. It is an elephant with a paralyzed trunk and its four feet stuck in the mud. Our very personal opinion (but don't tell any-body!) is that Roxy's music hall is good for naught else than a future home for the Metropolitan Opera Company. And even as the new Met, unless changes are made accordingly, it will not suffice, because there are not enough boxes to satisfy the desire for display on the part of the pseudo music lovers who are regular operagoers. RKO has added to the overseating

Bart of the pseudo music lovers who are regular operagoers. But the new Roxy Theater is a horse of a different lineage. Here is a theater that is indeed the acme of achievement. It has intimacy, it is fitted out in splen-did taste, and its present policy (not the show, mind youl) is the hope of the future. The Roxy Theater will eventu-ally be a money maker. It can well take over the torch of ace vaude burning in-termittently at the hoary old Palace. Roxy's twins are the agents of good and evil. It happens in every litter, Here's luck to the new Roxy-and a sympathetic tear for those who have sunk money into the Music Hall.

#### Chicago Chat By NAT GREEN

As we sit down to write this stint-on Friday-the New Year's celebrants who Friday-the New Year's celebrants who believe in getting a head start are well under way. Several have wandered a bit woozily into our sanctum to extend greetings and an invitation to "Have a li'l. one with us," but we have stanchly declined-you have no idea what will-power we can display on occasion! To-morrow it may be different (in fact, it will be)! With work completed, who can blame us if we gleefully celebrate the passing of a year that has been more or less of a plague and welcome what we hope and believe will be the beginning of a new era. So, tomorrow we'll fore-rather with kindred spirits and say "prosit," "skoal" or whatever the saluta-tion may be. To our readers we extend the season's greetings and the wish that all may enjog their full measure of health and happiness in 1933! believe in getting a head start are well under way. Several have wandered a bit

This year's New Year celebrations have been trimmed down to suit the times. There are no \$15 and \$20 affairs. Most There are no \$15 and \$20 affairs. Most of them are around \$5 and \$6, while a few run up to \$7.50 and some are as low as \$3 per person. College Inn hit a popular note when it announced "All you can eat and drink" for a stated price. At the Inn and the Bal Tabarin the price was \$7.50, while the Grand Ballroom celebration was \$5, with heavy reservations for all. Terrace Garden was \$5: Winter Garden, \$7.50, while Via Lago and Maroni's Beach View Gardens of-fered a graduated scale ranging from \$2.50 to \$5. Every hotel and night club has prepared for the biggest celebration in years and advance reservations in in years and advance reservations dicate their expectations will be ful-

Looks as if that first initial of Hazel Looks as if that first initial of Hazel (American) Flynn stands for "Hard-luck." First Hazel gets stepped on or something when ahe goes for a horse-back ride. Next she wrestied with flu, laryngitis, tonsilitis and their various relatives for quite a "spell." Now she'z gone and slipped on a stair and sprained a kneecap, which will seriously cramp her style on New Year's eve. But with characteristic Irish grit she's still amil-ing. Incidentally, Hazel, who is no stranger to radio, has been auditioning and probably will be heard on a com-mercial shortly.

Browsings: Ed Mediey, of the vaude team of Mediey and Dupree, has just concluded a two weeks' stay in Hines Hospital. . . The team opened Friday on the initial bill at the Riviera and goes to Loew's, Cleveland, this week. . . . Cati Mount, who sponsored the recent sensational Arts Ball, is the center . Cati Mount, who sponsored the recent sensational Arts Ball, is the center of a controversy that is raging over a nucd displayed at the newly opened in-dependent art gallery opened this week. . . . Cati herself posed for the nucle and insists it should remain in the gallery despite protests of some of the pa-tronesses. . . Ed Wynn's 16-year-old son in town visiting his pa. . . Jane Froman, radio star, knits between pro-grams. . . College Inn has changed its theatrical night to Wednesday because so many of the visiting stars have to leave town early Thursday and so can't be present at the Inn. . . Walter Roles, agent for Weaver Bros. and Elviry, off to Tennessee to start independent booking. Teiling 'em about current or coming loop attractions are: Leon Friedman ahead of Show Boat; Beauvais Fox, The Cat and the Fiddle, and Charles Brown, *The Play's the Thing*. . . Tom Kane, Ed Wynn's advance man, departed Saturday for the next stand. . . . Madeline Woods has an office of her own on Lake street now, with Dorothy Mauel presiding while Madeline road shows The

Madellife Woods has an office of her own on Lake street now, with Dorothy Mauel presiding while Madeline road shows The Big Drive. . . With the weird wallings of lost souls continually filling the air the cashier at the Roosevelt, where The Island of Lost Souls is showing, should be down with the jitters in another week. . . Members of The Cat and the Fiddle Company Were miests of honor at Vina . Members of The Cat and the Fiddle Company were guests of honor at Vin-cent Lopez's weekly house party Wednes-day night. . . Ed Wynn will take part in an all-star revue and radio program January 3 for benefit of the IATSE un-employed. . . It's good to see Edgar I. Schooley getting back "on his own" pro-ducing revues and handling acts. . . He's always been not only a good pro-ducer, but a squareshooter and he de-serves success!

FRANKIE TRUMBAUER and his com-bo opened an engagement at the Baker Hotel, Dallas, December 24. The band w111 be a daily feature over Station WFAA.

#### **ORCHESTRA NOTES**

(Continued /rom page 16) new band into the Biltmore Hotel Gar-den Room, Los Angeles, New Year's Eve, succeeding Stanley Smith and his or-Year's Eve, chestra.

WHEN HIS CONTRACT with MGM failed to jell, Buddy Rogers and his band signed for four weeks in Eastern Loew houses, opening January 10. Rogers will work in front of Clyde Lucas' Band, assisted by Jeanette Loff.

CHARLIE DAVIS and his Gloom-Chasers are reported to be meeting with marked success at the Wisconsin Theater. Milwaukee.

TED STULTS and his Carnegic Tartans are playing Eastern Ohio ballrooms, night clubs and college proms. Combo is under the direction of Johnny Bast, who also is featured vocalist. Johnny is the writer of a new ditty. I'm a Lucky Fellow, which is reported to be going over favorably in the band's territory.

KAY KYSER and his band are the current feature at the Bellerive Hotel, Kansas City. Smith Ballew and his boys are holding forth in the grill of the Hotel Mueblebach in the same city.

JESSE AGULAIR, organist, is now heard over the air via Station KABC, San Antonio,

VERNON GEYER, solo organist, has re-sumed his daily broadcasts over KTSA, San Antonio.

JESSIE WHITE, who until recently played at a San Antonio hotel, has gone into the night-club business in that city.

SOUTHEY'S KENTUCKIANS are keep-ing the road hot between San Antonio and Corpus Christi, Tex. They are under the direction of George Southall.

MICHAEL A. GENOVESE JR., of Stam-ford, Conn., has assembled a dance or-chestra of 11 musicians. Opening en-gagement was at the George F. Pavilion, Binghamton, N. Y. Connecticut dates are scheduled to follow a series of New York angearances York appearances.

HERBERT NAPKA, whose nerves went bad on him back in 1929, has recovered his health and with a Mr. Carle, of Pitts-burgh, has formed a new 11-piece com-bination to be known as the Carle-Napka Orchestra. The outfit features a glee club. Napka will wield the baton.

SEYMOUR SIMONS and his ork, who opened January 3 at the Netherland Plaza, Cincinnati, following Jan Garber, are heard daily over WLW, the "Nation's Station." Simons and his boys are at the Plaza for a limited stay, booked by the MCA the MCA.



#### Shall We Rejoin the Ladies?

NO ONE will deny that theatergoing has changed in the last 20 years. Formerly going to the playhouse was an event, a social rite, that was graciously indulged in; it meant a good dinner before, a wide sweep to the curb in a brougham or barouche, a rustling of silken skirts and satin petticoats as the boxes slowly filled, a drink or two perhaps between the acts and afterwards a sup at Rector's or Delmonico's. That was the tradition that made theatergoing something always to be indulged in, something inseparable from the life of polite and elegant New York. It was the approved thing to do and theatergoers could alwaysor almost always—be sure that polite people would appear on the stages. Even under ragged shawls or the starched middle blouses of Gibson-girl-stenographers, there beat the hearts of perfect ladies.

Now things are different. Theatergoing is at best a scurry and a scramble-a mad rush to the subway, a process of running the gamut of Broadway barkers and an hour or two in the theater which serves merely as the prelude for the really important busi-ness of the evening, the imbibing of various potions in your favorite speak. If a lad has a date and not much money he will omit the preliminaries and go straight to the speakeasy. If he omitted the latter in favor of the theater, his lass would think him

silly and probably let him know it. Coincidentally, the people on the stage have changed; it is seldom now that we see a lady depicted behind the footlights. Harridens, prostitutes and wenches make up the female population of our plays and even when someone with the status of lady must be introduced she is shown up as a fishwife --or, preferably, a strumpet. The stage has taken the aspects of a smoking room and it is seldom enough now that gentility finds its place either behind or before the footlights.

This is no plea for purity or for suppression. The newly won liberty of stage to deal with matters common to any adult institution is a right that must be rigorously defended. But the departed ladies and gentlemen of the theater deserve at least a tear. Often they became boring and trite and forced the stage to avoid problems with which it should have dealt; in their long reign of Victorianism they should have been curbed and curtailed. But now the pendulum has swung so far in the other direction that truly gentle people are a rarity on the stage. They had their place on it, they had their tradition, and by coming back they might bring with them a few theatergoers to whom playgoing is still a rite, a ceremony and a pleasure to be anticipated. A few such people among our patrons would certainly do no harm.

Shall we-a few of us at any rate-rejoin the ladies?

In a newspaper or magazine advertisement keying an ad is a very minor and inoffensive proposition. In radio advertising it has to take the form of a contest of some sort, or a come-on that will tempt the listener to take his pen in hand and write: It is these numerous and objectional drawbacks to otherwise good pro-grams that will probably be the wedge for the entry of government regulation of radio advertis-ing; it burdens the weak link of radio to an alarming extent.

#### That Unequaled Schooling

HE schooling gained by traveling outdoor showfolks thru years of meeting

and dealing with many and varied ex-periences in numerous cities and towns while en route could not be duplicated in any other profession.

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#### CALIFORNIA 19 Vol. XLV. JANUARY 7, 1933. No. 1

and environment-is broadmindedness. The experiences develop an averaging medium of deduction and consideration. Particularly is this true in the collective amusements field-Carnival-thru stays of a week or more in each locality, also because of many individual operators of attractions catering directly to the assembled cosmopolitan masses.

Another schooling is cool-headedness during emergencies-windstorms, accidents, conflagrations and other unexpected major happenings. In a vast majority of cases the experienced outdoor showman becomes schooled in what needs be done and how to do it.

Charitable interest in unfortunate human beings, not only those in show circles, but residents of municipalities, is another that may be termed a naturally gained and highly commendable trait of traveling show people. Hundreds of such humane-interest incidents have been detailed and praised by both press and public-inmates of local homes for the aged, blind, crippled children, war veterans, etc., invited guests of showfolks; special free performances at hospitals and other institutions, including as rays of sunshine in the lives of inmates of penitentiaries.) Granting that in some instances there might be a tinge of business prestige gaining, it cannot be contradicted that such displayed interest has its outstanding incentive in the showmen's and showwomen's hearts-planted and nourished thru itinerant and direct-contact experience.

Many times the cool-headedness and humane interest of troupers have been of great aid to communities. The past year alone there were recorded at least a dozen instances where townfolk were materially aided during fires at residences and other places. Volumes could be written regarding such instances during preceding years when floods, tornadoes and other catastrophes were encountered.

In most instances coolheaded and willing aid of the "strangers in town" is appreciated and publicly commended thru the press and in conversations. To cite an example: For many years the management and othe attaches of a prominent Wild West show (Pawnee Bill, to be exact) have receive lingering praise on materially aiding in sav ing a small town, now greatly increased i size and population, in Oklahoma, from destruction. There have been many othe similar recordings

An instance of the reverse of local ap preciation might also be briefly narrated A show was exhibiting years ago in a smal town in Southeastern Arkansas. Many o the attaches stayed at the two or three hotels. One night (about 3 a.m.) a fire started in a large dwelling. Troupers hasting dressed and on arrival at the scene foun the local water-plant supply decidedly in sufficient and a highly excited mass citizens. Showmen sprang into action, no in the least excited, and hastily starte carrying water, chain fashion, to parts of the building where most needed. All wa going well when a self-important "fin-chief" commandingly yelled: "We don't need the help of you strangers; clear out Another townsman said: "That's right The troupers quickly ceased interest an action, except that one of them, a few rung up a ladder, turned a bucket of water up side down on the head of the "commander" and the building was destroyed. Fortunate ly, however, there have been few case of such ignorance and narrow-mindedness

Vaudeville's deplorable condition can be appreciated when one discovers the "salaries" being paid even in circuit vaude. An RKO producer was offered a line of six girls by a dance troupe producer for \$210 a week. The girls are young, well trained, do three routines and carry three sets of costumes. Out of the \$210 asked, the trowpe owner would have to get a slice and then pay off the costumes and the six girls.

#### Limitation at Fair Meetings

HIGH executive of a State association of fairs has advanced the suggestio that other State fair bodies be per

mitted to become associate members, e joying the privileges at annual meetings, the association in whose behalf the suggest tion was made.

This would be welcomed as refreshin and progressive were it not for a joker the proposed arrangements which designate an annual fee of \$10 for the "privilege." The proposal smacks of the restriction

and the limitative. State associations hav always looked forward to the conclaves neighboring commonwealths. Some fa secretaries and other officials have, in fac been known to travel thru a half doze States to "join the boys" in annual reunic and discussion.

Any fair association should be honore with attendance from neighboring and espe cially much-removed States; should, think, encourage such representation rathe than discourage, even affront them, by as ing for a fee.

If the sawbuck is intended to perfor a prohibitive function-small as the fee is it will accomplish its purpose. And why Because no thinking fair manageme would, we believe, pay one penny for th privilege of attending the meeting of a outside State's association — a privileg which most emphatically should be reci rocal.

If the proposal is an innuendo for t limitation and discouragement of inte state representation it seems to suff conspicuously from lack of forethought. T theory on which it is based is neither liber In practice it will nor constructive. prove sound and will create antagonism.

If there is time to squelch the suggesting before it comes up for official action by association it should be done at once.

#### Would Perpetuate Magic utor The Billboard

Concerning the magic merger. With-the knowing who is the father of the east shinking for the magical profes-ons permanency. Nothing could per-teruite magic more cffectively if the len were practical and a working plan with the worked out. be worked out.

However, I scriously question the racticability of the idea. Who would be he new officers? What would satisfy all oncerned as to mane, policy, officers, to? The Society of American Ma-icians is not a magical order. It is an astitution. It has no magazine to arasite off the organization's treasury order the magazine does not pay. The Case the magazine does not pay. The termational Brotherhood of Magidians ad the International Magic Circle are one fraternal in constitution. All three ffer in many ways.

hiffer in many ways. No man ever lived that wished magic and magicians more success than that read old man of magic, W. W. Durbin, withe IBM. The same can be said of pod-hearted Joe Lightner, of the IMC. Joth are conscientious and have spent much more in time, effort and money in the interest of magic than they ever rubes are get out of it. It's magic for rt's sake with them.

There is no logical reasoning for all his ill-feeling between the different homberships. All three have their good onints just as they have their bad ones. There is no good reason why the boys annot convention together or at least trange convention dates that do not onflict. There is some question as to onflict. There is some question as to onflict. There is some question as to onflict. There bodies could ever gree on the same city for convention hirposes. However, it would be ideal for magic and the memberships if it could be worked out. On the other hand, here conventions a year have a tendency o educate three cities a year, thus reating a desire on a greater part of he public to see good magic. Wichita, Kan. CARTER HARRISON.

#### **A Rumble From Texas** ditor The Billboard:

What do you think of this one? We What do you think of this one? We are just received several letters from elix Robertson, of Dalias, informing us hat we will have to pay a license to ing songs which we have been using hore than 20 years,

We run a free medicine platform show, 'e are not using any new popular songs, I old stuff. It seems they can't let enformers alone, even when they try to right

pay State, county and city licenses. they think these enough, without g our bread money?

Silverton, Tex. TED E. GOODWIN.

#### With Some Old Friends litor The Billboard:

chaplain of the Veterans' Relief chaplain of the Veterans' Relief Deer Days' spectacle and indoor cir-put me in touch with splendid old-ers of the circus and the carnival.

Chi of Lone Fox lives in and works out I Toledo with an Indian med show, ddie Lewis, clown, is doing novelty reet advertising. "Pinky" Hollis, world-nown rider, has sold his horses and as put his "riding act" in the discard, at thus the circus is eliminating the riding blood of the manor born" and king from the bills the names of the pure gold" riding families that date ack into "time immemorial." Why? Diagnose, do some figuring: the answer Toledo edo with an Indian med show. Lewis, clown, is doing novelty

altos time immemorial." Why? agnose, do some figuring; the answer s, and the fault lies not with the but with those who seemingly not just what to do in a "depres-like the present. What would a A. Balley have done if in the ? Did he ever fail? Did he ever ome panic and the stop sign, Thou Not Pass?

Not Pass?

Not Pass? Sk O'Conner has an office in the nber of Commerce Building, the old Jack, with his undying love for rouper. Living at 332 12th street is. Josie Artressia, I think the last he famous Belmonts. Her two ren, 10 and 12, are in the Miami ren's Home. Remember her illus-s husband? How he used to help needy! edy

at a pleasure to find in Toledo the ngs. Arnold, the husband, former emings. Arnold, the husband, former ell-known ride manager. His wife, she ho made high dives and did fancy and tek swimming, Betty Mitchell. They we a nice home at 1388 Oak street d the brightest boy, only 20 months d. Taiks and goes about like a young an wonderful sample of the super tek in show-world children. His name, safer Donald. I met these dear people church and they've found out it pays

# THE FORUM

best to go the "straight and narrow way. They entertained with a dinner, and the guests present were Rev. J. L. Peck, pas-tor of the Toledo Clark Street M. E. Church, and his family; the entire and the Church, and his family; the entire Hyatt-Fahl gospel party and your hum-ble scrvant.

Say what you wish, think as you please, but I believe the most powerful publicity for a show—publicity that "lines up" all elements in a community and caims and allays all opposition—is in public relations work, and the more spiritual it is the more patrons it makes spiritual it is the more parcons it makes for the show. I believe if the public relations unit lives what is preached he or she is blessed with more convincing power and becomes victor in contest with fiercest error and opposing forces. Toledo. DOC WADDELL.

#### Davis "Outdone" by Rooney Editor The Billboard:

Writing of Charles L. Davis and the play Alvin Joslin, as several have been in recent numbers of your paper, calls to mind an amusing incident that occurred during the carly years of that play. Davis, real showman that he was, mado a real feature of his dimonds and they a real feature of his dimonds and they were on display in every town and city in which he played, sometimes in the lobby of the theater in a glass display case, sometimes in the window of a prominent store, but always in the spot where they would attract the most at-tention, and they were guarded by a couple of men with prominently dis-played badges and revolvers. On one occasion in Pittsburgh Davis

year's license. In the absence of the tax collector, his deputy, who is one swell fellow, issued same. Rather than see him get in Dutch with mandamus pro-ccedings and fork over \$225 additional, we closed the show. The weather was cold, so on Tuesday night, not being sure what would happen. I instructed my ticket takers to give the customers checks. About 40 minutes after the doors opened, and with 20 minutes yet to go before time for the show to start. I got wind of the mandamus proceedings on before time for the show to start, I got wind of the mandamus proceedings on the young deputy tax collector. In the meantime it was getting colder every minute and with 523 paid admissions al-ready in, I refunded the money to our customers, stating that high licenses and cold weather were too much to combat in one town and that we would close our engagement there that night without showing showing.

My people were paid and we moved to our winter-quarters town for the layoff to repaint, etc.

to repaint, etc. We showed Cordels, Ga., our quarters, the following week to fair business and immediately jumped back to Leesburg. Fla., thence to this town and from here straight on south. My route has con-sistently appeared in *The Billoard* for three years without a week's miss and I said nothing of the show closing when we had Cordele in the route list. The chain theaters down here are

The chain theaters down here are fighting us for all they are worth, but if you think we are not pasting them back ask any trouper. There are hun-dreds of them in this town and thou-sands in the State and they will tell you that we are imming them. Thus it played badges and revolvers. On one occasion in Pittsburgh, Davis costs a fortune to play this State, but was playing a week stand, with the dia- at least we are making a living and we monds on display in the lobby of the thater, and Pat Rooney I was filling a nearly 50 people at work. As far as Bill-week in another neighboring theater. Somewhere Rooney got hold of an cerned, we'll leave when the weather gets

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 con-sidered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer, must not exceed 300 words, and should be written on one side of the paper. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

enormous chunk of glass, cut with many pollshed facets, which reflected light in all the colors of the spectrum. He suran the colors of the spectrum. He sur-rounded it with a bunch of glass prisms such as are used on chandeliers, put them in a small display case, tastefully arranged on a black velvet background, and had a couple of "supes" dressed in uniform carrying guns with bayonets at-tached, and laden down with side arms, who paced up and down during the whole week's engagement.

The play, Albin Joslin, was not much from a literary standpoint, but it was good entertainment in the era of the New England rurel drama, which fol-lowed the enormous success of The Old Homestead, once played under the title of Joshua Whitcomb, first as a short sketch and later as a four-act play.

Sketch and later as a four-act play. Nor was Davis as skillful in portraying the "rube" of that time as was James A. Herne in Shore Acres or Dick Golden in Old Jcd Prouty, nor Archis Boyd, Jim Galloway, Odell Williams, George W. Wil-son and numberless others, but he was a consummate showman, and he left a monument to his name, at least in the profession, in the Alvin Theater.

I wonder if any of the recent writers in your columns remember another rural drama of the time named Si Slocum or The Widcw Bedott or The County Fair, the last two with Neill Burgess, who por-trayed "the female of the species." Well, there was a theater in those days. Boston. FRANK E. HATCH.

#### Wehle Stays in Florida Editor The Billboard:

When I picked up The Billboard dated December 17 and read the comment dated from Jacksonville, Fla., you could have knocked me down with a feather. This show has not closed in three years and us have to closed in three years and we have no idea of closing in Florida this winter.

The writeup from Jacksonville was a riders. gross misrepresentation and I herewith it o see published in your next issue. We opened in Ocala to practically ca-pacity, with the theater giving a two-for- as now. The horses of Jim Robinson, one show against us. We took out a Billy Showles, Frank Melville and Bob

warmer and not because the "canned" entertainment has anything to do with it. We are showing five miles from town We are showing five miles from town here, but with plenthy of radio and news-paper publicity we are positively jam-ming them in nightly, with two turn-aways this week, and all the theaters in both Winter Park and Orlando showing two for one. Don't let anybody ever tell you that "canned" entertainment will ever lick the "flesh."

ever lick the "flesh." They (the opposition) did everything in their power to keep us out of here, but Acting Mayor Galloway of Winter Park and the council, with one excep-tion (there is always one exception), said we were an asset to the city and reduced our license accordingly. In other words, Billroy's Comedians are in Florida now and here to stay. BILLY WEHLE. Orlando. Fla. Orlando, Fla.

#### **Riders' Salaries Real Issue** Editor The Billboard:

I note in The Billboard of December 24 that Fred Pitkin takes exception to a recent letter in The Forum regarding circus riders of the '30s and, as I wrote the letter, I presume it is up to me.

He thinks it queer why we all go back to the '80s, but if he will refer back to that time he will find that there were then more big circuses with more first-class riders than in any other decade in circus history.

He said they used dirt rings, which is true, but he claims the outer edge was lower and would make horses three or four inches lower for riders to mount. He also said the rings were as smooth as He also said the rings were as smooth as a race track, which is correct, and there-fore would be like the rings of the pres-ent day, with no advantage to riders to mount. Another point is that after a rain there will always be a little water hear the ring center, proving it of no advantage to lay out ground in favor of riders

Stickney and, I believe, Emma Lake, Josie DeMott and Mabel Reed were two to three inches or probably a hand taller than the ring stock with the Ringling Show.

It was also stated that the horses ran The was also saided that the holes have faster then, which would make their backs lower. As a matter of fact, all ring stock goes at about the same gait. In fact, all are broken to a riding gait, and if a horse could lower its back in when it did and there wouldn't be any bareback rider doing stunts on it.

bareback rider doing stunts on it. He is correct in saying that if salaries now were like they were then you could find plenty of riders. This really is the issue at stake. Get salaries up to the right figure and we will have some more old-time riding. I note that he says Americans can learn just as easily as Europeans, when, as a matter of fact, almost all of the big circus riders that led the way were Americans and several of them went to Europe and rode be-fore the nobility. fore the nobility.

I believe that if Mr. Pitkin will take up the subject with Charles Bernard, the best authority on the circus in the country and on any of the big riders of that time, he will agree that I am right. Higginsville, Mo. B. L. HILL.

#### **Contortionist Data a Hobby** Editor The Billboard:

Editor The Sincoura: Regarding the recent letter of Burns Kattenberg in The Forum, it is fine news to hear that someone is at last going to prepare an article on the art of the con-tortionist, something that, in my opin-ion, has been long needed.

Ion, has been long needed. Until an injured knee prevented my continuing such work. I practiced con-tortion (front bending) over a period of five years, and nothing is more irritating to me than the typical remark overheard at a contortionist performance, such as the inevitable: "You know, they don't live very long, poor things-"

live very long, poor things-" They ought to know about Billy Ferry, over 70 and still going strong. For years I have tried to secure photographs of performers (a hobby taken up when I ceased to be able to do the work myself) and it is surprising how few performers are willing to send their pictures, even when an offer is made to pay for them. Most of what I have been able to gather together is from chance magazine arti-cles. cles.

I have one old pamphlet pasted in my notebook which might interest Mr. Kat-tenberg, on *How To Become a Contor-tionist*. It is by Low Ford and includes an advertisement for that celebrated aid to the contortionist's art, namely, ard oil."

ard oil." I should be glad to give access to any-thing I have, having them photostated, if in return I could get material I might not have in my collection. This is purely a hobby with me and there will be no effort on my part to cut in on any arti-cles anyone is intending to write.

cles anyone is intending to write. I have this early pamphlet and a re-production of an early engraving showing a clown doing a contortion feat. Out of a list of over 100 performers, past and present, I have been able to secure plo-tures of only about 10, most of them from magazines. There are few enough people inter-art too long neglected, and those of us who are interested should band together. OHARLES NAGEL JR. New Haven, Conn.

#### Hyde's Ideas for "Alvin" Editor The Billboard:

Editor The Billboard: The few notes I have had the pleasure of reading in the Forum regarding Charles L. Davis and Alvin Josifir bring to my mind that for many years the agent of that show was J. M. Hyde. And as a boy I remember that band he car-ried, without a doubt the finest uniforms ever forget Alvin, with his pocketful of apples. Pier 29, East River, and the tug-boat, and T. T. Rock, of Youngstown, O., who for years played the bowery boy? Mr. Hyde as agent originated many novelties ahead of the show, among them a 16-page litho herald, and seven days ahead gave away 500 linen caps to every boy in town, with the name Alvin Josifu of the visor. All of us boys wore those caps going to achool and was it an ad for Davis!

caps going to school and was it an ad for Davis! Well, every boy who kept his cap until show day got in the parade that day be-hind that wonderful band. And at the finish in front of the opera house at roon Davis would throw \$20 in nickels and penales in the air for us boys to scramble for. Talk about advertising! How can we ever forget Uncle Alvin? Lynn, Mass. JOSEPH THAYER.

The Billboard



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

# **Stevens Show Ends Season**

Wintry weather encountered—outfit is in quarters near Coffeyville, Kan.

COFFEYVILLE. Kan., Dec. 31.—Due to snow and cold weather, the Stevens Bros.' Circus closed last week. The out-fit is now in winter quarters 10 miles south of here. The 1933 season will start approxi-mately April 1. Work of rebuilding the show and breaking stock will start shortly after the first of the year. Roort A. Stevens, sole owner and manager, is indisposed, having a serious case of influenza.

#### Showfolk Finish Dates In St. Louis Stores

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LES JARDYS, limbering up in the "backyard" of the Sells-Floto Circus, "caught" by Foster Lardner the past season.

#### Jess Adkins Chairman **Of Christmas Party**

PERU, Ind., Dec. 31.—A big Christmas party was held at the YMCA gym. Jess Adkins was chairman. More than 800 children were present. Mr. Adkins, as-sisted by Jess Murden, CFA, and Rex de Rosselli, obtained the Jazz Boat Revue, playing Roxy Thcater, to put on a special show for the children. Program included Weiman's Sallorettes; Six Saxonettes; Pat Daly, comedian: Burns, Moriarity and Burns, dancers; Hoyle Sisters, sing-ers and dancers; Billy and Mildred Davis and Gene Gray. The troupe, 18 people, were guests of Mr. Adkins at a 5 o'dlock banquet at the Bearss Hotel.

banquet at the Bearss Hotel. Circus folks on program were Joe Lewis and Emmet Kelly, Hagenbeck-Wallace clowns; Roy E. Jacobs, of Flying Valen-tinos; W. A. and George Meeker, Charles Redmon, Freddy Weimann and Everett Walpc. Two thousand and five hundred spectators crowded the building.

#### **Ringling Acts Booked** For Big Shrine Shows

For Big Shrine Shows PERU, Ind., Dec. 31.—Contracts for here, officially said to number the argent ever to play indoor events, were signed the past week by Jess Adkins and representatives of Shrine and Grotto (Leveland, St. Paul and Minneapolis. Dates of engagements are Detroit, Feb-ruary 6th to 18th; Toledo, February 20th to 18th; Cleveland, February 20th 18th; Cleveland, February 20th; Cleveland, Sec 18th; Cleveland, Sec 18th; Cleveland, Sec 1

#### Briefs From McKeesport, Pa.

McKEESPORT, Pa., Dec. 31.—Joe Far-nan, last season on Ringling-Barnum Circus, returned home from Chicago to spend the holidays here. Ralph (Blackle) Elair, of Hagenbeck-Wallace Circus, returned from the West to spend the holidays. Jess Robinzon has only two trucks working at the billposting plant. Is eagerly awaiting the coming of the white tops.

George Thomas, altho retired, is very

active about town. Colonel Jacobs entertained John Grif-fin, Billie Wood and Duke O'Hara at his hunting lodge at Ligonier, Fa. The Colonel has not retired from the abow game and may use the "Myte Jacobs" paraphernalia and title this spring. He gave up the idea of putting out on the road the Alpine Minstrels. Capt. Ernie Firth, scal traincr, did not come home for the holidays but re-mained in Chicago.

Bill Bryant, James Roach and James Corrigan are working at the Capitol, Memorial and Lyric theaters.

#### Nab Sennett in **Redlighting Case**

MOBILE, Ala., Dec. 31.—William En Sennett, formerly with the Robbi Bros. Circus, was arrested Tuesday Des Moines, Ia., in connection with th death of John Smith, a Neg helper with the show. Smith and number of other circus helpers were re-lighted here September 30, 1931. Smit died later from wounds received was thrown against a switch post. Sher W. H. Holcombe holds a murder warra for not only Sennett, but Ralph Not as well. Noble has not yet been arrests Robert Baltimore, Chester Farley an Bill Wendell have been in jall here witnesses since the alleged offense con mitted by Sennett and Noble.

DES MOINES, Ia., Dec. 31.—Willia Earl Sennett, also known as Sinnot, w was arrested by local police upon inf mation from Alabama officials that he wanted for murder, will fight extraditio he said.

Sheriff Holcombe of Mobile Coun Ala, has notified Des Moines police will seek extradition as soon as pap can be obtained.

#### Los Angeles Brevities

LOS ANGELES, Dec. 31.—George E gesser, owner of Schell Bros.<sup>2</sup> Circ wintering in Fresno, reports getth things in shape for the coming season will add considerably to the equipmen informs that he will head a party o showfolks at the annual Charity Banque and Ball, January 11.

Harty Chipman has arranged a program for the benefit of unemploy at Philharmonic Auditorium. And the acts engaged are the Ward Si Phil Escalante, the Pins Family, Row Troupe, Rondo Duo (trick blogdist Mysterious Biondell, Eddle Da-Madame Forster's trained animals, Ru-bard Sizters, Lind Family, De Ga Madame Porster's trained animals, and bard Sisters, Lind Family, De Gai Troupe, Betty Thomas and Pe Marchelle (trapeze and cloud swin Escalante Family Troupe; Willis Att bury, musical director. Six performant are scheduled.

Charley Cook, with crew and pupernalia of the Al G. Barnes Circus, finishing the King of the Jungle f at the Barnes quarters. Bill Kolp ported having contract to supply m terial for another of the outdoor films

Blossom Robinson, of the Barnes C us, will appear in Sid Graums cus. prologs.

Harry Phillips is busy at quarters North Hollywood of the Robinson Br Motorized Circus.

Tony Fyder, well-known circus tro-er, who died in Hollywood December was a member of Troupers' Club, Hollywood, which had charge of servi Burial in Hollywood Cemetery.

#### **Animal Trainer's Adventur**

Animal Trainer's Adventur LONDON, Dec. 20.—While six he performance at Nottingham, Eng. week the corporation electricity sur-failed thruout the city and the th where trainer, who had been attack which had ripped his coat partly off h with its claws, saw in the dim light same animal advancing upon him as vollowed by other bears. The audee proceeding from the steel cage in wit the bears and their trainer were fined. By using his whip Janesco able to keep the animals at bay ut flash lamps. It was 15 minutes be the electric lights came on again Janesco was liberated to the dealem applause of the packed house.

#### **Bailey Bros.** To Eularge

HOUSTON, Dec. 31.—Bailey Bros. operating a small circus and variety shows a main operation of the second state a lay in the show will carry molite bailey title as the title still mains in the Bailey boys' hands.

#### **Many People Witness** Jacot's Act in St. Louis

PERU, Ind., Dec. 31.—Rex de Roselli, on promotion and publicity; Jules Jacot and seven male fighting lions arrived here Christmas Day after showing to a balf million people in six weeks' run at Str., Baer & Fuller department store, St. Louis. It is said that 160,000 persons saw the act December 24. Assistants to Jacot as keepers and handking props were George (Chick) Mackey and Jack (Heavy) Evans, of the chreus farm. Jacot will spend several weeks at his Kentucky farm home.

#### **Charles** Sparks Not **Going Back to Rails**

FTICHBURG, Mass., Dec. 31.—Charles Sparks, owner and manager of the Downie Bros." Circus, informed *The Billboard* representative that his show will not take to the rails the coming season, but that it will continue on trucks as of late years. He said that the circus will have a very picasing performance. Mr. Sparks things that business next season will be better than in 1932.

#### Singer Heads Brussels Bill

BRUSSELS, Dec. 26.—The Swiss Na-tional Circus (Cirque Knie) has closed its engagement at the Cirque Royal and the new circus bill at this big indoor circus is headed by Lucien Muratore, the opera singer and film star.

#### **Files Baukruptcy Petition**

CHARLESTON, W. Va., Dec. 31.—A voluntary bankruptcy petition has been filed in Federal Court here by Cly Cle-burn Newton, circus man, of this city. He listed Habilities at \$29,680.15 and assets at \$67.

# Guy Weadick Leaves Calgary Exhibition After 10-Year Stay

CINCINNATI, Dec. 31.—Guy Weadick, outstanding and internationally known figure in the cowboy contest world and the originator, producer and manager of The Stampede, the big cowboy contest made famous by him first in 1912, and which he has for the last 10 years pro-duced as the feature attraction of the Glagary Exhibition, Calgary, Alfa., has severed all connections with the man Glass A events of Canada. Rumors had been affoat that Mr.

Class A events of Canada. Rumors had been afloat that Mr. Weadick would leave the Calgary organi-zation when he concluded his 1932 presentation and that he would stage The Stampede on a large scale in the United States in 1933. Others were that prominent showmen would send out a Wild West Show upon new lines, under he direction his direction.

Many inquiries have been received by The Billboard regarding these rumors, and Mr. Weadick was communicated with at his ranch at Longview, Alta. Follow-ing is his reply:

ing is his reply: "For your information I would advise that, owing to past endeavors and results produced, as to contests held, quality of enformance, numbers of 'top' contest-ants participating, publicity received, as well as ever-increasing interest and at-tendance from all parts of the globe, it must be conceded that The Stampede under my management is recognized as an international event and must be con-ducted as such, rather than along the lines of a county fair, which after all only has a local appeal. For these rea-sons differences have existed between myself and the Calgary Exhibition man-ager for some time, and I have severed all connections with the Exhibition Com-pany. Their management has made an

announcement in the local press to the effect that my position had been dis-pensed with as an economy measure.

pensed with as an economy measure. "While it is true that propositions rc-garding my producing The Stampede along its original lines on an outstanding scale in the United States in 1933 have been made to me, nothing has been closed to date and I am not in a position to give publicity at this time to offers received. You may rest assured that, as in the past, any time I have any an-nouncements to make regarding my ac-tivities in the Wild West or contest busi-ness. The Biliboard will receive such news ness, The Billboard will receive such news first."

ness, *The Bittooard* will receive such news first." The Stampede was originated, produced and managed by Mr. Weadick at Calgary in 1912. It was a private enterprise and financially sponsored by Senator Pat Burns, Hon. A. J. McLean and the late A. E. Cross and George Lane, leading financiers and stockmen of the Canadian Northwest. Mr. Weadick at the time christened them "The Big Four." The 1912 show is still talked about by riders and ropers of 20 years ago. It was the first cowboy contest that ever offered real large purses-\$20,000 in cash besides numerous special prizes and trophies. It was the first real gathering of "tops" from every part of the North American stock-raising West, vaqueros even coming from Old Mexico to compete. The con-test lasted aix days and was a tremendous success both as a presentation and finan-cially, despite rain five out of the six days. In 1913 Mr. Wendick presented The days.

days. In 1913 Mr. Wendick presented The Stampede at Winnipeg for six days, again awarding \$20,000 in cash purses for six performances. This contest was also a private enterprise, being financially spon-(See GUY WEADICE on page 33)

both

#### Peru Gleanings

PERU, Ind., Dec. 31. — Joseph (Ala-bama) Reed has taken Julius Wolfe's blace as night watchman at the circus ar sheds. Wolfe's repair force is in harge of painting inside of Pullmans. William Bradley, in charge of circus railway cookhouse with John Ryan, head weiler, are being congratulated on Christmas banquet served to the regular shop employees and 30 others engaged in butling up new building. Repair force of Dan Parker, George Parker, Red Car-roll, Ben S. Moore and P. B. Wolfe will eart rebuilding trains January 15.

roll, Ben S. Moore and P. B. Wolfe will start rebuilding trains January 15. Sigrist and wife, Bebe, aerialists, back to Peru Christmas Day from a visit in the West. Will spend several weeks here and leave for the East to play an engagement at Hartford, Conn. Evide Woeckener arrived here last week from Ohio. He will direct band at in-door circus at Toledo, and again will wild baton with Hagenbeck-Wallace the coming season.

wield baton with Hagenbeck-Wallace the coming season. Leo (The Great) Wilno, cannon man with H-W, will have one of the largest projectile-throwing devices in United States the coming season. Cannon being rebuilt will be mounted on three-ton truck, entire assemblage weighing more than five and one-half tons. Reported that Blackle Dillar will be in charge of baggage stock on H-W; George Lyle, ring and menage horses. "Waxie" Lord, of Spokane, Wash, harpess maker, arrived and will remain bere until spring.

here until spring. "Kinko," internationally known clown, and wife arrived here from St. Louis the

Mrs. Jack Biggers was at Brazil, Ind., Mrs. Jack Biggers was at Brazil, Ind., Christmas with Mr. and Mrs. J. M. Danner.

George Lyle, of H-W, has returned George Lyle, of H-W, has returned for Burlington, Ia., called by death of its mother, Mrs. William Eoff. Funeral vas December 23. Mrs. Mitzle Sleeter, Bloomington, III., L-B. nerialist, deughter of Mr. and Mrs. ben S. Moore, Peru, underweit a major peration the past week at the Illinois iter.

Waiter Lawrence, of H-W advance, sonducting Riverside lodge for local and visiting troupers, left for New Orleans, to emain until spring. Nine hundred horses, which were out

Nine hundred horses, which were out on pasture, have been brought to the sam and housed for the whiter by Steve Pinn and assistants. The happlest boy in Peru on Christmas Day was Bobby, son of Jess Adkins. The reason-toys from every State in the union sent by troupers, with whom the lad is a favorite. Frank Orman, on concessions with H-W, has purchased a home on West Mah: street. Said that Mrs. Orman will not troupe this season owing to motherly pride in new Christmas arrival and new home.

e. mong old-time troupers in Herbert man's commissary, talk about Jack is elicited information that Jack, 1920 boss hostler of Al G. Barnes and 1921 driver with Ringling-num Circus, died in a hospital in is. The Peru representative of The board, Bart Clickard, will obtain with for a stater it information has eman's Ministry, Bart Chekard, will obtain Ministry for a sister if information has of yet reached her. P. M. Plank, in H-W commissary last asson, left for St. Louis the past week.

West Coast Jottings VENICE, Calif., Dec. 31.—The AI G. Barnes Circus Christmas tree mounted on nes Circus Christmas tree mounted on ar, with plenty of small Christmas hs, bells, and two big electric signs on h side, wishing all a Merry Christmas in this circus, with Frank Chicarelli anta Ciaus; Al Wier, driver, and John th as Santa's assistant, left the quar-ist Baldwin Park at 2:30 p.m. Decem-24. First stop was made at the Ruth tective Home for Girls in El Monte; in to all circus folks' homes in Baldwin t and El Monte: then to 10 hospitals n to all circus foks' homes in Baldwin t and El Monte; then to 10 hospitals Los Angeles County, including two Uren's hospitals; to all homes of ness Circus folks in Los Angeles, Riwood, Culver City and Venice. Each man received a box of chocolates and en cigars and a carton of cigarets, in a noveity sock of candy and a Mrs. Sylvester Cronin, who con-the idea, was along in her car to hat everybody received a present. d Bullock, Al Wier and Bill Parks, o are working pictures in Hollywood, that they will again troupe. he Pacific Const Showmen's Associa-will hold its amual Banquet and

at the Alexandria Hotel in the Gold m January 11, starting at 6:30 p.m. rge Tipton will act as chairman. horial services at the Showmen's Rest Evergreen Cemetery will be held lary 8, at 2 p.m., Louis Bissinger in

Circus, will have some surprises the com-ing season in the way of novelty acts. The Los Angeles Shrine held its annual Christmas Tree at the Shrine Auditorium evening of December 23. Charles Hatch was m. c. On the program were Shrine and Christe adville term and even chargers. was m.c. On the program were Shrine band, Shrine drill team and carol singers; Christen's goats; Harry Woodling's ponies and sleigh, with F. A. Roe as Santa Claus; clowning by Tom Plank and Curlle Phillips. After the show each child was given all the toys and fruit that they could carry. There were 3,500 children and their teachers at the party.

and their teachers at the party. Scotty Thomas is visiting relatives in Arizona during the holidays. Spud and Edith Redrick left for San Francisco to spend the holidays. Skinny Matlock and Cliff Clifford re-turned from Mexico for the holidays. They were on location in Mexico for the picture King of the Junale

They were on location in Mexico for the ploture King of the Jungle. Weldon Matlock, former wire walker and son of Skinny Matlock, now on the U.S. S. Wyoming at San Pedro, Calif., is spending the holidays with his dad.

TOM PLANK.

#### **Harry Humphries Going** Abroad in February

TORONTO, Dec. 31.—Harry Humphries, one of England's leading circus agents, who is at present in Canada on a busi-ness trip, will leave for Paris and England early in February. As general agent he has toured the British Iales for the last 27 years with almost every circus and menagerie of note, including 14 seasons with one circus family. He also was on her Borne is Busing and the seasons with one circus family. He also was on the Barnum & Balley publicity staff dur-ing the show's tour of England some years ago. He did publicity work for Eddie Polo when he visited Liverpool,

There were only eight circuses tenting There were only eight circuses tenting the British Isles last season. The big three were Mills' Olympia, Lord John Sanger's and Balleys & Broncho Bill's Show. Only one show traveled by rail---Sanger; the others by motor transports and horses. The Fossett Balleys and Broncho Bill Circus has more than one hundred horses and ponles, two ele-phants and a cage of performing lions. The Great Carmo's Circus, which was one of the largest touring two years ago, was partly destroyed by fire at Birming-ham during the winter. Carmo has re-turned to the vaude theaters with his illusion act.

illusion act.

#### **Haag Show Closes**

MARIANNA. Fla., Dec. 31.—The Mighty Haag Show, managed by Ernest Haag, closed a lengthy season here today.

**Old-Time Showmen** By CHARLES BERNARD

"Leon W. Washburn's Great Allied Shows, Big Three-Ring Circus, Mammoth Museum, Royal Menageric, Roman Hip-podrome, English Water Carnival and Wild West"-this is the title which graced the front-cover page of a 14 by 21, eight-page courier, prepared by the Hen-negan Show Print, of Cincinnati, O., for "Leon W. Washburn's Great Allied



**Circus Saints and Sinners Club** 

Santa Claus located Harry Baugh for the undersigned. Harry is now located at the Fork Union Military Academy, Fork Union, Va., for the winter. He is doing some "interior decorating" at the Academy, "All same as circus," writes Harry, "only you don't have to pull down, move and set up every day, 750 meals every day." And now that we know ht is with a military academy there was a reason for his "soldiering" on the job. A "seeing-off" committee, headed by Frank Buck, went to the pier in Brooklyn last Saturday- to say farewell for the CSSCA to Cesa and Martin Johnson, who left on the American-African Line for Capetown. From Capetown they will start with their caravan for the wildest provident of the jungle, taking with them two airplanes and a few other con-trivances. He will be gone for two years. In a few weeks the 1933 list of Fall Guys will be published. The hunting season for Fall Guys during the past season was a very successful one. There was Felix Count von Luckner, William (Big Bill) Egan, station master of the P. R. Carveth Wells and Frank Buck, both noted hunters; Gene Tunney, Grover Whalen, William R. Hearst Jr.: Capitan P. R. Carven Wells and Frank Buck, both noted hunters; Gene Tunney, Grover Whalen, William R. Hearst Jr.; Captain Bob Bartlett who want to the North Pole with the late Admiral Peary; Congress-man Robert L. Bacon and Martin John-

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will again fly up from Washington to attend the January luncheon of the Dex-ter Fellows Tent. He has promised to bring up with him several prominent Washingtonians. We are glad to report that Frank (Bring Tem Back Alive) Buck is his suual self again. This hunter, who can beard lions in their lairs (and what is his usual self again. This hunter, who can beard lions in their lairs (and what beards!) has all to do to conquer a little flu germ; Captain Maurice L'Hommoneau is also up and around again; a group of Long Islanders are again agitating the matter of a local tent to meet on their premises: the club's electric chair has gone with Martin Johnson into the jungle; Joliy Bill Steinke is introducing some more new characters into his broad-cast; we have had fine praise for the advertisement which appeared in The Billboard; thru the teamwork of C. Harry (Kept-Us-Out-of-the-Red) Fehling and Frank V. (Moneybags) Baldwin Jr., we year with a "souplus." Cariton Hub. Al Sielke and Ray Nourk are frequently seen in a huddle these days. Why? we ask F. P. PITZER, National Sceretary, 41 Woodlawn Ave., Jersey City, N. J.

MILLARD & BULSTERBAUM West 8th Street, CONEY ISLAND, N. Y.

2894

**Under the Marquee** By CIRCUS SOLLY

J. TRACY HAGER is enjoying the Florida sunshinc.

MR. AND MRS. B. T. CARSEY spent the holidays in Houston, Tex.

HERBERT ((SLATS) BEESON adthe coming season.

J. J. CURRY filled a four weeks' en-gagement at Sears & Roebuck store in Dayton, O.

BOBBIE WORTH frequently visits Har-ry Wilson at his place of business on Market street, Philadelphia.

ED CONWAY, Johnnie Patton and Ot-(Dutch) Hoffman are wintering in Philadelphia.

GEORGE SINGELTON will go to the quarters of the Al G. Barnes Circus the middle of the month.

THE GRETONAS, high-wire perform ers, recently left Florida for New York to fill vaude engagements.

BUCK BAKER, with his trick Ford, is still playing rodeos in Florida. He may go to the West Coast for a rest.

EARL EDWARDS, former ticket seller, with various circuses, is very ill of pneu-monia at his home in Chicago.

ARTHUR HOPPER has recovered from an attack of the flu and left Hot Springs, Ark., for Dallas a few days ago.

R. O. SCATTERDAY, banner man, was greeting friends in Chicago New Year's

MICKY McDONALD, who has been so-journing in Hot Springs, Ark., for some time, is now located in Chicago.

MR. AND MRS. J. W. (BILL) TRUE-MAN, well-known cookhouse owners, are spending the winter at Fayetteville, N. C.

REX M. INGHAM was in Philadelphia and Baltimore recently in the interests of his animal business at Clarendon, Va.

JOHN H. THIELE, importer of animals, birds and reptiles, has arranged for larger quarters at Port Chester, N. Y.

CLIFF McDOUGALL will be in the publicity department of the Columbia Picture Corporation until the circus season opens.

THE RIDING ROONEYS have left the Lewis Bros.' Indoor Circus and are now playing independent indoor circus en-gagements.

PRINCE ELMER and partner recently presented their feature act at the Egyp-tian Theater. Hollywood, Calif. Will play clubs and celebrations on the Coast.

BOB SPEEDY, veteran of many cir-cuses and tent shows, is spending the winter in Houston, Tex. Will be with a motorized circus next season.

FRANK PORTILLO'S clowning was one of the highlights of the Christmas party staged recently at Keith's Theater, Wash-ington, D. C.

DANNY SULLIVAN, Ringling clown, worked the Midwest Novelty Company store, Kansas City, during the holiday season.

E. C. GESELE owner of the Gesmo Animal Farm at Amsterdam, N.  $\mathfrak{X}$ . recently purchased a number of white peafowl from Rex M. Ingham.

JEROME T. HARRIMAN, general agent, is proudly displaying a personal greet-ing card received by him from President-elect Franklin D. Roosevelt.

THELMA MANN has returned to the Empress Theater, Cincinnati, stock bur-lesque house, and will be there four or five weeks.

FRED WAGNER, manager of a Fan-chon & Marco unit show, has been hob-nobbing with the boys on the Magic Carpet and around the Atwell Studios in Chicago.

THE WINTERING of a show is an asset to any community, not only for the fact that it advertises the city, but also for the reason that the town benefits thru the purchase of supplies and ex-

tensive repairs and replacements to the equipment, as well as the buying of new paraphernalia.

FRANK O'CONNELL, in charge of A. C. (D.C.) stores during the Christmas shop-ping season, has gone to Florida for a short vacation.

MICHAEL AND EMERY, hand balanc-ers, recently arrived in Cleveland from the West Cosst, where they played vaude dates. In Cleveland they met Pedro Morales, an old rriend of theirs.

MR AND MES. MILTON ROBBINS are spending the winter in St. Petersburg, Fla. Their daughter, Maxine. is attend-ing the Mirror Lake High School.' Mr. and Mrs. Henry Kern also are there and are with their daughter, Mrs. Robbins.

BUMPSY ANTHONY and Lawrence An-BUMFOX AN LIGONY AND LAWFENCE AN-derson have been working dates around Sarasota. Week of December 12 they were at the Acacla Club Circus, Miami. Anderson and wife will play at the Miami Air Show January 5-7.

O. K. STUART is now using the name O. K. STOART is now using the name of Robert Sen-Clair. He does chair bal-ancing on trapeze and high-wire acts. Wate on the Elks and Savannah (Ga.) News and Press Charity Circus program in Savannah December 20-21.

CHARLES (CHUCK) O'CONNOR, trainwaster, is still at the Naval Hospital, Ward II, Philadelphia, Pa. Has been there four months. He is feeling much better but will remain there for more treatment.

THE CLYDE O'NEAL TRIO furnished the circus acts for the Shriners' Dance and Show at the Waco (Tex.) Cotton Palace December 22. Bert Dearo, con-tortionist and slack-wire performer, also was on the program.

W. A. KLEINPETER will probably be w. A. KLEINPETER will provide y of with a circus this season as steward. If any show contemplates going to Taft. Calif., he will give the manager informa-tion regarding lot, license, etc. His ad-dress is 704 Polk street, Taft.

THE AERIAL YOUNGS will leave Peru, Ind., January 17 for Denver to play at the Shrine Circus. From there they will go to Los Angeles to appear at the Shrine Circus. They expect to remain there for a while before playing the St. Paul and Minneapolis Shrine circuses.

LESLIE (DOC) OGBURN exhibited an educated midget horse in the Cohen-White store at Jollet, III., during the holiday season. It was his third year at that spot. Doc is visiting with R. C. Lee, of Sheffield, III., for several weeks be-fore going south again.

BILLY MACY, who was at Joyland on 69th street, Philadelphia, spent the holi-days with his folks at Lynn, Mass. It was his first visit home in 12 years. He in-tends to remain in Lynn this winter and expects to be back with Hunt's Circus in the spring.

TOMMY STEVENE, a trouper and at one time flyweight boxer, a protege of Nick and Jimmie Albanese, is a patient in Ward 11, Naval Hospital, Philadelphia, Pa. William J. Barrett, assistant steward on the Golden Bros.' Circus, was dis-charged from there last month.

CARL HATHAWAY, of the Ringling-Barnum Circus, spent the holidays at his home in Warsaw, Ind. He returned to Sarasota, Fia., New Year's Eve after spending a day at the Ringling offices in Chicago.

TAD TOSKY has just finished clown-ing Toyland in a Chicago department store. He also worked the Omaha and Chicago Stadium dates and will be in the Memphis circus this month for H. C. Ingraham.

HARRY MERRELL SR., of Jefferson-ville, Ind., visited his son, Harry Jr. and members of the Merrell Troupe, which played the indoor circus in Cincinnati last week Jim Bonnelli, of Cincinnati, who clowned at the show, is a cousin of the elder Merrell the elder Merrell.

ERNEST CAPON, who arrived in this country at Coney Island in 1916 with the Bostock Wild Animal Show, and in late years superintendent of the Wichita (Kan.) Zoo, is now in charge of animals and quarters of John H. Thiele, at Port Chester, N. Y.

H. W. JONES, formerly with Glenn Bros.' Circus, is visiting A. J. Glenn and family at Muskogee, Okla. Mr. Glenn is operating a riding neademy during the winter months. He informed Jones that ne will have his Society Horse Show, pony track and Fads and Fancies with Dodson's World's Fair Shows.

METTLER'S FAMILY BAND, last sea-son with Ketrow Bros.' Circus, did street bally for one and one-half weeks prior to the opening of the indoor circus at Music Hall, Cincinnati, last week. A (See Under the Marquee on page 33)

#### Short Biographies Of People Engaged in Circus Business

Under this heading each week will appear a short biographical sketch of some person active in this field.

#### No. 48-FRANK E. HALL

Mr. Hall was born at Evansville, Wis. Mr. Hall was born at Evansville, Wis. December 23, 1863, making him 49 years of age. His home is in Whitewater, Wis. He has been in the amusement business for 43 years, starting in 1635. He was with his father, George W. Hall, on the Ringling Side Show until he was 28. He was married March 6, 1912, to Zella Wintermute. Was in partnership with her uncle, Harry Wintermute, for five years. Latter retired and Mr. Hall con-tinued alone with the wagon show until winter of 1918. and then sold out. He years. Latter related and wh. har con-tinued alone with the wagon show until winter of 1918, and then sold out. He then went with the Col. Hall two-car show, owned by William Campbell, in 1919-1920. Then went back to Wisconsin and started motorized circus, Vanderburg Bros. Years ago he worked vaudeville. Was with one of Rowland & Cilförd's shows out of Chicago, and for three win-ters was with ornak E. Long Stock Com-pany. Fraternal organizations of which he is a member are Masons and Elks. Training domestic animals is his hobby. His wife, Zella, is active in amusement business. They have a daughter, Bonile Jean, 8 years old. Mr. Hall's parents are udeceased.

# The Corral

By ROWDY WADDY

January 7, 1933

ARE YOU pepped up for a new an "better" year?

MAY the 1933 rodeo season be the "biggest ever"!

RODEOS' (and other titles) officia announcements should be made early

FRED ATKINSON, well-known rode ist, has bought a home in Dumas, Tex where he now resides.

ELMER SPLAWN has been bustle bronks in New Mexico for his uncle, Jin Splawn.

TEX BURNETT, steer and barebach bronk rider, is spending the winter of Miami.

DID YOU KNOW that there are two rodeo contestants and one rodeo elow who have created a trust fund to tak care of their "old days"? Why not more

JOHN WOLFF, of Tishomingo, Okla and former contest bronk and steer rider, is foreman the large Frank Givens ranch in Northern Texas.

CONTESTANTS are again looking for-ward to their appearing at as many an-nually held and special-event contests up possible.

SINCERELY EARNEST (but friendly-sportsmanship) competition among con-testants the outstanding fan-interest stimulator.

HOOT GIBSON's annual Spring Golden State Rodeo will be staged at his ranch at Saugus, Calif., late in April Skeeter Bill Robbins, foreman the ranch will assist Hoot in staging the show.

EDNA M. GARDNER HOPKINS, wellknown former Wild West show woman back to the '80s, is still snying "howdy' to acquaintances passing thru her home city, San Antonio, Tex.

WORD reached this editor last weet that Mrs. Eugenia Sublette Swope, will, of Ed Swope, penitentiary warden a Sante Fe, N. M., and former wife of the rodeo clown, Red Sublette, died recently at Santa Fe.

RAY AND MAIDA BLATHERWICK, u-venile entertainers, with the Sir Harry Lauder company, were slated for the opportunity to again appear at the home city, Dalhart, Tex., Wednesday d last week last week.

CHARLIE NEWKIRK, formerly of New CHARLLE NEWKIRK, formerly of New kirk, Okla., who was a well-known con-testant at rodeos 10 years ago, is perm-nently established near Detroit, where h has a 300-acre farm and one of the nifflest saddle-horse barns in the Detro area

EDDIE HARNEY, well-known trick an fancy rider, is now a member of th New York State Police. He will be will one of the trick-riding units of the for the coming season. His wife, Shirle late of the Hagenbeck-Wallace, is with him in the East.

JUANITA PRAIRIE FAWN, Indian JUANITA PRAIRIE FAWN, Indias of trick rider with King Bross. Rodeo if past season, is in Hollywood, where a will ride in Western filmings. Her mone er, Mrs. Frairie Fawn, has been workill in pictures on the West Coast a number of years.

MARION STANLEY, trick and fand roper, who was with the concert of in Walter L. Main Circus last season, is no Pawnee Bill's Oldtown at Paw as rawnee Bhis Oldown at Pavma Okla. Nightly in the Indian log tradis post he "swaps" stories with Bill Penn late of Denver, who has charge of b post.

WYOMING BIX and wife and Job Crethers and his wife (Dolores Gonzales who were with King Bros.' Rodeo is season, are touring New York State wif a vaudeville Wild West unit, call "Wyoming Bix Cowboys and Cowgilib Last week the troupe played Binghamito N N. Y.

JIM AND ALICE FOSTER, billed i Mack and Foster, presented a nifty rol spinning number on the program of a elrcus staged at Music Hail, Cincins last week, and with nifty wardrobe. All however, suffered a severe cold and an worked single after Wednesday. Ji mother, Mrs. Lyman Dunn, known (See THE GORRAL on page 54)

# Looking Back Thru The Billboard

#### 25 Years Ago

**25 Years Ago** [Issue of January 4, 1908] Norris & Rowe have purchased the entire zoological collection from Chutes Company, San Francisco. R. H. Dockrill engaged as equestrian director. Peer-less Potters also will be with show. . . Fred McMann will manage No. 2 car of Sells-Floto Circus. . . L. H. Heckman, for last 12 years with John Robinson Circus. will manage No. 1 car of Sells-Floto. . . . George H. Heiser, formerly with Ringling Bros.' Circus, engaged as general local contractor of Sells-Floto Circus. Al Lindler, 24-hour man, also will be with show. . . Een Holmes' W. W. Show opened at Florida Ostrich Farm, Jacksonville, Christ-mas Day as special free attraction. . . . Mike," big elephant with Barnum & Bailey, died in quarters at Bridgeport, Conn. . . . Frank Mangum re-engaged as press agent for Gentry Bros.' Shows.

#### **10 Years Ago**

10 Years Ago (Issue of January 6, 1923) Alderfer Show recently closed season of 34 weeks at Boyce, La., and went into quarters for four weeks to paint up. . . . George Chandler has signed as agent for Kretz Bros.' Wagon Show, making his second season. . . . James W. Beattle, side-show manager, has left hospital in Syracuse, N. Y. . . R. H. Dockrill died in Delavan. Wis., December 28. . . . . Ed C. Holland, 24-hour agent of Walter L. Main Show, has been given a position for rest of winter by Sam Scribner. . . Frank Prescott will be general agent of Campbell Bros.' Show. . . Bobble Fisher will be with the Flying Wards on Sells-Floto Circus. Jerome Harriman will be back with the John Robinson Show. . . The Kinkos will again be with Al G. Barnes Circus. . . Hans Schwitters, formerly of Ringling Bros. and Barnes shows, has joined Neil O'Brien's Minstrels as second agent.

The Billboard



Permanent --- MUSEUMS --- Traveling

# Combination For Columbia

LOOM at South Carolina's capital city sponsoring an indoor trade show-circus

COLUMBIA, S. C., Dec. 31.—An event hat has indications of being one of the icgest combined indoor shows ever aged here is slated for Township Audirium January 16-21.

orium January 16-21. Columbia Lodge No. 1655, Loyal Order (Mosse, is leaving nothing undone to nake its Merchants' Exposition, Auto thow and Indoor Circus a success. The mitre auditorium has been engaged. Some 100 booths will contain the various wilduts. The State Rabbit Breeders' As-solution is expected to stage a fine rab-tit show. The Dog Fanciers will stage n all-Columbia dog show one night as uplic wedding will be an added feature, the staged, and a versatile orchestra will e staged to furnish the musical end the program, according to R. B. Mo-laub, secretary. Official headquarters have been opened in the Central Union willing. ng.

#### uit Against Dance **Executive** Dismissed

CHARLESTON, W. Va., Dec. 31.—W. J. troughton, of Chio, one of the man-gers of a dance marathon at the anawha City Skating Rink, who was treated in connection with a \$300 civil uit brought by Ralph Garcelon, orches-a leader, was released from the county all at the direction of Circuit Judge urthur P. Hudson. Garcelon sued throughton in a justice court, claiming nat amount was due for supplying mat Troughton was attempting to leave he State. ie State.

oughton appealed to Judge Hudson Biroughton appealed to Judge Hudson r his discharge from jall. After hearing vidence Judge Hudson upheld Strough-n's contention that he was an em-loyee of the C. A. Pressey Amusement ompany, of Pittsburgh, and had not hade a contract with Garcelon. The sult nder the higher court's ruling was utomatically dismissed in the Justice ourt.



Nights, Jekyll and Hyde, Rip Van Winkle.

Write for Prices on Our Type Posters, Dates, Cards, Muslin Banners.

**HE HOUSE OF QUALITY** AND SERVICE

THE DONALDSON LITHO. CO. NEWPORT, KENTUCKY \*\*\*\*\*\*

#### Morton Show Scores At Reading, Pa.

READING, Pa., Dec. 31. — The Bob Morton Circus Company is playing a seven-day engagement at the Rajah Theater, under auspices of the Rajah Shrine Temple, December 26-January 2. It is one of the best circus units that has ever appeared in this city. Show has been well attended. Three perform-ances were given on Christmas day. On the program: Folly Dancers: Bee

ances were given on Christmas day. On the program: Polly Dancers; Bee Jung and Miss Marie, aerialists; Petite Evelyn, contortionist; Madame Maree's animals; clown band (Horace Laird, Danny Mitchell and others); Allie John-son, slack wire; Aerial Solts, double traps; unridable mules, handled by Mitchell and Maree; Martin and Martin, trapeze contortion; Merrill Bros. and Sister, balancing act; Maharana's Sacred Elephant (white elephant); troupe of eight Chinese, equilibrista and contor-tionists, and Dutton Equestrian Revue.

Pete Cortes, Charlotte

CHARLOTTE, N. C., Dec. 30.—The Pete Cortes Museum is in its second week here to fair business. The museum made a/500-mile move here from its Montgomery (Ala.) engagement, which was a bloomer. Business last week was very good, despite very inclement weather and citizens' Christmas shop-

ST. JOHN, N. B., Dec. 31 .-- The city council announced its intention to have council announced its intention to have the city get behind the movement for the 150th celebration here of the landing of loyalists from New England, Local of-ganizations are forming a big committee to arrange plans for the celebration. to arrange plans for the celebration, which will include a pageant and parades. The landing of the loyalists is officially observed each year as a semiholiday in St. John on May 18, and indications are that May 18, 1033, will be a full public holiday. An old-home week will be part of the celebration in an effort to attract former residents of St. John back from the United States for that week.

RED BANK, N. J., Dec. 31. — Smoke Shop Dance Marathon, under "Uncle" Jim Harkins' management, is well over the 1,000-hour mark, with 11 couples remaining. It started on November 10.

#### St. John (N. B.) To Celebrate Pleasing Show Presented By Richardson in Cincy

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Several good numbers were given by the clowns. The lineup included, besides Larry Taylor, Gean Nadreau, Jim Bon-nelli, Harry Ferredell, two Merrells and two Rooney boys. In addition to these the Mettler Family was in the clown band. There were no concerts or side

#### **Columbus Marathon Ends Big Three Months' Grind**

COLUMBUS, O., Dec. 31.—Columbus's first Walkathon ended here after 1994 consecutive hours with two couples divid-ing a purse of \$1,000. The two final couples, remaining from 33 starting, were Ralph Evans and Norma Korzen-born and Oliver Allen and Martha Althof, all Columbus residents. Mayor Henry Worley presented the prize money. Henry Worley presented the prize money. The contest started September 28 and had capacity crowds thruout. A wedding of two contestants was a high spot, more than 6,000 persons paying to see the event in Columbus Auditorium. Local Post of American Legion sponsored the affair with W. E. Tebbets, veteran showman, in complete charge. There were 75 persons employed by Tebbeta for the affair. the affair.

Masters of ceremonics included Jack Freeman, "Red" Skelton, Dud Nelson and Tex Falk. Music was by Ira Coffey and his Walkathonians.

CINCINNATI, Dec. 31.—Elmer Pitman, stage carpenter at the Woodland Audi-torium, Lexington, Ky., has made a com-plaint against Rubert B. Shive, alleging that money is due him for working at the indoor circus put on at the audi-torium in Lexington, December 15-17, for the benefit of the Old Ladies' Homo.

# **Hollywood Freaks, Detroit**

Hollywood Freaks, Detroit DETROIT, Dec. 31.—The Hollywood Freaks, Woodward avenue museum, under the management of W. G. Wade, gave all the employees a real Christmas dinner last Saturday night after the perform-ance at a cabaret on Second boulevard. Billy Malone, who is well known to all Detroit showfolks, actcd as toastmaster. The Hawalian Orchestra, under Prof. Khola, furnished the music. Among those present were Mr. and Mrs. W. G. Wade, Mr. and Mrs. Young, Sailor Harris, Baby Irene, Wincome Winnie, Jack Clossman, Lady Leona, Mr. and Mrs. Halligan, Judge Dan Brewer, Frank Miller, Dan Deering, Freda-Fred, Beebe Nelson, Ruth King, Neil Ford, J. F. Jones, Pete Harrison, Juan De LaCruz and siter, Ile and Zamezi and Dr. Gordon Kelley. The party lasted from 1 a.m. to 7 a.m., and everyone had a good time. Business, now in the seventhy week, continues fair, with the same or-ganization as it was opened—W. G. Wade, manager; Billy Malone, floor man-ager, and the writer as lecturer. It is the intention of the management to take the show on the road as soon as the Detroit engagement is ended. the show on the road as soon as the Detroit engagement is ended. JUDGE DAN BREWER.

McCaslin's, Baltimore

BALTIMORE, Dec. 30.—Business un-usually good for Christmas week, Goldie Fitts driving every angle to better re-sults. Christmas Eve everyone connected with the museum received a present from Mr. McCasiln, including attractions that were leaving that day. James-Jeanette and Sailor John, tattooer, newcomers, Jack Crosby assisting Duke Jeanette on the front. Princess Reta retained in-definitely. Hawalian Joe put in a big order for rattlers. Flea Circus remains one more week. George P. Reuschling, former partner of Mr. McCaslin, will open a museum uptown. While Mr. McCasilin is not financially interested, he will assist his side-kick. Slim Kelley's Freaks put in two very pleasant weeks. Bille Wil-liams, dancer, returned this week. The Morrises, with their glass blowers, opened for the season. The Johnsons, mentalists, are making friends every day. Prospects for business are very bright. Cho-Cho. BALTIMORE, Dec. 30 .- Business unfor the season. The Johnsons, mentalists, are making friends every day. Prospects for business are very bright. Cho-Cho, department store clown, who closed five weeks at one of the leading department stores here, is playing Christmas week parties at schools, hospitals and children's parties at homes. HARRY J. BOWEN.

#### Max Gruberg's, Philadelphia

PHILADELPHIA, Dec. 28. -PHILADELPHIA, Dec. 28. — Business was bad the last two weeks, but a great deal of this can be attributed to the weather and the Ohristmas shopping days. A decided pickup was noted since Monday, this week, but as this is written the weather is again playing havoc—it is pouring rain and weather reports say that it will continue until tomorrow. The bill this week is one of the best that has heen shown for some time: Eddie Brietenstine has his boys—"Eko and Iko" —in the feature spot. They are uphold-ing their reputation as drawling cards, (See MAX GRUEERG'S on page 46) - Business

(See MAX GRUBERG'S on page 45)

very good, desplte very inclement weather and citizens' Christmas shop-ping. The roster of presentations—about the same as when last provided for pub-lication: Barney Nelson, colored arm-less artist; Thelia (pinhead). Monkey Girl; Dandia, African Warrior; Hoppy the Frog Boy; Alice From Dallas, fat girl; Nabor Feilz, Indian clay modeler; the writer, mentalist; Julian, tattooer; Hock, glass blower; Ruby Carroll, sword box; Madam Frevaux, "Spidora"; Buster Pike, fat man; "Bille," chimpanzee; "Big Ben," monster python; Edna-George in the annex. Edna Carroll, tickets; Billy Ellis and Joe Prevaux, talkets; Heavy Chaney, truck driver; Clarence Remington, sign painter. Rajah Rabold, mentalist, was a visitor when show was at Montgomery. Museum was closed Monday (holiday) because of a "blue law." Marle Kortes, wife of Owner Pete Kortes, provided an excellent Christmas dinner. Pete Kortes and the "blue law." Marie Kortes, wife of Owner Pete Kortes, provided an excellent Christmas dinner. Pete Kortes and the writer delivered talks. Everyone, also the animals, received presents—the writer served as Santa Claus. To make Christmas Eve more unforgetable, Mr. Kortes took all attaches to the midnight show of a local theater. DR. BEN PARDO.

#### **Carl Lauther's at Tampa**

TAMPA, Fla., Dec. 30.—Carl J, Lau-ther's All-Star Museum has moved from Ybor to 1224 Franklin street. Business in Ybor City was very good considering conditions. The museum is still playing under the auspices of the American Le-gion. Business has started off with a bang at the new location. Mr. and Mrs. Carl Lauther entertained all of the mem-ers of the show and Mr and Mrs. Don Carl Lauther entertained all of the mem-bers of the show and Mr. and Mrs. Don Montgomery, Mr. and Mrs. Howard In-gram and Sailor Joe Simons at an elabo-rate Christmas dinner party. The dining room was beautifully decorated and a Christmas tree was placed in the center of the table. A good time was had by ail. Everything has been repaired and repainted to start the outdoor tour of Florida fairs at Largo. MARIE LEWIS.

#### Buck & Sheridan's, Traveling

WILMINGTON, N. C., Dec. 30.—Buck & Sheridan's Museum is in its second week here to good business. This is the fourth week out for the combination and results have so far been satisfactory, according to Charles (Buddy) Buck. "Dolletta, world's smallest human mother," is still featured. featured

BALTIMORE. Dec. 30.—World's Mu-seum on East Baltimore street, sponsored by George Baldwin and Hutchins' Animai Show, closed last Friday. Mr. Hutchins stored his animals for the winter.

FN -A Conducted by CLAUDE R. ELLIS-Communications to 25 Opera Place, Cincinnati, O.

# '33 Progress Salem Slogan

30

Constructive program is announced by Lombard for Massachusetts fair meet

BOSTON, Dec. 31.—Built along con-structive lines, with "Economy, Progress and Success" as a slogan, the program for the annual meeting of Massachusetta Agricultural Fairs Association, to be held in the Hotel Hawthorne, Salem, on Janu-ary 18 and 19, has been announced by Secretary-Treasurer A. W. Lombard, 136

State House. Boston. President Ralph H. Gaskill, Topsfield, will give the opening address at the first session Wednesday forencon, January 18, and Secretary Lombard will report on and Secretary Lombard will report on the year's activities, In the afternoon the keynote address on A Constructive Pro-gram for the Fairs of 1933 will be given by John W. Haigis, Greenfield, former State treasurer and for 11 years president of Franklin County Agricultural Society. Then the subject of Budgeting will be taken up by Frank H. Kingman. new secretary of Brockton Fair, and Operat-ing, by Samuel T. Sheard, Sturbridge Fair.

#### **Honor Guests To Speak**

Agriculture will be covered in Live Stock, by Sumner R. Parker, Massa-chusetts State College; Horticultural Ex-hibits, Ellery Metcalf, Topsfield Fair; Junior Department, George L. Farley, State 4-H Club leader, Amherst; Special Exhibits, Earle S. Carpeuter, State Col-lege, Amherst, and Racing, Allen J. Wil-son, Boston. Home department, in-dustrial exhibits, attractions and con-cessions will be treated by selected speakers. speakers.

Appeakers. Annual banquet will be in the grand ballroom at 6:30 p.m. and delegates will be greeted by the president of the Salem Chamber of Cournerce and President Edward Wigglesworth, Topsfield Fair. Honor guests will be General Alfred F. Foote, Massachusetts commissioner of public safety; Dr. Arthur W. Gilbert, State commissioner of agriculture, and Henry N. Jenks, master of the State Grange. An inspirational talk will be by the principal speaker, the Rev. John Nicol Mark, Arlington.

#### **Historic Tour Mapped**

**Instoric LOUF Mapped** On the morning of January 19 pro-gram will be Hilliour Fairs, Secretary Leon A. Stevens, Hillside; County Fairs, President W. H. Dickinson, Northampton Pair, and Expositions, General Manager Charles A. Nash, Eastern States Exposi-tion, Springfield. Laurence B. Boston, director, division of reclamation, soil survey and fairs, speaking on Fair Facts, will present statistical information ac-quired by the State Department of Arriculture. quired by Agriculture. Otis E. Ha

Otis E. Hall, managing director, Hamp-den County Improvement League, will report for the committee on judging and report for the committee of judging prospects for 1833. Report of the legislative committee will be by Representative Ernest H. Spar-rell, president of Marshfield Agricultural Society. After election of officers and other business the afternoon will be de-voted to a trip about historic Salem.

#### Young Denies Boyd & Wirth Are Booking Revue in East

CINCINNATT, Dec. 31. — Ernie Young snnounced from the East, where he has net booking his revue in the East, as was recently reported. Mr. Young declared that he has no Eastern agent and that he is doing his own booking. Mr. Young also said that he is selling Barnes-Carruthers acts in the East in conjunction with his revue. This is the first time in 10 years, he said, that Barnes-Carruthers acts are being offered to all Eastern fairs.

ANNA DE KOVEN writes from Ridge, Mont., that her trained goat, Buffer, which has played fairs, theaters and cele-brations for a number of years, died recently



FRANK H. KINGMAN, new secretary of Brockton, Mass., Fair, suc-ceeding Perley G. Flint, who was elected president following the resig-nation of Fred F. Field. Mr. King-man was auditor at Brockton and has been assistant to executives of has over assistant to executive of the second of the secon

#### Marion, O., Marks Up Success

MARION, O., Dec. 31.—Marino County Fair officials report that the 1932 fair, operated as a community project, was a success and that receipts were 38,599 and expenditures 36,870. This is tho first time Marion Fair has been out of the red in five years. An old-time program was revived, with athletic contests, in-cluding tug-of-war and foot races, a circus staged by Marion County per-formers and other features by local talent.

PEERLESS POTTERS, rehearsing their flying act, say that their triple cutaway forward somersault and triple half twister are rapidly being perfected.



Sunday attendance discouraged at Wisconsin fairchanges in police ranks

ELKHORN, Wis., Dec. 31.—Rather than cut the 1933 fair in quality the executive committee of Walworth County Fair As-sociation has voted to take Friday from the list of fair days, making four days and nights, September 4-7.

will be employed and all must be resi-dents of Walworth County and none can be over 50 years of age. William O'Leary, F. G. Buzzell and W. J. Ryan were appointed members of the resolutions committee; A. R. Ives, Ed Goodman, J. W. Leonard, John Tobin and F. A. Anderson, members of the bonding committee. The president, vice-president, secretary and treasurer were given authority to secure necessary loans. L. H. Phelps, Ora P. Taylor, George Pope, William Bartholf and Ralph Tratt will act with the various superintendents in revising the premium list. William O'Leary, A. R. Ives and F. A. Anderson were named auditors. Superintendents arc Mrs. George Weaver, Elkhorn, floral hall; Lyle Kenney, Walworth, police; George Finley, Elkhorn, speed department; Harley Earle, Whitewater, cattle; Clarence Potter, Elk-horn, horse department; Harley Earle, Whitewater, cattle; Clarence Potter, Elk-



CHICAGO, Dec. 31. — Seventy. seven thousand, or more than 1.00 bus loads, of Chicago's school chil. dren have seen the Chicago 193 World's Fair in the making withou charge during the last two months It is possible that this number may mount to 325,000 before the free pre-view showing of the exposition grounds for school children will close.

#### Swoyer Is Busy on **Tax Exempt "Juice**

READING, Pa., Dec. 31.—Charles Swoyer, secretary of Reading Fair, a secretary of the Pennsylvania State As ciation of County Fairs, is circularia members of the latter organization, as ing data on their electrical consumpt so that claims can be filed for exempti from the federal electrical energy tax

from the federal electrical energy tax "Section 616 of the Revenue Act 1932 Imposes a 3 per cent federal el-trical energy tax and since all the ap cultural fairs that operate for no put are exempt from the admission tax, thought that they also would be exem-from the Electrical Tax, so I wrote to 2 collector of internal revenue at Philad phia, and received a reply, stating that the fair association is a non-profit ganization it would be exempt from tax," wrote Mr. Swoyer.

"If your association is a non-profit ganization and has been taxed the 3 cent, I recommend that you file claim cent, I recommend that you file claimi exemption by executing the inclus-form which I have prepared for you. T filing of this claim for exemption is entitle you to a refund or credit of the tax paid on all electrical bills sin June 21, 1932, and you should not charged thereafter until the expirat of the act, July 1, 1934.

of the set, July 1, 1934. "On January 25 and 26, the Pennsyh-nia State Association of County Fa will have the annual meeting in I Penn-Harris Hotel, Harrisburg. J. Thomas, comptroller of the Agriculu Department, promised me that he wo try to get the vouchers for the Sb appropriation out this month."

#### Winnipeg Meet This Mon

SASKATOON, Sask., Dec. 31.-West Canada Association of Exhibitions hold its 1933 meeting on January 16 in the Fort Garry Hotel, Winnipeg, M it was announced here by Secretary 1 W. Johns. Mr. Johns said a tental program contemplated consideration 1 probable award of midway contracts Monday, January 16, and contracting attractions on January 17.

#### Schooley Will Book Acts

CHICAGO, Dcc. 31.—Edgar I. School last season associated with the Barn Oarruthers office, has reopened offices his own for 1933 and Schooley Prod tions, Inc., will produce revues for fi and also book acts and other attractic Associated with Mr. Schooley are Hern Blumenfeld, formerly with Barnes-C ruthers, and Billy Collins.

#### **Board Relents in Dutchess**

RHINEBECK, N. Y., Dec. 31.—Dutch County Board of Supervisors has decli to contribute \$4,500 to Dutchess Coun 1933 fair. The board passed a resolui calling for submission of an annual port to the supervisors by the fair ficials. Recently the supervisors voted withhold this year's appropriation. later action was in response to a host protests lodged with the board for ref ing the grant.

**Cuyahoga Is Coming Back** Chivehogh is coming back CLEVELAND, Dec. 31. – Cuyab County Agricultural Society met in B City Hall on December 28 and set d for the 1933 fair in Berea. The fair been abandoned for two years. Dates September 12-14. A fund of \$2,400 racing stakes was voted. Members of board include E. L. Wing, president: 4 Wise, E. W. Denison, vice-preside H. E. Crawford, secretary, and E. J. O treasurer.

treasurer.

How Reduced Price Advance Sale Gave Cash Nest Egg to Edmonton

By PERCY W. ABBOTT, Managing Director, Edmonton (Alta.) Exhibition Assn., Ltd.

Our directors in 1932 were faced with the same conditions as other exhibition directors thruout the country in that we had suffered losses in 1929, 1930 and 1931, and these had completely wiped out our surplus account and left us with a considerable deficit.

a considerable deficit. We were convinced that general con-ditions probably would not improve dur-ing the year, or in any event before the date of our exhibition, and that there was a tendency on the part of the public generally to conserve resources and spend as little as possible. We were of the opinion, however, that his generally is inclined to spend a amall amount of money for amusement, and, generally speaking, the public morale is helped by the expenditure of a reason-able amount on some pursuit which would temporarily take their minds off their troubles.

and a doubt of a solve purposed with which off their troubles.
We were also convinced that in order to hold our former attendance, or to better it, some particular inducement must be offered to the public, and we therefore decided that there must be something equivalent to a reduction in admission prices.
Our regular admission price at the outside gate was 50 cents up to 6 o'clock and 25 cents after 6 p.m., and we decided that if we could sell tickets at the rate of five for a dollar in advance, making the tickets good for any time of the day, or any day of the week, tickets at the average price of 20 cents did offer a very considerable inducement as against the

regular admission fee of 50 cents and 25 we concluded that even with the re-

We concluded that even with the re-duction which might be so obtained something in the nature of an organized program and advance sale must be con-ducted, and we therefore secured the services of a bright. Intelligent young man who was prepared to take a little gamble in the matter of his remunera-tion, and we entered into a contract with him, under the terms of which he agreed to conduct vigorously the advance sale of tickets upon payment to him at the rate of 15 per cent on the number of tickets sold. No sale was for less than 31 and we

tickets sold. No sale was for less than \$1, and we had our tickets printed in strips of five and then a large number printed in books of 10 strips and some in 50 strips. So that it might be strictly an advance ale and that the benefits of such would accrue only to those who bought before the opening date of the fair, we made a provision that the advance sale would close on the Saturday preceding Monday. the opening date of the toket sale would close on the Saturday preceding Monday. The manager of the toket sale was supplied with tickets and with sufficient stationery to conduct his correspondence. He rented an office downtown and his office rent and any clerical help which he required, his postage, stongraphic work and any expenses incurred in ap-pointing agents throut the country were borne by him from his commission. We also made it a condition in his con-tract, in order to promote greater sale. (See REDUCED PRICE on page 55)

(See REDUCED PRICE on page 55)

Resolutions were adopted discouraging Sunday attendance. Those holding sea-son tickets will not be barred Sunday; all son tickets will not be barred Sunday; all others will be charged 25 cents single admission at outside gates. No conces-sions will be permitted to operate except lunch, ice-cream and soft-drink stands. There will be a baseball game in the afternoon and no other form of amuse-ment. It is hoped this will relieve con-gestion and confusion that has preceded Labor Day. In the police department not over 35

In the police department not over 35 will be employed and all must be resi-dents of Walworth County and none can

wnitewater, cattle; Clarence Potter, Elk-horn, sheep: Ernest Schlebe, Elkhorn, swine; Lowe Dooley, Elkhorn, machinery; Percy Cowles, Elkhorn, poultry; O. L. Shearer, East Troy, agricultural hall; W. J. Ryan, Whitewater, gates.





By Claude R. Ellis

AIRS of some type are about as old as civilization. There will always be in H mankind a desire for fairs and civic brations. There generally is one cific reason for the passing of any And that is mismanagement, the And this is instantiated against by who engage in this field. The vast mber of fairs and their high plane encouragement to the belief that ement 11 management is becoming better and that in time to come instances of abandon-ment because of lax methods will be few nd far between.

ow is the time for many mansgers in Tennessee, Kentucky and some other States to begin figuring how but on fairs with something to offer sides a good-sized carnival midway d a 75 or 50-cent gate. Because, gring from incidents last fail, the and a lo obtained bat place and plac

JUST how interdependent fairs are upon one another has been aptly put by President John P. Mullen, Jowa State Fair Board. "While the State fair may Fair Board. "While the State fair may be the mecca for the seasoned exhibitor." Mr. Mullen told the recent Iowa Agricul-nural Convention. "the county fairs are ecossary as the only places where the beginners, the young exhibitors, have an upportunity for early home competition, is is self-evident that successful ounty fairs are the real nucleus of a reat State fair."

O MANY fair secs in these parlous O MANY fair sees in these parious times, it may seem strange that any reasonably intelligent person, not al-iy in the game, would want to hold an office. However, a spirited con-was put up in the Walworth County, Wish Agricultural Society. In Eikhorn two others sought the office of Secretary Dra P. Taylor, who is entitled to congrats in the outcome, if he feels they are in

INNESOTA fair directors who favor WINESOTA fair directors who favor a law for mandatory appropriation by the State Legislature of \$1,700 o each county fair doubless are work-ing on a "half a loaf" policy. There are many fair organizations just now that would be tickled pink to be assured by heir respective States that they could ount on that much for their next fairs.

IERE has been no action on the part of taxpayers' associations, it is an-nounced, to oppose requested and usual State ald for the North Dakota airs in Fargo and Grand Forks. Which hows the good sense and appreciation of the sturdy yeomanry of that com-conwealth.

# WANTED CIRCUS ACTS OF ALL KINDS One Acrial Act to Feature, Ground Acts. MOOSE INDOOR CIRCUS Township Auditorium, Columbia, S. C. ownship Auditorium, Columbia, S. C. Ix Nighis, Commencing Morday, Janaary 16 to 21, Inc., 1933. Columbia Lodge No. 1655, L. O. O. M. Il address R. B. McAULEY Secretary, toom 307, Central Union Bids., Colum-bia, S. C. B.-Bernice and Williams wire address. I) Wheel Concessions controlled by Harry Biggs.

WANTED, FREE ACTS Aug. 21-26. Aug. 28-Sept. 2 SWIFT CO. FAIR, August 28-30 J. G. ANDERSON, Appleton, Minn

HAVE YOU SEEN THE WIRTH & HAMID

CATALOG IN THE DECEMBER 31st ISSUE OF THE BILLBOARD?

IF YOU HAVEN'T,

SEND FOR ONE .

K

CANTON, O.--J. E. Holm, East Sparts, was elected president of Stark County Agricultural Society to succeed Morris D. Crowl, Minerva, who served 12 years on the board and three terms as president Other officers are W. T. Sheckels, Home-worth, vice-president, and Ed S. Wilson, Canton, secretary. MEDINA, O.-Medina Agricultural So-clety directors re-elected A. G. Abbott, president; J. V. Einhart, vice-president; Paul M. Jones, treasurer, and F. M. Plank, secretary.

BARNUM, Minn.—Carlton County Fair Association re-elected R. T. Hart, presi-dent: B. M. Hanson, W. J. Wilkinson, vice-presidents; A. H. Dathe, secretary, and James McFarland, treasurer. Mr. Hart and Henry Rosvold were re-elected to the board of managers.

MARION. O.—Harrison Kraner, who last year headed the board that con-ducted Marion County's first "profitable fair in recent years," was re-elected presi-dent for the third term by Marion Coun-ty Agricultural Society. Others elected

are A. L. D. Brady, vice-president; A. W. Kette, treasurer, and C. G. Eitzler, secretarv

SUPERIOR. Wis. — Ford S. Campbell was re-elected president of Douglas County Fair Association; Charles Army stead, vice-president; Edward L. Hanton, secretary; Andrew J. Wenizel, treasurer, and Max Lavine, assistant secretary.

ST. JAMES, Minn .- Officers for 1933 of Watonwan County Fair Association are N. J. Nelson, president; George Hage, vice-president; E. C. Veltum, secretary, and Thomas Offerdal, treasurer, J. Brogger, Butterfield, was elected director at large.

CHARLESTON, W. Va. Greenbrier Valley Fult Association, meeting in Lew-isburg, elected J. B. Sydenstricker, presi-dent; Ross H. Tuckwiller, vice-president; W. L. Tabscott, secretary, and C. E. Boone, treasurer,

DULUTH, Minn.—Albert Wolf was re-elected president of Southern St. Louis County Fair Association. Mrs. F. W. Hughes was re-elected director and T. F. Olsen was chosen to replace Swan G. Nelson as a director. An appropriation of \$6,500 for a new grand stand and stock building for the 4-H Club was pro-posed. posed.

MADISON, Wis.-Julius E. Krebs was elected president of Dane County Agri-cultural Society, succeeding Otto Toep-fer; Joe Rothschild, vice-president; Rob-ert G. Nuss, secretary, and Frank Sigei-kow, treasurer. The county board will be asked to reconsider its decision to make no allotment for the 1933 fair.

TWO HARBORS, Minn.-Lake County Haugan president. Fred D. W. Thias, who has managed Lake County fairs for 20 years, was again chosen general man-ager and secretary, and other officers are Dennis Dwan, J. C. Wilson, vice-presi-dents, and Oderic LeClair, treasurer. Fair dates are August 30-September 2.

HALIFAX, N. S .-- Nova Scotia Exhibition Commission re-elected President O. P. Goucher, Middleton, provincial min-ister of agriculture, and Vice-President A. A. Thompson, mayor of Halifax. Wai-ter Mitchell, W. E. Donovan, V. B. Leon-ard, W. S. Blair and D. R. Nicholson were named to the executive committee. No announcement has been made as to whether H. D. Biden, for several years secretary-treasurer of the commission and manager of the fair, will be reap-pointed. tion Commission re-elected President O.

#### Fair "Grounds"

FARGO, N. D.—North Dakota State Fair Associations of Fargo and Grand Forks will go before the North Dakota Legislature, now in session, to ask for State aid of \$9,000 for the biennium, a State aid of \$9,000 for the biennium, a practice that has been in force many years. Fair appropriations have never gone before the State budget board, F. S. Talcott, scretary of the Fargo asso-ciation, points out, the bills going di-rectly to the Legislature. There has been no action on the part of taxpayers' as-sociations to withdraw the requests.

WOODSTOCK, Vt. -- Stockholders in Windsor County Fair Association voted, 158 to 73, to sell the fairgrounds here to New York interests. This was a banner agricultural fair for many years, but in-vasion of urban amusements is said to have made the annual shows losing propositions.

SUPERIOR. Wis .- Sccretary Edward L. SUPERIOR, Wis.—Scorerary Edward L. Hanton, Douglas County Fair Association, declared the free gate to have been un-usually successful. The 1932 fair showed a net lows of \$1,623.62. A new estimate of receipts and disbursements for 1933 shows potential receipts, not including (See FAIR "GROUNDS" on page 33)

#### **Fair Meetings**

State Association of Kansas Fairs. January 10 and 11. Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls, Kan. Ohio Fair Managers' Association

January 10-12, Deshler-Wallick Hotel, Columbus. United Trotting Associa-tion, January 10, same place. Don A. ick, secretary, Bellefontaine, O.

Maine Association of Agricultural Fairs, January 12 and 13, Penobscot Hotel, Bangor, James S. Butler, secre-tary, Lewiston, Me.

tary, Lewiston, Me.
Minnesota Federation of County
Pairs, January 11-13, Radisson Hotel,
Minneapolis, R. F. Hall, secretary,
302 Gorham Building, Minneapolis,
Minneapolis, Raymond A. Lee, secretary, St. Paul.
Nohrash Association of Fair Mone

Lary, St. Faul. Nebraska Association of Fair Man-agers, Elliott R. Davis, secretary, Hastings, and Nebraska State Board of Agriculture, George Jackson, sec-retary, Lincoln, January 16-18, Hotel Lincoln, Lincoln.

Lincoln, Lincoln. Vermont Agricultural Fairs Asso-ciation, January 16-17, Hotel Ver-mont, Burlington. G. W. Rublee, secretary, Enosburg Falls, Vt. Western Canada Association of Ex-hibitions, January 16-18, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask. Massachusetts Agricultural Fairs Association January 18 and 19, Hotel

Association, January 18 and 19, Hotel Hawthorne, Salem. A. W. Lombard, secretary-treasurer, 136 State House, Boston.

Western Fairs Association, January 20. Whitcomb Hotel, San Francisco. Charles W. Paine, secretary, Sacra-mento, Calif.

mento, Calif. Association of North Dakota Fairs, January 20-21, Waldorf Hotel, Fargo. H. L. Finke, secretary, Minot, N. D. South Carolina Association of Fairs, January 20 and 21, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson S. C. Illinois Association of Agricultural Fairs, January 23-24, Custer Hotel, Columbia A. W. Chung, secretary

Galesburg. A. W. Grunz, secretary, Breese, III.

Breese, III. Virginia Association of Fairs, Jan-uary 23 and 24, John Marshall Hotel, Richmond. Charles B. Ralston, sec-retary, Staunton, Va. South Texas Fair Circuit, January 23 and 24, Seguin (hotel to be se-lected). George J. Kempen, secretary, Seguin, Tex. Denneylyapia State Association of Pennsylvania State Association of

Pennsylvania State Association of County Fairs, January 25-26, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading, Pa. Michigan Association of Fairs, Jan-uary 25 and 26, Fort Shelby Hotel, Detroit. Chester M. Howell, secre-tary-treasurer, Saginaw, Mich. Texas Association of Fairs, January 27 and 28, Baker Hotel, Dallas. George D. Barber, secretary-treasurer. Minaral

D. Barber, secretary-treasurer, Mineral Wells. Ter

State Association of Tennessee Fairs, February 7, Nashville (hotel to be se-lected). W: F. Barry, secretary, Jackson, Tenn New York State Association of Ag

Active for State Association of Ag-ricultural Societics, February 20 and 21, Ten Eyck Hotel, Alhany. G. W. Harrison, secretary, 131 North Pine avenue, Albany, N. Y. Association of Connecticut Fairs, February 21 (place of meeting to be selected). Leonard H. Healey, secre-tary Harticord

selected). Leonard H. Healsy, secre-tary, Hartford. Wisconsin Association of Fairs. February 20-22, Plankinton Hotel, Milwaukee, J. F. Malone, secretary, Beaver Dam, Wis.

STATE ASSOCIATION SECRETA-RIES—Send in your winter meeting dates for this list. Inquiries are being made by interested persons.

## Western Canada Association of Exhibitions **Annual Convention** FORT GARRY HOTEL, WINNIPEG, JAN. 16-17-18.

Midways considered and contracts probably awarded Mon-day, January 16. Attractions, Tuesday, January 17. SID W. JOHNS, Secretary.

#### The Billboard — FAIRS – EVENTS

**Minnesota Deficit Recalls** 

Profits in 16 of 22 Years

ST. PAUL, Dec. 31.—Minnesota State Fair's cash deficit for the fiscal year end-ing November 30 was \$39,795. Secretary Raymond A. Lee said in his annual re-port to Governor Floyd B. Olson. On actual operation of the 1932 fair, the deficit totaled \$78,103. This measurized at he taking into con-

deficit totaled \$78,103. This was arrived at by taking into con-sideration receipts from all sources, as against general operating expenses, cost of maintenance and improvements to the physical plant. Loss occurred on actual operation, despite a budget of \$47,161 under that for 1931 and \$35,102 less than the average cost for the last 32 years, Mr. Lee said. He commented that during the 75 years of its existence the fair has had its "ups and downs," but that given the benefit of the slightest upturn in eco-nomic conditions, it again will be operat-ing, not only for service to Minnesota and the Northwest, but also at an actual profit.

profit. In the last 22 years the fair has shown a profit in all except six. This profit is said to have been reinvested in main-tenance and improvements of plant. Properties of the fair now are valued at \$2,584,462, including 264 acres of land, 152 buildings and sundry equipment.

**Premium Facts** 

Data collected from lists received by The Bill-

TAMPA, Fla,—South Florida Fair and Gasparilla Carnival, January 31-February 11. 100 pages. Officers: W. G. Brorein, president; J. E. Wall, Isaac Maas, vice-presidents; H. T Lykes, treasurer; Rus-sell Kay, secretary; P. T. Strieder, general manager, Administrate General core, 12

sen Kay, secretary; P. T. Strieder, general manager. Admissions: General, over 12 years of age, 50 cents; children over 5 and under 12, 25 cents; general, after 6 p.m., 25 cents; no pass-out checks. Attractions: Big bill of free acts, grand-stand show and fireworks. Midway: Model Shows of America.

ORLANDO, Fla.-Central Florida Ex-

ORLANDO, Fia.—Central Florida Ex-position, February 21-25. 72 pages. Of-fileers: Col. R. M. Shearer, president; J. F. Schumann, vice-president; James L. Giles, treasurer; Crawford T. Bickford, secretary-manager. Admissions: Adults, 25 cents; children, under 14 and over 6 years old, 10 cents. Attractions: Grand-stand show, band concerts, poultry and rabbit shows and fireworks. Midway: Model Shows of America.

FORT WORTH. Tex.—Southwestern Exposition and Fat Stock Show, March 11-19. 128 pages. Officers: Van Zandt Jarvis, president; Amon G. Carter, vice-president; William L. Pier, treasurer; John B. Davis, secretary-manager. At-tractions: World championship rodeo, band concerts, midway.

**Fair Elections** 

**Collins' Toronto Hookup** NEW YORK, Dec. 31 .- Collins Amusement Service has completed plans to be represented in Canada by the Harris ment Service has completed plans to be represented in Canada by the Harris Booking Agency, Toronto, according to an announcement by H. D. Collins here, Parks, celebrations, theaters and fairs will be on the books. A Boston agency for the Collins office is being arranged.

#### The Billboard — FAIRS - EVENTS



With arrival of the new year, interest and expectations naturally center around the coming racing season and owners and trainers alike in every section of the country will be wishing for an outstand-ing performer. Here are a few wishes that probably have run thru the minds of some of the leaders in the sport.

Bill Caton, Syracuse trainer, would wish for nothing better than another like Frotector, 3, 1:59¼, or The Mar-chioness, 3, 1:59¼, his stars of the past two seasons, and that also will be the wish of every owner and trainer who campaigns over the more important tracks of the country.

tracks of the country. In Goshen, N. Y., while enjoying his morning sleigh rides behind some of his new two-year-olds, the old master, Wal-ter Cox, head of Good Time Stable of W. H. Canc, will be calling for another one like Walter Dear, 3, 2:02%; Hazeiton, 2:00%; Sam Williams, 2:01%; or one like his real pct, Mabel Trnsk, 2:01%. Billy Dickerson, head of E. Roland Har-riman's Arden Homestead Stable of Gosh-en, would say one just like Peter Maltby, 2, 2:06%, or Highland Scott, 1:59%, will be good enough to uphold the honor of the stable.

be good en the stable.

the stable. Harry Brusie, veteran orator of New England, would probably waz enthusias-tic and say: "Give me one of any of that dozen or so group that I have re-vamped during the past season or two. like Bronz, 2:02%, for instance." Bill Hodson, now in Pinehurst, N. C., would say Bert Abbe, 1:59¼, will pass for the coming year. To Doc Parshall, Ur-bana, O., it would be Mc-I-Win, 1:59¾, or Counterpart, 2:02½, Ben White, down in Longwood, Fla., would have a hard time trying to pick one he would like out of the big group of stars he has had during the past two decades, but another Mr. McElwyn, 1:59¼, could do for him to look back at the others behind in the stretch. Two Leaders Pass Away

#### Two Leaders Pass Away

Vic Fleming could wish for only one thing: "Oh! for another like Grattan Bars, 1:59½; you could have all the others," we can hear him say, "he was the king of them all." Sep Palin would sign up for another Winnipeg, 1:57%, and Rupe Parker an-other like Kinney Direct, 1:59. And we could go on with the list indefinitely, but let's hope that all these are realized -what a year of racing it really would turn into! Two of the most prominent figures

turn Intof Two of the most prominent figures connected with the trotting turf recent-ly passed away, after being prominently identified with the sport for a period of four decades. Chester W. Lasell, Whit-insville, Mass., and Henry M. Jones, Lex-ington. Ky. Mr. Lasell for over a quar-ter of a century has been one of the out-standing figures of the sport in New England, both as a breader and owner of a racing stable, as a trainer and driver racing stable, as a trainer and driver



W. N. REYNOLDS, Winston-Salem, N. C., an outstanding figure in every side of the trotting sport for more than two decades. He annually cam-paigns one of the largest stables, over both mile and half-mile tracks, hav-ing had two world's champions the most scenar Dick Reynolds 4, 2:014 ing had two world's champions the past season, Dick Reynolds, 4, 2:014, and Lydia Knight, 3, 2:054. He maintains a prominent stock farm, Arrow Point, in Lexington, Ky., headed by Gaylworthy, 4, 2:024. Hc is a director of the Trotting Morse Club of America, National Trotting Association and active in the notable Winston-Salem Fair.

and as one deeply interested in every phase and angle of the industry. Mr. Lasell was owner of Oakhurst Farm, one of the lending breeding farms of the day, where Atlantic Express, 2:07%, stood as premier. During his day he raced and owned some of the out-standing performers known to the sport. Mr. Jones who massed away suddening standing performers known to the sport. Mr. Jones, who passed away suddenly in Lexington, was one of the best-known breeders, trainers and stallioneers con-nected with the trotting sport. He was dean of the active trainers located in the Kentucky trotting center, having oc-cupied the same bean there for over 30 years. In recent years Mr. Jones was best known as a stallioneer. The last three horses he handled were each a world's champion, being General Watts, 3, 2:06%; Lee Worthy, 4, 2:02½, and Mr. McElwyn, 1:59¼, while the past senson he also had charge of the book of Main McElwyn, 2, 2:02%. Both horsemen died at the same age, 72.

#### Honor Goes to Canada

The last active racing for the year has come to a close, that at the winter

meeting in Dufferin Park. Toronto. The annual meeting there has been classed as the best seen in Canada in a dccade as the best seen in Canada in a decade or more. More horses were on hand, at-tendance and interest were above late years, which speaks well for the condi-tion of the sport, "across the line." To Canada goes the honor of having the leading race-winning performer of 1932. Our final records for the year show that the six-war-old nacing marc

To Canada goes the honor of having the leading race-winning performer of 1832. Our final records for the year show that the six-year-old pacing mare. Bertha Patch, 2:0814, bred and still owned by Harvey Hastings, Brampton, Ontario, is the year's leader, with 18 victories in 21 engagements. The record of the Canadian pacer is one of the most notable ever hung up and distinctively shows that she is with-out doubt one of the real stars of the year. She started racing on May 24 and was raced from then until December 5, in all that time meeting defeat only three times. On two occasions accidents were responsible for her defeat, which is regrettable, for in all probability she would have won both events. During the season she ran up one of the most impressive consecutive winning records of late years, for she was victor in each of her first 15 engagements, a truly rémarkable record. Our records show that she took part in no less than 68 different heats during her long sea-son, of which she won the grand total of 53, a record that has few, if any, superiors. One of the largest shipments of horses

superiors.

superiors. One of the largest shipments of horses to the South was that which Tom Berry. head trainer for Hanover Shoe Farms, Hanover, Pa., recently took to Seminole Park, Orlando, Fla. Twenty-eight head were in the group that Berry took with him for the noted Pennsylvania estab-lishment. Of this number only one can be called an aged horse, Scott Hanover, 4, 2:05 ¼, the only four-year-old in the group. Three three-year-olds, Evan Hanover, 3, 2:063, champion gciding over the half-mile tracks; Volo Hanover, 3, 2:0614, and Isabel Hanover, 3, 2:12½, are numbered. are numbered.

#### **Interest in Ohio Meet**

The two-year-old list included 10, the most interesting perhaps being American Hanover, 2, 2:09 ½. The yearing group, now the new two-year-olds, will, of course, come in for the most attention at the Southern point. This numbers no

ourse, come in for the most attention at the Southern point. This numbers no less than 14. Here the ones that will be watched a nittle more than some of the others are Bertha C. Hanover, daughter of Peter Volo. 2:02, and Miss Bertha Dillon, 4, 2:02½: Hanover Sun, by Sandy Flash, 3, 2:14¼, out of Mary Wood, 2:07½: Major Hanover, by The Laurel Hall, 2:06¼, out of Nella Dillon, 3, 2:05½; Winnle Han-over, the Belwin, 2:06¼, and I Sonta, 2:06¼, filly, Katle Hanover, the Dillon Axworthy, 2:10½: Kabla Engleman, 2:19½, filly, sister to Kabla Dillon, 2:02, and Hanover's Alma, the Truax, 2:03¼, and Sumatra, 3, 2:02½, filly, sister to Calumet Chuck, 2, 2:04, for which Han-over shoe Farms paid no less than sis,6500 for last year as a two-year-old. Calumet the turf and placed in service with other stalloms at the home farm. Arget deal of interest is being shown in the meeting next week of the Ohio Fair Managers' Association in Columbus, Harness horsemen from all sections of

the State will be on hand for a meeting called to discuss advisability of introduccalled to discuss advisability of introduc-ing a bill permitting open speculation in the State on races, for the meeting of the UTA, where horsemen at large can learn of what was accomplished during the birth of this parent association, and what it intends to do during 1982, and for the open meeting of horsemen and fair secretaries. This is one of the nota-ble meetings of the year in harness and fa circles and indications point to an-other big gathering during the three-day session.

#### **Revive Trotting in Pennsy**

Revive Irolling in Pennsy SCRANTON, Pa, Dec. 31.—Pians to revive horse racing extensively at Clarks Summit track near here are under way. Clarks Summit Driving Association, or-ganized with 56 sportsmen from Lacka-wanna and eurrounding counties, elected Ray Snyder, Clarks Summit, president, Abington National Bank, treasurer, and George Fear, Dunmore, secretary. Trot-ting races will be staged in 1933, first race ccheculed for July 4. This will be followed by several matinee races and a three-clay meet in early fail. Among members are James T. Sweeney, Scran-ton, R. H. Bittenbedre, Plymouth; Ar-thur Driscol, Whitney Point, N. Y. and Dr. A. W. O'Malley, Wilkes-Barte. About a dozen horses, including Zev McKlyo. Grand Circuit 2:03% star, are in train-ing at Olarke Summit track.

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. 37-PERLEY G. FLINT

Mr. Flint was born in Orange, Mass., on June 16, 1872, making him 60 years of age. His home is in Brockton, Mass., where he is president of the Brockton Fair and a prominent shoe manufacturer. He recently was elected president of the fair board to succeed the veteran Fred F. Field, who resigned. Mr. Flint was advanced from the post of fair secretary which he held 22 years. He is a member of Masonic orders and his hobbles are fishing and boating. His wife, Elsie L. Flint, is not active in fair work. They have no children.

ST. JOHN, N. B.-Directors of St. Stephen Exhibition Society, sponsoring St. Stephen, N. B., Fair, which is closer to United States soil than any other Canadian fair, will incorporate in an ef-fort to pay off all bills of the 1931 and 1932 fairs. From 1931 there was a deficit of 81,500 and from 1932 a loss of 81,650. R. H. Frazee, treasurer of the fair or-ganization and manger of a local bank, advanced money covering the 1931 loss, and the incorporation is to cover this loan plus the deficit from 1933. The intention is to hold a 1933 fair. ST. JOHN. N. B .- Directors of St.



Some of the delegates and amusement representatives who lined up for the camera during sessions of the Fair Managers' Associa-tion of Iowa in the Savery Hotel, Des Moines, December 12 and 13.

the other Rastus. Said Sambo to Rastus: "You knows, Rastus, dat thing dey calls de business depression is gest like what we seen in de sky not so long ago-you know, de thing dat shut off de sun." "You mean de colipse," said Rastus. "Yes, dat's what it wuz." answered Sambo. de But how do you figger dat de celipse was like de business depression?" asked Rastus. "Well," said Sambo, "didn't both of 'em make everything dark and zoomy?"

hoomy?" Anyway, the eclipse is gone—and let's one the depression soon will be. Anxious is everybody is to see this wave of gloom period of the second second second second is over, we must admit that while it is it a terrific blow to practically every ine of activity, it made better men of of of us. It taught us lessons in man-gement that will serve us well in the uture conduct of our enterprises. It inted out the need of real aggressive-in business. It made clear to us when there is a stringency of money, public shops for its amusements the ame as it does for the necessities of public shops for its amusements the same as it does for the necessities of life. It convinced us that quality at a price in range with the times is the winning policy, whether it be fairs and prostitions or any other line of en-teavor. Therefore, if I were asked why some fairs, even tho well equipped and with a good working organization, were bancial successes and others failures An a sour working organization, were chanced successes and others failures uring these depressed conditions, I muld answer that it's all in the farc— A-R-E, that which attracts.

#### Fair Like a Store

Did you ever stop to think how the ir, in many respects, resembles a de-rtment store? One is departmentalized artment store? One is departmentalized he same as the other, but where a store is to depend upon its merchandise ex-usively to attract trade, the fair has in childon to its agricultural, industrial and other exhibits, the amusement pro-ram as a drawing power. The fair, as a store, is known by the reputation it is established. But a reputable store no more than a

But a reputable store no more than a putable fair can expect the public's stronage if it hasn't quality goods at ppealing prices. And even with quality perionage if it hasn't quality goods at appealing prices. And even with quality woods at appealing prices, no store could inceed if it did not work up specials, expecially for the days when business would otherwise be light. The specials, of course, have to be advertised properly. Without these to attract new people, as rell as old customers, and get the new uvers more familiar with establishment and quality of goods handled generally, be best store in a city, no matter how rell known, could not continue in busi-less long. True, people know that the fore is in the city the same as you mow you can get something to est in a restaurant, but they do not know ex-actly what they want until the items are brought to their attention thru ad-critising the same as you want to see a nenu card in a restaurant before you an say what you wish to est. Therefore, is the specials that really pull the rowds to the store, with the result that ther items are sold on which there is a other profit. The specials, then, are to the store what the attractions are to the failty of the same sold on which there is a poster profit. The specials then are to the failty of the sold of the sole of the store what the specials then are to the failty of the same sold on which there is a poster profit. The specials then are to the store.

#### urn the Glass Around

While on this department store-fair pic, I think all of you gentlemen will preciate hearing what Strickland Gli-an, the author, journalist and humor-t, had to say shortly after the year of 32 made its appearance. "We are go-g into 1932." he declared, "with the ime set of brains, yes—and the same isinclination to use them. Give the new set a new point of yiew and it may be a

and new point of view and it may be a umdinger for you. "Some businesses I know that are stand-ig still do not need new customers so uch as they need a new point of view-determination to brace up, think up, ok up and work up.

bk up and work up. "There may be deflated times, but, in any instances, the definition was needed order to take the wind out of over-

c egos. "There is still business to be had by e man who goes after it—intelligently nd persistently.

"What are you doing to ATTRACT "What are you doing to ATTRACT usiness? Turn that field glass around ad look at yourself, and take a good, mg, honest look while you're at it. "First-class merchandise is held in lat as high regard today by tho con-umer an it was 2 years ago, or 8 years

**It's All in the Fare** detress of A. C. Hartmann, outdoor any null convention of the International the Sharman Hotel, Chicago, on Novem-ber 30. The other day I heard a little story which I think fits in nicely as a lead for this dissertation. The story concerns two other Rastus. Said Sambo to Rastus: "You knows, Rastus, dat thing dey calls." The other May I heard a little story which I think fits in nicely as a lead the third I during the story which desting the the story other the story concerns the other Rastus. Said Sambo to Rastus: "You knows, Rastus, dat thing dey calls." The other during dep calls." The other during dep calls." The other Rastus dat thing dey calls." State in feature stories and as climaxes and stop going where they are treated indifferently. They like to have con-the man from whom they buy. These are the root of business. And remember, the "Away with pessimism and up and at in or better business." State in feature stories and as climaxes as the fair dates near. **State fair dates near. State fair dates near. Sta** 

#### Study Advertising Media

Study Advertising Media That line "There is still business to be had by the man who goes after it-in-telligently and persistently." reminds the of the story I heard about a big hen and a small hen. The big one said she got 30 cents a dozen for her eggs and asked the little one what she received for hers. The little one said she gets only 25 cents a dozen. The big hen said: "Why don't you kay big eggs and get 30 cents a dozen like me." The little hen answered: "Huhl I should exert myself for a nickell" I shall new dwell on advertising and

I shall new dwell on advertising and entertainment of the fair. To get the best returns from money appropriated best returns from money appropriated for these purposes you must spend it judiciously, and, of course, the more you spend that way the better the returns. The methods of advertising are many and varied. You have your daily and weekly newspapers, billboards, radio, sign posts, barns, fences, tack cards, win-dow cards, auto bumpers, windshields, tire covers, etc., for drawing the public. Some of these methods are more fruitful of results in some cities and towns than Some of these methods are more fruitful of results in some cities and towns than others. Only by close observation can you ascertain which are the best pro-ducers. In some places, too, you might be handicaped by ordinances forbidding certain methods of advertising. To find out which forms of advertising are the most effective it would be wise to experi-ment by dronning one or two of those

most effective it would be wise to experi-ment by dropping one or two of those, which seem doubtful. It probably will be difficult to gauge this, but you can at least get a faint idea of what forms are not producing what should be right-fully expected of them. In the case of billboard and other outdoor advertising, especially where it is some distance from highways. I be-lieve the dates of the fair should be as bold as possible and the fewer words used the better. This because of the speed in which autos travel nowadays. To most people who read outdoor ad-vertising, a fair is a fair. What they are principally interested in is the dates.

#### **Chauge Is Order of Day**

With newspaper advertising the situa-tion is different. While readers of the public press want to know the dates, of course, the more important thing with them is: "What have you to offer?" They know from either previous experience or from what has been told them that you will, or probably will not, have a good showing of exhibits and other educa-tional features but the moin point with will, or probably will not, have a good showing of exhibits and other educa-tional features, but the main point with them is: "Will there be anything in the line of entertainment that they cannot see anywhere else?" Some fairs are lack-ing in this respect, and in certain cases where they do have out-of-the-ordinary entertainment they fail to inform the public properly. That's where newspaper advertising serves the purpose. With change the order of the day, every fair should strive to have some-thing different in centertainment each year, at least one or two features-fea-

With change the order of the day, every fair should strive to have some-thing different in entertainment each year, at least one or two features—fea-tures that are outstanding, and they should be exploited properly thru the newspapers or the work is only half done. Just to advertise the fair as a fair in the public press is an unwise policy. The regulars probably will attend year after year, hut what the fair needs is new faces, and the best way to interest these, as I said above, is to give them something in entertainment not seen anywhere else. Country folk are more interested in the agricultural end of the fair than those of the city, still they want to be amused after seeing these products and to break the monotony of farm life. While some city folk take a great interest in industrial and even agricultural exhibits, the majority. I be-lieve, are out for a good time and wang to be amused. These people in particular are the ones whose patronage should be encouraged and that's where the proper kind of entertainment contex will bring many of them thru your gates. When you place your newspaper advertis-ing don't forget to stress these features if you have them. Plenty of free news-paper publicity is bound to result, be-cause it is new things—the unusul— that count with newspapers in allotting space. Mention in the newspaper stories the "build-up" idea. Start stories many weeks before the fair and have each de-department and feature covered as to new elements; using new entertainment

The most effective newspaper advertis-ing is truthful advertising. Keeping faith with the public is the most suc-cessful policy, no matter what line of business one might be engodd in. Another important item is your grounds and buildings. See that they have an inviting appearance. A fair plant might have some wonderful ex-hibits and meritorious attractions, but unless the grounds and buildings are splick and saan many people will refuse spick and span many people will refuse attend

Buying entertainment might be looked Buying entertainment might be looked upon by some of you as a costly prop-osition. Well, it is and it isn't. If you want something exceptional or out of the ordinary you have to pay for it, and if it produces revenue in proportion to the expenditure, it is money well spont —an investment. If you are looking at low prices and disregarding quality, the type of entertainment that hasn't public appeal is costly and the money spont appeal is costly and the money spent therefor instead of being an investment is out-and-out expense.

Some fairs made splendid records despite the economic situation, in 1932 I know of one that has its plant with Lespite the economic situation, in 1932. I know of one that has its plant with an appraised value of almost \$300,000. This particular fair was born in 1931. in the midst of the depression, and came than \$20,000, while this year's profit was approximately \$23,000. This is all the more remarkable when one considers that the attendance in 1932 was more than \$1,000 and the entire population of the area within a 150-mile radius of the city in which it is held is around 100,000. The 1932 attendance record beat that of 1931 by about 1,500. Naturally this ment repeat patronage and the repeat patronage was accounted for only by the exceptional program offered. On Passing of "Flesh" with

#### On Passing of "Flesh"

Now, before touching on the "flesh" situation today, let me relate to you a conversation I had the other day with a former manager of a big-time vandeville circuit theater, which was very pros-perous in its early days. It was one of the last big-time houses

perous in its early days. It was one of the last big-time houses to throw up the sponge so far as vade-ville was concerned and swing to talkies. The former manager in giving his rea-sons for its decline in popularity as a was that there was too much of the same old stuff offered. For several weeks be-fore the closing of the house, he neg-lected some of his regular duties to make a canvass of many of his patrons who had dropped away to ascertain why they stopped going to the theater. The same: They didn't care to see acts that they wanted, they said, was the same: They didn't care to see acts that they wanted, they said, was something different—not just new names, but new names with quality material. It was a common thing, this former manager told me, for him to have to use in the lobby of the theater photos of acts as old as 10 and 12 years, and while some of the regular patrons could not recall the names when seeing them, they did remember the faces, said "old stuff" to themselves and stayed away. Other theaters must have had similar experi-ences because big-time vaudeville is en-tirely out of the picture today and, altho

theaters must have had similar experi-ences because big-time vaudeville is en-tirely out of the picture today and, altho quite a number of small-time houses adopted yaude-film policies when the improved balkies came into existence, these vaude-filmers now are few and far between. Some people claim that sound pictures dealt the death blow because of the chains taking control of the houses and finding talkies more profita-ble with less effort. I presume they are right to an extent, but vaudeville would not have reached the deplorable state that it is in today, just as my inthat it is in today, just as my in-formant stated, if it had been pulled out of the rut by giving the public some-thing different and worth while.

#### **Calls Showmanship Vital**

**Calls Showmanship Vital** There is a lesson in this for you gentlemen. Don't let your institutions grow stale. See that your patrons are offered the best in exhibits, industrial, agricultural and educational, and by all means an amusement program that will send them home not only well pleased, but talking about it. Strive for some features that are outstanding, and espe-cially those that can't be seen anywhere cles but at the fair. The "flesh" situation in the theater to-day offers you a wonderful opportunity.

The "fiesh" situation in the theater to-day offers you a wonderful opportunity. You should capitalize on it. People are "fiesh" hungry, but it must be the right kind of "fiesh." During the past year many fairs cut down on their premiums in retrenching and some reduced on their amusement budget. The premium reduction drew little if any objection

from the exhibitors, while some fairs that cut to the bone on their amuse-ment end felt bad effects. On the other hand, the ones that stuck to the old amusement budget came out winners as a rule.

In closing let me stress the importance of getting as much showmanship into your fair as possible. Showmanship, you know, is a knowledge of what people want, plus exploitation and then de-livering it. You must look upon the crowds that enter your gates not as so much money, but as so many customers who must be supplied with the things they want. That's why I selected for the title of this paper, "It's All in the Fare." In closing let me stress the importance

#### FAIR "GROUNDS"-

(Continued from page 31) county aid, of \$19,000, and disbursements of \$17,400.

PARIS—The French Government is completing plans for an International Exposition of Sports, to be held in Nice in 1936. Competitons in all categories of field and aquatic sports will be features features.

CHARLESTON, W. Va. — A Boone County fair may be held in Madison next fall if plans of W. A. Fryman, agri-cultural agent for that county, and F. A. Holcomb, Madison, materialize. Costs and preparations were discussed here by the two with T. Y. McGovran, director of Kanawha Exposition and State 4-H Fair.

FOND DU LAC, Wis.—Premium checks for Fond du Lac County Fair of 1932, totaling \$7,268.30, have been placed in the mails, according to Secretary Alfred Freilberg. Remittance to winners is later than in recent years because it was necessary to await receipt of State ald.

#### **GUY WEADICK-**

(Continued from page 26) sored by James Ryan and the late W. H. sored by James Ryan and the late W. H. Farcs, prominent citizens of Winnipeg and with large intcrests in the Canadian live-stock industry. In 1919 Mr. Wendick again staged The Stampede as a private enterprise at Calgary under the sponsor-ship of the original "Big Four," this time offering 255.000 in cash purses for six performances.

In 1922 representatives of the Calgary Exhibition Company approached Mr. Weadick with a proposition to stage The Stampede as a facture of their fait in 1923. The attendance of the exhibition in 1922 was 97,000. A deal was made and The Stampede in 1923 was the feature of the Calgary Exhibition and here are The Stampede in 1923 was the feature of the Calgary Exhibition, and has so re-mained for the last 10 years under Mr. Weadlek's management. At the conclu-sion of the 1922 season the exhibition was heavily in debt. Today, according to the annual report, it has bonds, eash, live stock, etc., valued at 856,000, in ad-dition to many new buildings and many improvements made on its grounds dur-ing the 10 years that The Stampede has been its feature. The following steadily increasing fig-

been its feature. The following steadily increasing fig-ures for attendance during that time are truly amazing, considering that before the advent of The Stampede the top attendance in 1923, 137,000; 1924, 167,000; 1925, 178,000; 1926, 197,000; 1927, 210,000; 1928, 243,000; 1929, 258,000; then the depression, and in 1930 it dropped to 202,000; in 1931, 198,000, and in 1933 176,000. Even with the depression, in 1932 the attendance that the exhibition the dop revious to the adding of The Stampede.

#### UNDER THE MARQUEE (Continued from page 28)

band wagon, drawn by six Shetland ponies, was used for the street work. The Mettlers were in the clown band in the program

CHARLES T. HUNT SR., president of the Motorized Circus Owners and Agents' his washington, recently spent a busy day in his Washington, D. C., office. During his stay there many matters of impor-tance to the motorized circus world were taken up and disposed of. With him Jerome T. Harriman, secretary was the association.

HARRY LaPEARL and wife were sure-ly on the go on Christmas Day. They left St. Louis early in the morning and stopped at Vandalla, II., having break-fast at the home of Harry's brother; then drove to their home in Indianapolis, where they had dinner, and then on to Oincinnati, having supper with Mrs. La-Pearl's folks. Harry saw the indoor cir-cus at Music Hail in Cincy last week. The LaPearls were at a St. Louis store for several weeks.

#### The Billboard — FAIRS - EVENTS



Conducted by CLAUDE R. ELLIS-Communications to 25 Opera Place, Cincinnati, O.

# Set Transfer **Of Cincy Zoo**

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**Major** amusement features to be added as new body and city take charge

CINCINNATI, Dec. 31.—Arrangements for transfer of management of depart-ments of the Zoo on New Year's morning have been perfected in a series of gather-ings in offices of various committee chairmen. It was announced by James A. Relily, president of the Zoological Society of Cincinnati.

of Cincinnati. Details of banking, handling of the ticket sale and other financial activities will operate under new systems, accord-ing to L. P. Lewin, chairman of the Zoo finance committee. At a meeting in the office of Gerritt J. Fredriks, chairman of the entertainment committee, plans for major amusement novelties were adopted and will be submitted for ap-proval to the general Zoo committee. Another meeting furthered plans for

Another meeting furthered plans for the junior salesmen campaign for Zoo season tickets, which will be started as soon as parochial and public schools be-gin their new terms. The plan invites co-operation of all school children in Greater Cincinnati.

Sol Freiberg, chairman of the Zoo opera committee, reported that several propositions were being considered, some of which involved nationally known theatrical producers.

theatrical producers. Irwin Krohn reported that his com-mittee men planned to visit the Zoo January 1 to make a complete survey of premises, with the purpose of selecting new locations for additional flower gar-dens and shrubbery displays. A majority of members of the general committee expressed their intention of visiting the Zoo on New Year's Day to participate in a tour of the entire grounds so as to be more familiar with the layout. Edwin Schroeder Cormerje employed

be more familiar with the layout. Edwin Schroeder, formerly employed by the B. & O. Rallroad, has been named staff secretary of the Zoo operating forces, of which Ned S. Hastings, former manager of Keith's Theater, is business manager.

#### **Bathing Suit Resolution Of McSwigan Is Praised**

PITTSBURGH, Dec. 31.—"When priests and others who have a proper regard for the proprieties cried out in protest last summer against the shocking indecency of the styles of bathing suits worn at public resorts, the sophisticates sneered at the protests as emanating from 'prudes.' or 'old fogles,' etc.," comments *The Pittsburgh Catholic* in a December issue, in which it pays a tribute to A. Brady McSwigan, president of Kenny-wood Park, Pitteburgh. Mr. McSwigan's resolution, it is point-

Wood Park, Pitteburgh. Mr. McSwigan's resolution, it is point-ed out, cilling upon bathing suit manu-facturers to design their 1933 models along "more conservative lines," was unanimously adopted at the recent New York convention of park and pool men. Reference also was made to the sup-port given Mr. McSwigan's resolution by Argo W. Hutchinson, pool manager at Consy Island, Cincinnati, where tryouts for 1932 Olympic Games Swimmers were held.

#### **Developing Spot in Canada**

ST. JOHN, N. B., Dec. 31.—The only occupants of Dominion Park, Raynes' Beach, N. B., now are a man and woman who own and operate the park during summers. They are Mr. and Mrs. S. C. Tippett. Mr. Tippett bought the shore agres five years ago and established Do-minion Park. He erected a dance hall, pionic pavilion, lunchroom, refreshment stand, open-air band stand, two-deck float, wharf, a pond for water birds and a dwelling. Mrs. Tippett is a business as well as matrimonial partner of her busband in operation of the park, which fronts on a cove of the St. John River, a few miles from the mouth.



LAWRENCE V. RILEY, head of LAWKENCE V. KILEY, head of electrical department and owner-op-erator of Waltzer and Bee-Hive Fun-house in Fairyland Park, Kansas City, Mo. He is one of the build-ers and part owner of one of the first kiddie rides using miniature autos. Built in 1931, it was a top nuoney getter at big Mid-West fairs. He is prominent in councile of the electric prominent in councils of the electri-cians' union.

#### **Manager Quits Paris Luna**

PARIS, Dec. 26.—Gaston Akoun has given up his position as manager of Luna Park and has left for a business trip to London.

## **Jersey Body Acts To Guard Beaches**

ATLANTIC CITY, Dec. 31.—The State House Commission in Trenton on De-cember 27 approved a continuous pro-gram of protection of New Jersey beaches as suggested by Governor A. Harry Moore. This includes a \$250,000 outlay for At-lantic City. A general plan for expendi-ture of \$4.578,000 over a considerable period was recommended. The governor said \$770,000 was needed immediately, and inasmuch as the com-mission could not advance this much, it was decided to lay the project before the Legislature in January for development of a practical plan. It was agreed that the situation brooks no delay, as thousands of dollars' worth

no delay, as thousands of dollars' worth of valuable land from Sandy Hook to Cape May is in danger of being washed away if protection is not given.

#### Using Big Acts on Riviera

PARIS, Dec. 26.—Mediterranean Coast Amusement Park, situated at Cros-de-Cagnes, between Cannes and Nice, is offering several big circus and animal acts as special attractions 'Turing the winter season.

#### **Seek Legal Games Sanction**

WEST HAVEN, Conn., Dec. 31.—Seek-ing return of the State legal sanction which permitted games in amusement parks and at fairs, the Savin Rock Non-Partisan Business Association in circular-izing those fields which it thinks will be interested in passage of a bill to be in-troduced in the next session of the Con-particular necticut Legislature.

# 1,000 Years Off, So Why Worry?

ATLANTIC CITY, Dec. 31.—The amusement man who corners the market in diving suits and submarines within the next 1,000 years will be a millionairel Fer, if reports from the American Association for the Advance-ment of Science now meeting here for the first time, are to be believed, that will be the only way you can spend a week-end in Atlantic City in the year 2932 a. d. (after depression). Apper by Dr. William Fitch Chency dr. revcals that experiments have been made by scientists who have found that Atlantic City is settling into the ocean at the rate of six and one-half inches every 100 years. As it is only a few feet above sea level now, the next 1,000 years will see a big change—or are we too far ahead for yo? Instead of the Pennsylvania and Reading Railroads we will have to dump out his aquariums and charge 10 cents to see a piece of dry and in a cage. You may stroll the Boardwalk in diving suits and even the side avenue hotels will have running water. But if Atlantic City is going to Davy Jones' Locker, New York is going just twice as fast, according to this same report, which says that despite its rock foundation it is ssttling 11 inches per 100 years, that despite its rock foundation it is ssttling 10 inches per 100 years, that despite its nock foundation it is ssttling or going on a diving excursion to see the old Palace! But, of course, anything may happen in 1,000 years, so don't let this interfere with your spring planting.

# Game Rooms as Payers and Rainy Day Meccas Approved by Darling

Address on "Playland's Game Room," \$1.311; we paid in percentages to own-delivered by Frank W. Darling, director ers of rented games \$5,718, making a net of Playland, Rye, N. Y., before the New operating profit of \$14,715, which in a England Section of NAAP at 14th annual season of tight nickels we considered a convention in the Pennsylvania Hotel, good showing. New York City, on December 1. I will not attempt to enumerate a list

After two winter and two summer seasons of experience in operating a game room we feel justified in strongly com-mending to you this as a separate attrac-tion in every park.

In the game building as we had it set up last summer we had an investment of approximately \$3,000 in games which we bought outright and an expenditure of about \$500 in room furnishings. We also had about 20 different games rented to us on nervontare

us on percentage. The gross receipts for the 140 days of operation this summer were \$21,744. The operating payroll for this period was

I will not attempt to enumerate a list of the games we used. Most of this list you will find published in the Special Bulletin of the NAAP distributed to members by Field Secretary Barton early last spring. The games put into such an attraction are not so important a factor of success as are location, arrangement and management.

Location: If I were free to locate a game building just where it would be the most productive, I would build it as a broad, covered way between the picnic area and the device area of the park. It should be easily accessible to the cen-tral portion of the park, but the game

# **Regional Plan** Seen as Boon

New Westchester proposals look to expansion of huge county parkway system

NEW YORK, Dec. 31 .-- Nine expansive proposals looking to further development of the already huge park and parkway system in Westchester County have been submitted by the Regional Plan Associa-tion to the Westchester County Board of Supervisors and the county's City Plan-ning Council, which last week met in joint session at the county seat in White Plains to consider the regional's detailed aurvey.

Proposals, aimed to be far-reaching in their effect on the county's future, par-ticularly in the recreational bracket, are:

their effect on the county's ruture, par-ticularly in the recreational bracket, are: A new distributing system for com-muters within the main metropolitan spots, and which would connect with existing lines in Westchester; a beit-line road to pass thru heart of county, which would provide direct access to all trunk lines in New York and New Jersey sides of port of New York; extension of road-ways in county parkway lands, as planned by Westchester County Park Commission, but under present idea, forming an in-tegral part of regional plan; a new radial highway between White Plains road at Scaredale, N. Y., and Danbury, Conn.; a waterfront express highway along Hud-son River as far north as Tarrytown; a cross-country parkway-boulevard from Bear Mountain Bridge to Norwalk, Conn.; a shorefront boulevard along Long Island Sound; a recreational park and forest preserve in mountain areas east of Bear Mountain Bridge; four new airports to serve suburban areas in southern part of county. of county.

George McAneny, president Regional Plan Association, praised the planning consciousness of Westchester and urged "looking ahead." He said the county's population has grown year by year, and that by 1940 703,000 would be reached. In 1965 the population would be 1,313,000, he said. Present population is slightly more than 500,000.

Formal presentation of the plan was made by Harold M. Lewis, engineer of the RPA.

<text><text><text><text><text><text>

#### **Customers Make Ballyhoo**

These two classes of games naturally divide your floor space into two portions. We fenced off about one-third of our floor area, put a collection gate in the fence and within this inclosure set up

fence and within this inclosure set up all the games without coin slots. This we called the "Game Arena," It included ping-pong tables, table baseball, miniature pool tables, table shuffleboard, table golf, hockey tables, bagatelle, riaito ball, etc., with several bridge tables, checker boards, etc. We charged an admission to this arena

(See GAME ROOMS on page 37)

#### Seashore Breezes By WILLIAM H. McMAHON

ATLANTIC CITY, Dec. 31 .- Christmas indays in the resort lived up to ex-trations, with all cashing in on a lit-of the much-needed dough. Amuse-t men took prominent part in light met men cook prominent part in light decoration scheme . . principal Walk feature reopening of Apollo Thea-ter with "flesh," Lex Carlin, directing. Of avenue, new Aldine opened with "Milt" Russell at helm. "Pop" Jacoby, old-time showman, gave annual Christ-mas flicker treat to kiddles at Colonial, and another oldtimer, Frank B. Hubin, dropped around to congratulate him. Harry Delmar brought his Beauty

farry Deimar brought his Reveis from Earle in Philly to Apollo, pop price, matines and evenings, doing good biz on both billing heavy for Charles Kemper, comic, as new Broadway star. This is second Deimar attempt pport were Lew Mann. Charles Hag-and Lita Wales . . . company bered about 50. . company

m Brown and his revue returned to shore for the holidays, but in at St. arles instead of all-summer stand, the akers. Steel Pier went in for rensive lobby displays and premier of Moran and Mack flicker. Alex Bar-and Al Lewis kept things humming Auditorium. Breakers to hold revue, featuring Ted Wilson for full k. Russian Gypsics furnish ic. Billy Wilson, Kitty Blackstone, orge Barnes and Chester Braitwait on Ul. Jocal hotels getting an aver-ge of \$3 per head for New Year's Eve, . Pennsy Night Hawks made one-ght stand at Ambassador Grille. akers. Steel Pier went in for

ght stand at Ambassador Grine. All cafes and hotels to have big flesh is tonight, many holding over tomor-s on tap. . Newton's Orchestra ned for Chelsea Grille . . The ickerbocker Grille, one of the most nous of oldtimers, to reopen after be-Newton's Orchestra dark year . . now booking for tu ure dates . . looks good for esh," as several more preparing for mer

seph P. Binns, Claridge manager, anscop P. Binns, Claridge manager, an-ounced appointment of Ada Taylor lekett as p. a. and convention manager hotel is one of leading local a. was former Olympic chaperon ... st gave up Chelsea post. WPG sprang a surprise with Chief pue Wolf Paw and 35 Indian musicians wollent phogram and cation

Jor a chat. Astor "flesh" bill took jump this week, th Mitzie Groff and WCAU revue as addiner. Al Schenk also on bill, uking a return bow to resort and get-ng heavy hand . . . audiences DO member

Steve Williams, former side-show oper-n-machine arcade got its share of istmas biz.

Bill Hanstein has his hands full as

Dottie Lane and Sally O'Neill also on bill . . . place has been dark more than L'ottie Lane and Sally O'Neill also on bill ... place has been dirk more than a year. ... Anthony La Rosa's Silver Silver reopening with show and music, as is 500 Club ... latter on Pacific avenue. .4. All big houses of city running midnight shows tonight. ... Stanley got choice with Kid From Spain and billing big. ... Harry Dobkins back at 500 Club with orchestra.... Harry Kilbw bas repue Kilby has revue.

#### **Long Island Patter** By ALFRED FRIEDMAN

JAMAICA. L. I., Dec. 31. — Roadside Rest. near Long Beach. just after install-ing radio mike and nightly broadcast is Rest. hear Long Beach, just after instan-ing radio mike and nightly broadcast is beginning to lure crowds. . . Police are determined to war against phony amusement promoters in the Broad Channel area. . . Dave Leonard, "knock 'em doyn" cohcessioner, is leav-ing within a fortnight for Panama City, where he'll hold forth until the spring, returning then to Island. . . Charlie Durgess says he did nicely with the half dozen novelty shozs he ran during the holiday season around Long Island. . . Jacob Rils Park mogula are straining every effort to further condition place for next summer. . Billie Roos, wet ticket-taker, is in hospital here. . Lou Geffin, ace weight-guesser, running a market with his dad and attracting cus-tomers in no small measure by acting the role of "human scale." He'll be around Rockaway next senson. . . Automobile "bump ride" on Cross Bay road not operating. . . Long Island Chamber of Commerce plans to conduct side stand operators and general conces-sions the coming season. Past contests went over big. . . Fire did damage estimated at \$10,000 to the Paramount restaurat. . . Abe Cohen dabbling in the vending-machine biz. . From Miami the Taffet Brothers, w.k. Island concessioners, report that their enter-prises in the South are going over as well as could be desired. LONG BEACH—Sector will make a bid

LONG BEACH-Sector will make a bid LONG BEACH-Sector will make a bid for conventions next summer. Few held here in the past have bolstered conces-sioners' revenue. . . Movement is on foot to organize a body of 'walk amuse-ment folk. . . Mike Cohen and his missus heading for the South. . . Les-ter Kohe sick in Classical circled to

missus heading for the South. . . . Les-ter Kohn sick in Cleveland, friends here report. . . Sea Breeze Club continues to be the community's busiest spot. ROCKAWAY BEACH — Ralph Groger around and busy. . . Charles Willie. local night club owner, keeping active as member of Rockaway Board of Trade. . . . Willie Allen's already beginning to feel the yearning for spring. . . Fire that razed Goodman's Hotel, Arverne, threatened concession stands in that sec-tion for a time. . . George Beck, popu-lar p. a., resting at parents' home here. . . Tom Harrigan says that after another summer of two on the 'walk he's going to consider the purchase of a farm mean his New Hampshire birthplace and

going to consider the purchase of a farm near his New Hampshire birthplace and will locate there for good. . . Far Rockaway Board of Trade is concerning itself with campaign for extension of rapid transit to Rockaways, plan being to interest New York City in the pur-chase of Far Rockaway and Rockaway Beach divisions of Long Island Railroad. Board also aiming to push local im-provements provements.

#### **Indoor Ice Skating For Winter Revenue** By JOHN J. CARLIN.

Address by the proprietor of Carlin's Joyland, Baltimore, before the 14th an-nual convention of NAAP in the Penn-sylvania Hotel, New York City, on December 2.

cember 2. To many of us who have large invest-ments in the amusement park business and who have been watching the slow but sure decline in the volume of our business, the lack of public response to our appeals for patronizing public in many of the features and attractions which we do have to offer, it has become self-vident that most of the parks in existence at the present time and the policies which have been followed by them in the demands of these times. We must realize, if we hope to make our investments profitable, if we hope to supply the amusement and entertain-

supply the anuscement and entertain-ment for the masses and if we hope to maintain that position and prestige for our business to which it has risen in the past, some changes will have to be abandoned and our appeal will have to

plane.

#### **Games Have a Place**

The Billboard — PARKS – POOLS

Games Have a Place I know the day is past when it is becossary in any park to operate a num-ber of games, which use for prizes plas-ter dolls and worthless merchandise. I believe that games operated on the level, and if merchandise of a valuable and substantial quality is offered for prizes, do have a place and will always be a profitable feature in any amusement park. The gaming instinct of the Amer-can public, especially those patronizing amusement parks, is such a part of their life that it is not only proper but nec-essary to provide them with this form of amusement. I believe the day of gaudy, grotesque

I believe the day of gaudy, grotesque and frame construction for buildings in amusement parks is a thing of the past. Such construction will be found to be

amusement parks is a thing of the past. Such construction will be found to be unprofitable, not only on account of its fire hazard, the fire insurance rate which it carries, but most of all on account of its limited and specialized use. To my mind the type of construction in the new amusement parks should be of modern architecture, modern con-struction and be built of a fireproof or semi-fireproof construction. The larger buildings, such as the music heal, the-ater, the dance hall and the roller rink, should be constructed so that they can be inclosed and heated for winter use. The most ideal construction we have been able to find is steel columns and trusses, stucco over wire lath, cinder blocks for curtain walls and, wherever possible, concrete as a base for floors. The sides should be kept open as much as possible, and the openings protected with steel sash, so as to give a marimum use for summer. We find a building of this type can be easily heated for winter use, both economically and comfortably. **Flexible Type Needed** 

#### **Flexible Type Needed**

In the new dance hall at Carlin's, in Baltimore, we have used this type of construction. This building was planned to provide a summer dance hall, and by that I mean one with the atmosphere that an outdoor summer dance hall should have, and at the same time be so constructed that it could be used for ice skating etc., in winter. I am of the opinion that it is imprac-tical to build for amusement purposes buildings constructed entirely of steel and concrete. They are not only too expensive to build but are unsuitable for park purposes.

for park purposes.

In large cities where boxing, wrestling and indoor sports events, such as ice hockey, ice skating, coller skating, dance marathons and similar features are held and which draw many thousands of spectators, the big problem is to find buildings of sufficient size to see set spec-tators and automobile parking cars. If we find the building it is generally lo-cated in a built-up part of town where the only available parking space is that of city streets. In large cities where boxing, wrestling

the only available parking space is the of city streets. The amusement park which is so for-tunate as to have ample parking space for its summer requirements has the key or nucleus to build around a profitable winter busine

#### Watching Winter Uses

AUTO SKOOTER

In my park we have two large build-ings, the dance hall, to which I have heretofore referred, and the Arena, a large frame building about 150 by 150 feet. These are used in conjunction



be made on different grounds if we ex-pect the patronage and support of the amusement public. I believe the day is past when it will be summer dance hall for constors in an amusement park, or to ment along the lines of getting the high-build any ride which depends on speed est utility out of one building and by combed to the automobile and the air-plane

35

purpose. For the last five years I have been watching development of indoor ice skat-ing and ice hockey as an amusement and winter sport and finally concluded that a modern ice-skating rink, with facilities for ice-nockey playing and with proper exploitation, might be a success-ful venture, provided a plan could be developed which would give double util-ity to the required building. With this thought in mind, I conferred with several engineers and makers of

with several engineers and makers with several engineers and makers of ice-making machineery. My problem was to get an equipment which would be sufficiently portable so as to make it possible to remove all the piping and other material from the dance floor at the beginning of the summer dance scason and to be able to reinstall this equipment in the fall and to do this in a manner which would not do an irreparable injury to the maple dance floor. of

#### Brine Systems Studied

These conditions summed These conditions were only incidental to the paramount problem which was to keep the cost of this ice-making machin-ery and its removal and reinstallation within bounds of reasonable cost. I had three propositions put before me. Number 1 was a very elaborate brine circulating system with a brine cooler and which specified that all the freezing colls for the ice surface were to be laid in concrete with a terrazzo finish. This was a very complete layout, both as to in concrete with a terrazzo finish. This was a very complete layout, both as to its mechanical perfection and its pro-visions for making the building suitable for other purposes where a terrazzo sur-face was satisfactory. Cost of this sys-tem was \$72.000 installed, ready to oper-ate. This system was not portable and would not permit utilization of the maple floor for dancing purposes. System NO. 2 was a brine system with-out brine defroster and provided for the layet in sand. This construction would have made possible removal of the equip-

laid in sand. This construction would have made possible removal of the equip-ment and would have permitted use of the maple dance floor for dancing. The cost of this equipment was \$55,000, and its removal would have been quite expensive

Neither of these propositions held out uch hope toward accomplishment of much my plans.

#### Method Found Workable

The third system was the one which suited our purposes in most every respect and the one which was accepted. (See INDOOR ICE SKATING on page 36)



EASTWOOD PARK East Detroit, Mich.

One Wheel Store, one high-class Palmistry, one Photograph Gallery, High Striker.



(All Communications to Nat A. Tor, care of New York Office, The Billboard)

Stiff competition from local "Y" nools Still competition from local "Y" pools is causing many New York City indoor pool owners plenty of sleepless nights. The West Side YMCA tank took big ads in the Gotham dailies last week to advertise its 25-cent rate for swimming, which is way below the fee charged by the commercial natatoriums, the latter asking anywhere from 60 cents to a

the commercial natatoriums, the latter asking anywhere from 60 cents to a buck and a quarter a swim. All of which brings to mind that swell paper read at the pool association's meet-ings last month by Edwin E. Thompson, Indianapolis, on Problems of Govern-mental Competition in the Pool Business. At that time Mr. Thompson pointed out that pools should join together to fight unjust competition given them by municipal tanks. He stated that so many cities, clubs and organizations were going into the pool business that it was getting dangerous for commercial oper-ators. You may recall that this department

ators. You may recall that this department some time ago recorded the views of some pool men on the subject and that it was reported that they felt that the more municipal pools built in their city the better it was for them, for it made people "swim conscious." In fact, some stated that they actually encouraged their city officials to construct indoor and outdoor tanks on the theory that more people would be taught to swim and that then the select would always patronize commercial pools in preference to city-controlled ones. However, Mr. Thompson believes that

to city-controlled ones. However, Mr. Thompson believes that something should be done to stop what he terms "unfair competition." and three are many New York indoor pool owners who are beginning to agree with him. At the convention the Indianapolis man explained that municipal tanks were operating without any taxes and thus were able to charge a rate much lower than commercial natatoriums. Furthermore, he showed how city-owned tanks received enormous free publicity Furthermore, he showed how city-owned tanks received enormous free publicity and actually drew business away from private ones. In addition Mr. Thompson took pains to condemn the practices of dub and organization pools, stating that fraternal orders in many towns ran pools tax exempt and muscled in on com-mercial pools' territories. He did not find fault with hospital pools, but he said that the other groups aforementioned, if allowed to operate, should compete fairly with commercial tanks. As a remedy for the situation Mr. Thompson asked co-operation of the pool association, which, I understand, is now considering the problem. In the

now considering the problem. In the meantime New York City indoor pool owners are stacking up on aspirins.

Word comes to this deak that Carl Johns, captain of life guards at Jones Beach, L. L. is spending his vacation at Tahiti, South Sea Islands 'Sfunny for a life guard to go to the South Seas when you'd think he'd have enough of seeing pretty mermida bask on the sands all summer. But then again I may be getting old. At any rate, Carl is scheduled to take up his post again at Jones Beach on May 1.

Frank James, of Park Central indoor pool, New York City, says that he doesn't believe in swim races for tanks. He declares that when champion swimmers ap-pear at a pool they make the average swimmers feel so small that they lose interest in swimming. Of course, the other side to that theory is that cham-lon swimmers at tanks instill ambition into patrons and make them idolize them so that they come back and back in order to try to become better swimmers and to imitate their herces or hercines. On which side of the fence are you?

C. S. Spear, manager of Meadowbrook Pool, Baltimore, who, they say, is also somewhat of an attorney, is a firm be-liever in new attractions for tanks. Mr. Spear thinks that pool owners should at all times be on the lookout for novel games with which to pull in the crowds. I, for one, agree with him.

The sport of swimming is most popu-tr out New Zealand way. Prof. Esmond Williams, swim instructor at Welling-on, N. Z., has been good enough to lar ton. con. N. Z., has been good enough to forward some news from there. First of all he tells me that the local pools are all het up on the proposed visit of a number of American swimmers. Then, too, there seems to be a long-felt want

for more city tanks there. Most of them are said to be continually overtaxed with people, which is a sickness a lot of American pool men would like to suf-fer from. The Te Aro Pool in Nw Zeafer from. The Te Aro Pool in New Zea-land is especially crowded and the local press is campaigning the management to provide more accommodations. As an indication of the popularity of aquatics in that part of the world. I am told that *The Wellington Post* prints a daily swim-ming column. That's something for American dailies to follow and it's up to pool men to see that they do. But more pool men to see that they do. But more of this later. this later.

of this later. Eddie Myers, pro swimmer, rushes in to tell me of the formation of a new swimming organization called "The Pro-fessional Marathon Swimmers' Associa-tion," which I suppose will take up where "The International Professional Swim-mers' Association," now defunct, left off. Bill Boggs, formerly associated with Norman Alexander's Woodside Pool, Philadelphia, is said to be president of the new group; Pat Roach, Toronto, vice-president, and Ann Benoit, secretary and treasurer. The plans, as told to me hastily, call for promotion of a number of swims by this group, outstanding of which will be a six-day swimming race, of all things. This body also hopes to popularize water polo. However, for the protection of pool owners, as well as pool employees, the column will investi-gate the new organization. If its policy is to promote the sport of swimming and not merely to bring some money to a selected few, I most heartily indorse its adoption, for there certainly is a need for an association for men who make their living from swimming.

DOTS AND DASHES—Many thanks to William Mosley, manager of St. George indoor pool, Brooklyn, for his co-opera-tion. Fred Hulsman, owner of Park Vendome indoor pool, New York, claims to be the private swim instructor to John D. Rockefeller Jr. among other notables—Did you know that Harry Pincus, brother of the pool association ex-president and treasurer of twin Cas-cades outdoor tanks, is now attending Columbia University at night? They tell me Katherine Nevins is no longer connected with St. George tank —C. H. Potter, part owner of Miramar outdoor pool, New York City, is still talking about that trip he took to Mont-real a couple of months ago. And this column has invited Charles B. Scully, swimming head of the American DOTS AND DASHES-Many thanks to

Red Cross, to answer the statements made about his organization by W. E. Berwick, Jones Beach, at the recent con-vention. So you better watch for that letter.

#### INDOOR ICE SKATING-(Continued from page 35)

<text><text><text><text><text> this temperature we find we can then spray the water on. and this water will freeze as soon as it hits the sand.

#### Season's Gross Satisfies

After the ice had been used all of last winter and was removed in the spring we found the sand nearest the floor

About April 1 we decided to restore the building to its original condition. It took us about two days to remove overy svidence of the ios rink from the



JOHN J. CARLIN, who has been pioneering at Carlin's Joyland, Bal-timore, in winter activities for amusement parks and who anticipates other good winter season with indoor ice skating and sports and social events in the arena.

dance floor. This was done with about 40 laborers at a cost of approximately 40 la 8150.

This proposition has turned out to be one of our most successful ventures. Last season it grossed sufficient to pay operat-ing cost and practically pay back all of the invested capital.

We learned several things from last season's experience. The one most ap-parcnt was that the ice surface was not large enough to meet requirements of professional hockey, nor had it the ca-pacity to give ample surface for a large crowd of skaters.

This condition necessarily hampered our activities and curtailed our receipts. To overcome this lack of facilities we have recently finished an addition which will add 100 feet in depth to the original building.

This provides us with an ice surface area of 85 by 200 feet and additional seating capacity of 2,000, making a total seating capacity of about 4.000. We feel seating capacity of about 4.000. We feel that we now have a plant sufficient to meet every demand and one which will compare favorably with the best of iceskating rinks.

The business this season so far has been satisfactory and we expect to sub-stantially increase the gross over last season.

#### **Future Demands of Parks**

The ice rink is not the only amuse-the which we operate during the win-The ice rink is not the only amuse-ment which we operate during the win-ter season at Carlin's. The Arena, here-tofore referred to, which is inclosed and heated for winter use, has a seating ca-pacity of 5,300. In this building we hold boxing bouts Monday nights and wrestling Tuesday nights, and the re-mainder of the week it is used for roller skating

At times these buildings are rented out for other purposes. Last spring, before the park opened, they were occu-pied by a motors exhibit and spring flower show.

We find by operating these amuse-ments during the winter, we not only have the opportunity of making our facilities produce some revenue, but have the benefit of keeping the name of the park before the public thruout the en-tite war. tire year.

The amusement park of the future, The amusement park of the future, situated in a populous center, which does not have in its planning buildings of a type of construction which will permit of their dual use, not only will be miss-ing the opportunity of making substan-tial earnings during the winter season. but also will be lacking in one of the basic features necessary for permanent success. success.

CINCINNATI — A bouncing boy was born Christmas night to Kate Buffalo and the child has been named Christmas Buffalo. Sol Stephan, general manager of the Zoo, claims to be discoverer of the "blessed event." He said that the little visitor would be put on display with his mother during the holiciay season. He said that the progeny was an unusually healthy specimen.

#### NAAP Manufacturers and **Dealers'** Section

A turn in the amusement park busi A turn in the amusement park outs ness is to be made in 1933 and it is up to the active men to see that it is turner in the right direction. Everyonc in your organization should pull more than his own weight in the boat. If not, wh keep him longer?

By R. S. UZZELL-

This is no time to carry superfluou cargo. Elimination of a few weak one will put the energetic on their mattl and the results will be surprising.

Rex D. Billings at our annual meeting Rev D. Billings at our annual meeting showed that conomies can be inaugu-rated and at the same time a highe efficiency secured. The time has arrived when everybody must work, even the manager, and he must put in some overtime. But it always has and always will produce results.

D. S. Humphrey said: "During pros-perity we neglected too many little things and grew careless."

#### Study Revenue Sources

He is reverting to the principles or which he gained his success. You may be sure he will carry thru. Any manager who pursues this policy will find plenty of company. It is the order of the day New sources of revenue can be found and old ones worked more intensively They will not come to you unsolicited You will have to search for them and once found, cultivate them consistently Everything men underthem if he new

Everything man undertakes, if he per sits, must evolve. Progress is the price of success, and stagnation points to cer-tain decay. Man's first habitation was very crude and for utility only; no adornment. His crude hut or cave pro-tected him from the elements after tim had taught him to build against the fury of nature. fury of nature.

fury of nature. While on the chase in quest of food he put in a stremuous life, leaving the woman at home to care for the chil-dren; gave her more time for the study of nature, from which she claimed the herbs as a cure for injuries and disease. Thus she learned the beauty of nature and sought to bring the habitation into harmony. It is a far cry from the painted savage to the time when the paint was transferred from the body of the man to his home.

#### **Old Type Is Passing**

Our cities took the same course. First, utility. Man built it and defended it from the enemy. He fought for it and loved it because it was home. Later, with the help of woman, he began to beautify it. The last task is far from completion, but progress in beautifica-tion is evident.

Would it not be strange if the amuse-ment park did not take the same course as the home and the city? Once we could get them to talk only of utility-earning capacity. Just recently have we seen a concerted effort for beauty-a new architecture, new lighting, new land-scaning. scaping.

Now we do things at a more rapid pace once there is a good reason for action. The parks which survive will become more beautiful, and the women become more beautiful, and the womei can have an important part in it. After a while the old-type park will be passed by as too near the cave man and will also be classed with the old store 5-cent picture house at the beginning of this century. century.

#### Lower Prices Imminent

While the harmoniously beautiful re-sort built to meet present needs and demands will claim first place in the admiration and patronage of the people. 1933 will mark more completely the advent of the new beauty and harmony in park architecture and general develop-ment than any year which has preceded. Plans for this new era are now under consideration by many of the progress consideration by many of the progre sives. So we welcome the new year.

sives. So we welcome the new year. Old Fort Dearborn at Chicago's J Century of Progress is 15 cents. A fas 15 cents is better than a slow quarter This fact is coming in for a lot of stud-just now. Stores, hotels and restaurant have surely learned it. We will see a lot of it in the parks this year.

Concy Island has had its third fire in 1932. A loss of about \$175,000. Only two rides went up in flames this time, i Merry-Go-Round and a Skooter. The three fires make more space availabi-this year at Concy than at any time for some years. Like all seaside resorts lower rentals are now the order of the day.


### (Cincinnati Office)

MEMBERS of Ontario Speed Skating sociation are in great demand in vari-is towns in Ontario and in the United exhibition of skating and bar ping in Belleville, Ont., Arena. barrel

" IS reported that a new skating ng track will be built in Lafontaine a Montreal. The Lafontaine skaters, are members of the Quebec Amateur ng ting Association, most likely will op-te the new track.

ONTARIO Speed Skating Association is issued a sanction to the Royal Speed sting Club, Kitchener, for the holding championship meet.

JOHN H. HARRIS, former Warner the-ars executive, is president of the Harris derprises, Pittsburgh, which has re-ened the skating rink in Duquesne urdens, Enid, Okia. The rink is meet-is with marked success and if business des up all winter the rink will remain en late in the spring. It is beautifully consted and equipped with good skates.

CRYSTAL Garden Roller Rink, IN CRYSTAL Garden Roller Filnk, eveland, under management of Force rothers, a big New Year party was giv-, with Floor Manager Al Rau in charge. chie Force is manager of the rink: or af Force, skate room; George Mori-ity, skate box; Margaret Norris, ticket ler: Helen Neeld, refreshment stand; narles Lobe, ticket taker, and George ul checkroom rl. checkroom.

UEBEC AMATEUR Skating Associa-elected these officers: Patron, Brigon elected these officers: Patron, Brig-ler-General W. O. H. Dodds, C. M. G., S. O., V. D.; honorary presidents, Dr. Lamb, McGill University, and Wil-E. Boughton, Montreal Amateur etic Association: president, Champ-h. Provencher, vice-presidents, J. W. Geregor, Major Stuart Forbes; honorary netary, R. Dorval; honorary treasurer, ul Earl; committee Jack Speak, J. W. Gregor and Ralph Morgan. Lec Syl-tre, who figured on the Canadian ympic teem at Lake Placid, was pre-hted with a memento to show he was the 1932 team.

CORT WAYNE (Ind.) roller-polo team t its first home tilt to the Indlan-lis team, 8 to 5. About 500 fans, my of them roller-polo enthusiasts of ars ago, turned out for the contest. Wayne players comprised Thomp first rush; Morin, second rush; De-and Link, centers: Baals, halfback, Doenges, goal. Indianapolis team composed of Collins, first ruch; is second rush; Quigley, center; Dan-h and Heimman, halfbacks, and May,

IN ALL-STAR professional speed-ting racing card has been scheduled Fordham Skating Palace, Jerome ave-at 190th street, New York City, on huary 10. Crack amateur skaters from metropolitan district will support pro events, About a dozen well-own professionals will enter the clas-a five-mile open race. Malcolm cy, Carman Rink, Philadeiphia, world's s-mile titheholder, will appear. Others the bulk are John Gillespie, Star mem--mile titleholder, will appear. Others the bill are John Gillespie, star member of the winning team of the six-day roller race in Madison Square Garden in 1929; Arthur Eglington, London, Britsh speed kling; Murray Gorman, Hebrew pro champ: Fred Miller, Ridgewood Grove, New York, and Dutch Keller, German champ. Fordham track measures 12 laps to the mile. General Manager Roland Cloni declares that if the five-mile event proves a success he may stage a 24-hour pro team race. Nelson, Chelsea, Mass. Michigan pro champion, Mickey Dunn;

pro team race. BILLY NELSON, New England roller-skating champion, made a personal ap-pearance in Bell's Rink, Lincoln highway, east of Fort Wayne, Ind., on December 23 and 24. He participated in skating matches with some of Fort Wayne's best skating performers, including Jesse Biesieda, Erwin Beyer and Yatz Schmei-ing. The events were attended by large crowds. Distances were one and two-mile events.

IN ASBURY PARK. N. J., an ice com-pany has installed an experimental ice-skating rink in its plant. Being an ex-periment, a free admission offer for sev-eral weeks drew huge crowds. This is the city's only artificial rink.

ARCHIE MAC MILLAN, on the public-ity end at Van Cortlandt Roller Rink, 241st street and Broadway, New York City, reports good business there, with 24ist street and Broadway, New York City, reports good business there, with Tom Hanlon, coach of the Interboro Skating Club, giving great stimulus to the sport. Large attendances turn out Friday nights to see weekly race meets of Interboro amateur speedsters. Some of the most noted ice-skating officials and ice skaters were judges in The New York American Christmas fund amateur races. Among them were Harry F. Noah, president of the Middle Atlantic Skating Association; Joseph K. Savage, Norval Baptle and Herbert Taylor. Raymond Murray, Irving Jiffe and Waiter Rutter, ice-racing champs, were timers. Billy Yale, veteran speed skater, remains as manager of the roller rink. Van Cort-landt swimming pool has been trans-formed into a large outdoor ice rink and is entered in the Middle Atlantic Skating Association. Raymond Murray and Waiter Rutter have the skateroom concession. Good business for the entire establishment is reported by President William Grant Brown. William Grant Brown.

Now THAT St. Louis has given up the North American Indoor, The Chicago Daily News Western Open Speed Skating Championships promise to be the Mid-west's only important indoor ice event. The Daily News meet will be held in the Chicago Stadium on February 18. In-vitations have gone out to all American and Canadian Class A skaters, and fol-lowing are expected to compete: Alex and Florence Hurd, Frank Stack, Willie Logan, Leila Brooks Potter, Hattie Don-aldson Briggs, all of Canadian Olympic team; Farrell, Murphy, Delphier, Gun-ther, Marks, Weever, leading American Class A skaters, and Helen Bina, Dorothy Frany, Kit Klein and Elizabeth Du Bois. of American Women's Olympic team. Frany, Kit Elein and Elizabeth Du Bois. of American Women's Olympic team. Races are held on 10-lap indoor track in the Stadium, said to be largest in the country. Balconies will seat 14,000 and a sellout is indicated. Gold, silver and bronze medals are given all winners. with diamond trophies for all class A events. Special silver trophies are given high-point winners, both men and Women. Meet last year attracted events. Special silver trophies are given high-point winners, both men and women. Meet last year attracted Japanese, American and Canadian Olym-pic teams; Bailungrud and Lindboe. Norway, and the Taylors, figure skaters of England. Figure-skating exhibitions will be featured in this year's event, some of the leading Eastern pros being ap-proached. Next year *The Daily Neus* expects to hold the first annual Inter-national Indoor in Chicago, bringing complet teams from leading European countries for competition. Proceeds of all meets go to charities.

THE FINKS-AYRES-AVALON TRIO of outh, Eng., to fill a six weeks' engage-ment in a holiday pantomime.

> **NSAA** Notations By Bert Randall, Secretary

Best Skate The secretary is receiving at head-quarters, 5544 John R street, Detroit, more inquiries from rink owners and skating clubs about roller hockey than about racing, and it appears that with co-operation hockey will be built up to the same standard that is being enjoyed by ice hockey. NSAA Highlights of 1932-Biggest booster, Ernie Bartlett, Olympic Rolling "13" Club. California, and California governor of NSAA. World's marathon champion, longest hours on skates, Arnold Binns, Leeds, Eng. QUALITY CHARDSON BALL BEARING SKATE CO. Established 1884. 2-3318 Ravenswood Ave., Chicago, III. The Best Skate Today RAMILL PORTABLE SKATING RINK CO. Eng. World's 24-hour team champions, Mal-Catalog, prices, sto., send 10s to cover postage.

The First

Michigan pro champion, Mickey Dunn; Michigan open one-mile champion, Amos Bell; Michigan two-mile open champion, Bert Randail. Middle Wost ladies' champion, Mamie Mertz; Middle West graceful skating champions, Mr. and Mrs. Bell. Hockey Eastern champions, Carman Rink, Philadelphia; Middle West, no champion named. Cleveland Ramblers and Detroit will play for title shortly.

### GAMES ROOMS (Continued from page 34)

of 25 cents and allowed patrons to play there as long as they liked. This fur-nished a constant ballyhoo for the game room and attracted people in to play the slot games outside the arena. The arena operator was stationed at the entrance to collect admissions and also make change for individuals outside the arena.

change for individuals outside the arcna. Outside the arcna were arranged all the games with nickel or dime slots. These games consisted of bowling games such as Whirl-o-Ball, Skee-Ball, Bank-Ball, etc.; Cue games such as automatic billards, Whirlpool, Kew Pin, etc.; sev-eral pin games; case games such as base-ball, football, golf, derby racer, Knock-out, electric cranes, etc.; riding games such as Autoblkes and the five-gaited horses. horses

horses. These last, with the radio rifles, were the most profitable attractions in the game building. In this open game area it was necessary to have one change-maker who circulated constantly among the patrons

### **Pick Attendants Carefully**

Pick Attendants Carcfully Management: Like everything else in the amusement business, more depends upon proper management and personal contact than upon any other factor. Cheap, sloppy attendants will kill any attraction, but especially where the st-tendants come into such elose contact with your guests as in this game room they must have every element of gentle-manliness. I prefer to select elderly men, put them in neat and appropriate unl-forms and see that they maintain a helpful, interested attitude toward the public. public.

We made these attendants responsible We made these attendants responsible for keeping the place in order and serv-icing all the games. In case of a break-down they could call upon the park's maintenance men for repuirs, but they were required to take care of all ordinary service themselves. During ordinary hours only these two attendants were re-quired. At crowded hours each of these regular attendants was given an assist-ant. The concreting repuil for this set.

quired. At crowded nours each of these regular attendants was given an assist-ant. The operating payroll for this at-traction averaged under S70 a week. I would like to call attention to one element in this attraction to which I think parks should pay more attention. Usually we do not provide enough rainy-day places where our patrons can go and be comfortable and at the same time spend their money on those numerous rainy hours or cold evenings. Last May and June, when we suffered so continuously with sudden showers and cold evenings, this game room was most productive. On several occasions we had large excursions come on rainy days. This game building was sure to be a happy place on such a day. On the Fourth of July it rained nearly game room was a busy place and took in more than \$1,200.



WASHINGTON-""The Old Soak," the WASHINGTON-"The Old Soak," the parrot of Henry L. Stimson, secretary of state, was paroled from Washingtoh Zoo long enough to pass the Ohristmas holiday at the Stimson estate, Woodley, Two years ago "The Old Soak" acquired an eloquent and devastating flow of profanity that made it necessary for Mr. Stimson to banish him to the Zoo. Now it develops the two-year incarcera-

colm Carey and Bill Holland, Philadel-tion did not improve the situation; in fact, "The Old Soak" appeared to have New England speed champion, Billy Nelson, Chelsea, Mass. that the parrot would have to go back to the Zoo-for good.

NASHUA, N. H.—Betty, favorite ele-phant and children's pet at the Benson Wild Animal Farm, has shed her last baby tooth. John T. Benson, owner of Betty, said that she became "fussy" lately and refused to eat all kinds of choice foods placed before her. He made an investigation with the veterinarian at the farm, and it was found that Betty's last baby tooth was loose. This was extracted and Betty became more cheerful and began to eat again. The tooth weighed half a pound.

NEW ORLEANS .- Members of a spe cles of animal-fixi, known as netturies or "water dogs," have come to make their home in Audubon Park aquarium. They are natives of Louisians, where they breed in spring-fed streams, are never plentful and can be caught only at cer-tain times of the year. The young have gills which they retain until the second summer.

DULUTH. Minn.—Thru a trade of sur-plus African lions, 17 of which have been reared in Duluth Zoo in the past five years, two unique specimens of the Scotch highland cow have been added to the local collection The two diminu-tive bovines arrived by truck from the Hill ranch in Montana. They weigh about 350 pounds each and stand four fect in height. The parents of the 17 lions reared in the zoo were purchased with money raised by Duluth school children. children.

chlidren. SAN FRANCISCO. — George Bistany, superintendent of Fleishhacker Zoo, left for New York from where he will sail for the Sudan He has hopes of bringing back alive a white rhinoceros. So far as is known there is no such animal in cap-tivity. The animal expert has secured leave of absence but is not traveling in any official capacity. In Egypt he is to meet Albert Bingmann, lion attendant, who left recently with some American lions. In Cairo they plan to organize a hunting expedition. Mickey, clever zoo orang-outang, who has appeared fre-quently before the microphone here with his pal, Bistany, appeared to mourn departure of the lafter. At least, ha wept into a handkerchief before camera-men and appeared broken up. Charles were blue a haddketchie before dämera-men and appeared broken up. Charles Ruggles, the comedian, who has played here frequently, is o appear in a mys-tery play with its chief locale in a zoo. Murder at the Zoo is the title. Ruggles recently returned from a vacation in New York York

PARIS-City council, which controls the zoological gardens in the Bols de Vincennes and the Bols de Boulogne, is selling off a number of animals and surplus material. Prices quoted are: White swans (sex not guaranteed), up to 2 years old, 810; white swans (sex not guaranteed), over 2 years old, 812; ducks (ordinary), 82; ducks (Barbary variety), 82; duck eggs, 8 cents each, the eggs (Barbary variety), 20 cents each. The council is backing a bond issue of 10,000,000 france (\$400,000) for creation of a new zoo in the Bols de Vincennes.

JACKSON, Miss.—During sleet and icicles, such as Jackson had recently, Superintendent I. E. Bennett, of the zoo, Superintendent I. E. Bennett, of the zoo, had to herd together in one building all of the animals, reptiles, fowls and others susceptible. Ostriches honked in one corner, snakes hissed in another, deer bleated in another, and so on. The build-ing was sufficiently heated to properly care for the animals and the result was that only a boa constrictor was the toll. The zoo has never bothered much about the problem of anow and sleet. There-fore none of the taxpayers' money has been used in making provision for such extraordinary visitations. Zoo authori-ties have been breathing easier with the last of the sleet gone. Meantime the polar bear is praying for more and tho zoo keepers are hoping it's all over for another 10 years or so.



### The Billboard



# **PCSA Holds Its Election**

**Eddie Brown is president:** C. Zeiger, Chas. Hatch and Geo. Tipton vice-presidents

LOS ANGELES, Dec. 31 .- Pacific Coast LOS ANGELES, Dec. 31.—Pacific Coast Showmen's Association held its annual election of officers Tuesday night, the meeting delayed a day because of Mon-day being a holiday—Christmas. As pre-dicted in an item in *The Billboard* a few weeks ago, there was but one ticket in the field. Eddle Brown, 1932 first vice-president, is the new president.

vice-president, is the new president. Other officers duly elected for the new year were C. F. (Doc) Zeiger, first vice-president; Charles Hatch, second vice-president; Ross R. Davis, treasurer; Frank Downie, secretary. The names of the board of governors, who were also elected, were given in the PCSA "weekly pitter" in the December 24 issue of The Billboard. Destident Fiest Brown dellward a very

Billboard. President-Elect Brown delivered a very interesting talk, in which he outlined some of the plans being worked out toward increasing betterment of the association and its functionings. An-nouncement was made that the new officers would be installed into office at the next meeting, January 2; also that a buffet luncheon was slated for the same night, with Louis Bissinger as chairman of that committee.

### American Showmen in Paris

PARIS, Dec. 26.-J. W. Conklin, of Conklin's All-Canadian Shows, and wife are in Faris looking over the amusement parks and street fairs. After a trip to the Riviera the Conklins will return to America by way of England. Barney and Doris Palge have moved their Motordrome to Bologna, Italy, where they are exhibiting at the fair. Barney spent a few days in Paris on business.

### **Reids on Holidays Trip**

PORTLAND, Ind., Dec. 31.—Earl Reid, owner-manager Reid's Greater Shows, and his wife and daughter, Helen, are spending the holidays with Mr. Reid's father, A. J. Reid, who is now in cafe business here. They motored from the show's winter quarters city, Newburg, N.Y. Raiph H. Bliss, who is also in the city, and the junior Reid started in the carnival business together 25 years ago, with Reid Greater Shows; then operated by A. J. Reid. Mr. Bliss advises The Billboard that he will be with the Reid Shows next season.

### Philadelphia "Pickups"

PHILADELPHIA, Dec. 31.—This week's weather has not been very good for the museums. Two days' rain cut into the business considerably. However, on the good days it was much better than for control make several weeks.

several weeks. South Street Museum reports business fairly good. This week's attractions con-sist of Linton, sword swallower; Van, tattooed man; Mickey Mouse Circus and several illusions. J. (Doc) Harrison is back on the front. Gorman's Eighth Street Museum scems to hold up to a very cood business. The

Gorman's Eighth Street Museum scems to hold up to a very good business. The bill this week has the following: Pat-man, man with iron tongue; Louman, musical act: Lady Viola, tattooed lady; Prof. Hall, magiclan; Princess Marajah, mentalist and Buddha; electric demon-stration mechine and Illusions; added at-traction, Leah-Lee and dancing girls. Frank West was a visitor here this week. On his way home to spend the holidays.

holidays. Earl Newberry came in for a day to look the situation over for Ralph Han-

Gypsy Brown, mentalist, is in the city

and expects to open a store show next month in a location on Market street. Bill Lewis, well-known operator of wresting ahows with carnivals, is in the city locking for matches for some of his (Philadelphia "Pickups" opposite page)



MRS. O. J. BACH, of the O. J. Bach Shows, who is vacationing this winter in Florida.

### **HASC Christmas Tree** An Enjoyable Affair

KANSAS CITY, Mo., Dec. 31.—The an-nual Christmas Tree Party of Heart of America Showman's Club was staged in the lobby of Coates House Hotel Christ-mas night. The hotel lobby was modeled into a theater, with the stage in the front of the building and the seats ar-ranged from the stage back to the clerk's desk.

Approximately 300 children were on hand for the occasion, in addition to an approximate adult audience of 500.

The party opened with seven acts of vaudeville, including the Three Reeds, from St. Faul, contortionists; Leroy Easter, magic; Marcheta Sperry, blues singer; Sonny Boy Conroy, Punch and Judy; Betty Holtkamp, tap and acro dancing; Mike Keegan and Lorene Wil-burn, Australian whip crackers, and a chorus of 20 boya from Westport High School, this city. All the entertainers donated their services for the occasion. Evologing the wardeville "Old Sante" Following the vaudeville "Old Santa" distributed candles, nuts, fruits and gifts. This was followed by a free dance in the ballroom of the hotel.

# MOBILE, Dec. 31.—The Thomas Ham-ilton Shows, which exhibited at the Greater Gulf Coast Fair in October, are Greater Gulf Coast Fair in October, are staying here, showing on a lot on a main street. The weather in December, with 22 cloudy days, ruined their business; in fact, very little money passed into the cash box. There is a Merry-Go-Round, also Ferris Wheel and Whip, right in the heart of a residential section, and with warmer weather may do some business.

### Thos. Wiedemann in Texas With Big Turtle Exhibit

HOUSTON, Tex., Dec. 31.—A visit of a correspondent of *The Billboard* to Thom-as F. Wiedemann and family revealed that the veteran circus, carnival, reper-tore and minstrel showman is doing well with his present attraction, a monster 450-pound turtle. Mr. and Mrs. Wiede-mann, with their two youngsters, are touring the "sunshine spots" of Texas. traveling by motor—and they have in addition to neat living quarters, an nice sedan. The exhibition is carried in a tank on a four-wheel trailer, pit-show patterned. Curiosity on the part of citizenry is not

Curiosity on the part of citizenry is not Solely responsible for swelling the crowda around the Wiedemann offering, as fre-quently school teachers bring their en-tire classes to see the exhibit. Wiede-mann informed the correspondent that the winter will be spent in Texas towns, and in the meantime preparations are under way for an enlarged marine ex-bibit for next summer season.

### Mr. and Mrs. Maynes To Vacation in South

CINCINNATI, Dec. 31.—Mr. and Mra, Hyla F. Maynes have been preparing to spend some weeks' vacation in the South, including a stay in Florida, fol-lowing the Christmas and New Year's holidays. The noted ride inventor has been concentrating a great deal of his energy on improvements and the beauti-fying of the large Maynes-Illions riding devices for the forthcoming Century of Progress at Chicago.

The units of devices of Maynes-Illions that were in operation on the world's fairgrounds at the Windy City last sum-mer, in charge of Harry A. Illions, are put away for the winter except for the added improvements and embellishments. Mr. and Mrs. Illions are still in Chicago.

### **Pollies on Trip**

Looking Back Thru The Billboard

25 Years Ago

10 Years Ago

10 Years Ago (Issue of January 6, 1923) Heart of America Showman's Club had hig schematry of the structure quarters. Mighty Doris Shows (John Laxia, owner) heavy loss by fire at winter quarters. Belleville, III. . Mr. and Mrs. David Lachman (Dave and Iree) cele-brated their 23d wedding anniversary December 24. Jack Dempsey and his manager, Jack Kearns, Join forces of Pacific Coast Showmen's Associa-tion-to become active members. . W. H. (Bill) Rice and his Swim Easy Diving Girls, recently sailed from San Francisco to Manila. . . Announcement that Showmen's League Banquet-Bail will be heid at Hotel Sherman, Chicego, February 13-Edward P. Neufmann, general chairman. William Zeidman, part owner, and Robert R. Kline, general agent, Zeidman & Pollie Shows, in New York on business. . . . Wilbur S. Cherry to general agent T. A. Wolfe Superior Shows.

GRAND RAPIDS, Mich., Dec. 31.— Henry J. and John C. Pollie, of the Pollie Shows, were visitors to relatives and friends here a few days ago while on a combined business and pleasure trip from Central Ohio. They found their aged mother and grandmother, re-spectively, in fairly good health. They also made stops at Brookville, Indian-apolis and Acton, Ind.; also Battle Creek, Mich., where they visited Mr. and Mrs. Polle Shows, now operating a restaurant. Other stops on their timerary including Chicago, Des Moines and Kanasa City.

KNOXVILLE, Tenn., Dec. 31.-J. C. (Jimmy) Simpson, representing the Roysl American Shows, was here Tuesday in conference with Secretary Hugh D. Faust, of East Tennessee Division Fair. Simp-son says that the Royal American Shows will play some of the Southern fairs this year.

### Speaking of Depression, Look These Figures Over

Look These Figures Over CINCINNATI, Dec. 30. — Here's good "medicine" for those singing the depression blues. Lew Dufour did a little figuring the other day to see how many people "The Unborn' played to in the period from 1922 to and including 1932, and, to his amazement, he found that the total attendance approximated 2,500,000 people. His units varied in number each year. For instance: In 1925 there were 7; 1930, 11; 1931, 16, and 1932, 11. The average gross per year was 100,000, and the biggest season was had in 1929. The price of ad-mission was 25 cents, except in 1932, when there a slight change on some of the units. Mr. Dufour was a visitor at The Billboard offices Wednesday when in the city on business. He was en outs from New York to Chicago. He has fully recovered from his re-cent siege of illness.

### Mr. and Mrs. John R. Castl **Return From Eastern Trip**

CHICAGO, Dec. 31.—Mr. and Mrs. Job R. Castle, of Castle-Ehrlich-Hirs: Shows, returned to Chicago early th week after an extended trip thru the Ea and to Ottawa, Can., where some pe sonal husiness was transacted by M Castle, which was very successful, a cording to Johnny. The Castles spei Christmas in Chicago with Mr. and Mi Ed Carruthers. Decorating the Chris Ed Carruthers. Decorating the Chris mas tree for Ed Jr. was an absorbing if that helped make the day a most enjor able one for both the Castles and Ca ruthers.

Mr. and Mrs. Castle left for Shrevepo late this week in order to be at home for the New Year's celebration.

### Winters To General-Agent **Al Ketchel's Legion Shows**

CINCINNATI, Dec. 31.—J. A. (Jimm Winters stopped here Tuesday while of route to Augusta, Ga. He advised the Al Ketchel, who is operating Dixle Mu seum at Augusta, is preparing to laun his Ketchel's Legion Shows next seaso and with which be will be connected. and with which he will be connected general agent.

He also advised that the attractic: will include eight shows, four rides, string of concessions, free acts and ban and some attractive fronts will be buil Winters was not with a carnival the pa season, instead agented independent vaudeville attractions.

### Los Angeles

LOS ANGELES, Dec. 30.—There we many Christmas parties among the ou door colony in and around Los Angels There was no Christmas dinner provide the Showmer's Club because failure in acquiring necessary funds a had been anticipated. However, besid many large parties, there was a hurri getting together of the folks and an is promptu club organized called "The Friendly Act Club." A survey was ma of showmen away from home or witho means to provide Christmas dinners. Em person in this "club" invited one more of those on the list to his how or wherever the dinner was had. The was a very good idea. Members of PCC visited J. Sky Clarke and found h much improved in health.

much improved in health. From private contributions of sho men a fund was raised to add Christmi cheer to several families. Walter an Ida Humaeker were hosts to a party, it cluding Mr. and Mrs. Archie Clarke as Dick Parks and wife. Mei Vaught ga a dinner for his winter quarters folls Mr. and Mrs. C. F. Zeiger were membes of a party that dined at the Biltmot The Ladies' Auxiliary of PCSA held op house Christmas and same for Ne Year's. house Year's.

The American Legion, 17th Distri-had a big business at Shrine Auditorius Chris Olsen, Clyde Gooding, Mrs. Roc well and Joe Krug had concessions at report very satisfactory business. An unusual incident: The other di Cliff Thompson and Tex Madsen, gian (See LOS ANGELES opposite page)

### The Billboard — CARNIVALS

### **Heart of America Show**man's Club

KANSAS CITY, Mo., Dec. 31.—Harry Itshuler was elected treasurer of the lub for his sixth consecutive year. At he meeting last week a sliver loving up was presented to him.

To have been a service to him. To have a service to him. To have a service to have a

Brother Mike Wright spent several days a 5t. Louis early this week, returning in ime to participate in the festivities.

Jimmie Cooper, first life member of club, was a visitor to the clubrooms my this week; his first in many years. Mirs. Carl (Jerry) Fritz is convalescing home after a major operation in local hospital.

fill at her home in Kansas City.

ames Patterson and family were in city for the party Christmas night. me from their home in Paola, Kan. ir, and Mrs. L. B. Holtkamp and Ger-de Parker Allen were in for the ristmas party, coming from their re-ctive homes in Leavenworth.

The clubrooms are decorated for the objective homes in Leavenworth. The clubrooms are decorated for the collidow season. This includes the large seliroom of the hotel. The work was one under the supervision of Cliff thams, capably assisted by Charlie Elli-ott. Jack Moon and George Ross. W. Harry Duncan, manager of Fairy-mod Park, this city, has been selected to have a toastimater at the annual ban-quet and ball. In this capacity Duncan is well versed, having toastimastered mony functions in Kansas City. Hon. W. D. Smith, secretary Missouri State ark, Sdalia, and Dr. Walter L. Wilson will be two of the principal speakers of the evening. Many showfolk have ar-tived and from all indications the event and from all indications the event will represent Showmen's League of imerica at the speakers' table. Hogan schering Oliver and Mr. and Mrs. Noble Zhirly also arrived Thursday morning form Wichta, Kan. Col. Dan McGugin tes an early arrival this week from apacity on the committee in charge of backty banquet. Carl J. Scdimayr arrived t week-end from St. Louis. Nancy, f and Jackie Lee Britton also arrived y this week from St. Louis.

### Pacific Coast Showmen's Association

LOS ANGELES, Dec. 29.—This week's meeting, Tuesday night, brought out a rge attendance, it being night for nnual election of officers. President hrry Fink presided. Eddie Brown, first be-president; John Bachmann, second de-president; Ross R. Davis, tressurer, and Frank Downle, secretary, also pres-nt. Matters of routine taken care of. Poort of the treasurer read and ap-towed. Secretary's report also approved. Pedial report of J. L. (Judge) Karnes, hairman legal committee, read and tepted. Report of George Tipton, hairman legal committee, read and tepted. Report of George Tipton, hairman Charity Banquet and Ball, in-laired the affair will be a big success, for than two-thirds of reservations had an sold. Joe Glacey, in charge of pro-tam solicitation, reported getting ads the program was meeting with only if success-there are so many affairs moted advertisers have had a very tematic "going over."

matic "going over." he election of officers being order, ticket nominated some time since put up by Louis Bissinger. Election behas were limited to three minutes, of elected officers on another page this issue

A letter was received from one of the est Const's well-known retired show-n, pledging aid to the move of PCSA work out plans for a home for aged d indigent showmen of circus, carni-Loyalty of showfolk to any plan to aid ow people in need is demonstrated by o fact that volunteers to appear in the or show at the annual Charity Ban-et and Ball have been so numerous o selecting of a program is rather filtuit. Besides Francis Patrick Shan-, who will emsee the affair, there will appearances of many stars of the film iony who will be introduced to the ambiage. ony who will be manual memorial serv-Plans for the annual memorial serv-

ice (January 8) are completed. The ing Fund appeal broadcast over WDAE, principal address will be made by the Jesse Clark, of the Sparks theaters, and apostle of cheer and good will, Burr the writer made their respective debuts Mcintosh, and music by the Criterion over the ether as croners. Mrs. Milt Male Quartet.

Male Quartet. The recent change in by-laws govern-ing the matter of eligibility to member-ship has been the occasion of three applications for membership from Cana-dian showmen. Several delinquent members came under the wire in time to be reinstated at the bargoin rates. President-Elect Brown has not yet

announced his appointments to standing committees

Announced his appointments to standing committees. During the "open house" New Year's Felix Burk will start off the checker tournament. There is much interest in this annual winter item. Tetters uncelled for at PCSA: Joe Bar-rell, B. R. Bircher, Ed Bastain, Sammie Boswitz, Bill Barrett, Pete Cortes, Joe Creash, Tom Caldwell, Skinny Dawson, At Dalzell, wire for George French, Clifford Fitzpatrick, Bert Fannen, Bill Groth, Ray Johnson, Mr. and Mrs. R. Kortes, Max Kileger, Mat Kilng, Harold Mook, Mr. and Mrs. M. Miller, John E. Mortis, Garl Martin, Mr. and Mrs. Bert McIntosh, Mr. and Mrs. Mortensen, J. Alexander Pollith, Nicholas Rossi, Milt Runkel, Ed (Kelly) Skahll, Jim Swor, H. A. Smith, Mr. and Mrs. J. C. Simpson, Roland Smith, Bob Staley, F. S. Trudell, Mr. Tait and J. C. Thiessen. The PCSA extends an invitation to all showmen visiting Southern California to drop into the club. Always ready to be of service to all showfolks.

### Tampa "Breezes" By FRANK (Not Walter) WINCHELL

TAMPA, Fla., Dec. 30.—The fair-grounds is a scene of much activity. Paraphernalia of Model Shows of Ameri-ca is being placed in a first-class order for the coming season and the start of the winter fairs at Largo, Fla., January 10. Final touches are being applied to the wagons and cars, including the new title. General Manager Milton M. Mor-ris provided a bounteous Christmas din-

title. General Manager Milton M. Mor-ris provided a bounteous Christmas din-ner for the troupe at quarters. Mr. and Mrs. Milt Morris and their mothers were guests at the home of the P. T. Streiders for Christmas, and after a delightful dinner the party jour-neyed to the Yacht Club.' In the party were P. T. and wife, Milt and wife, W. C. (Bill) Martin and wife, "Boots" Hurd and Elizabeth and Agnes Streider with

and Enzabeth and Agnes Status and their secorts. Mrs. Sol Morris, of Washington, is a guest of her son, Milton, and wife in the private car at Model Shows of America winter quarters. Numerous so-cial functions have been given in her

Elizabeth Streider, daughter of P. T., is a holiday visitor with her folks, hav-ing returned from her studies at Brenau

is a holiday visitor with the second second

slowly recovering from an operation. During a recent cold wave suffered thruout the country. Mrs. Cliff Wilson gave a "Beach Party" at St. Petersburg for the Model Shows' ladies. Swimming was enjoyed by the Mesdames Milt Mor-ris. Don Montgomery, Cliff Wilson, Peazy Hoffman, Carl Lauther, J. C. McCaffery, Liff Murray Shepard and several others. Bridge and dinner followed, while sympa-thetic thoughts were expressed for their many friends freezing in the frigid North. Mr. and Mrs. Carl Lauther held open

North. Mr. and Mrs. Carl Lauther held open house for showfolks Christmas. Jack Stutz and Lonnis Hill were among the ride foremen to return to quarters for the repair work. Mr. and Mrs. Art Radke are among the many concessioners in town for the rest period. Jimmie Malone, press representative South Florida Fair and Gasparilla Car-nival, is working overtime and flooding various press organs with news of the coming fair. Word from Etta Louis Blake indicates

coming fair. Word from Etta Louis Blake indicates that the fish are still biting around Safety Harbor. One-Eyed Connelly, the famous gate crasher, paid a visit to his many friends around the fairgrounds. The writer caught him in his entrance act at a local theater, and it worked. Maude Montgomery and Harry Saix took a leading part in the Empty Stock-

Ing Fund appeal broadcast over WDAS, Jesse Clark, of the Sparks theaters, and the writer made their respective debuts over the ether as crooners. Mit Morris donated "five bucks" to hear Jesse sing, and after Winchell sang Milt Morris phoned and wanted the "five" back, since he was obliged to listen to his p.-a. croon.

"Boots" Hurd left for a visit to Savan-nah, Ga., and the Jones Shows' winter quarters. She had been visiting the Fleishman's here for several weeks.

Wilfred and Mae and the Flying How-ards, with the Matsumoto Troupe, among the New Year's Eve Sparks theaters' headliners.

Among guests at the Tea Dance Palma Among guests at the Tea Dance Frama Cela Country Club Monday afternoon were W. C. (Bill) Martin and wife, Eliza-beth and Agnes Streider with their es-corts and Frank Winchell with Violet Bedford ("Miss Tampa 1931").

### Max Gruberg's Famous Show

Max Gruberg's Famous Show PHILADELPHIA, Dec. 29.—The holiday General Agent Herbert Tisdale busy on dates for the coming season. Mr. Tis-dates for the south made Manager Gruberg more optimistic about the season of 1933 than he had been before. Mr. Tidale is now at home in Richmond, but will return shortly, and then he and Manager Gruberg will start out together to make various meetings. White Hewitt will be in winter quarters shortly after the first of the new year and then things will start to hum. The show electrician. H. Pault, left quarters for a visit to his home in Kowa, but will return in time to assist in the electrical work to be done on new fronts and midway arch. H. Van is on the job at the museum, but he, too, will shortly be to his part in the building of quipment. Manager Gruberg is away this week and the trip has to do with the coming season. Two very prominent showmen (names later) have contracted to have their shows with this amise. ment organization. JACK A. RYAN.

### PHILADELPHIA PICKUPS (Continued from opposite page)

This is one of the best cities stlers.

wrestlers. This is one of the best cities in the country for the wrestling game. George VanAmden, who has been lec-turing in Max Gruberg's museums this winter, is leaving for Washington, where he has accepted a lucrative position as tourist guide. Van says that the show business is "far from what it was in the old days of Bostock and Gaskill." His health was not of the best lately, but he now says he feels in good shape. he now says he feels in good shap

### LOS ANGELES

### (Continued from opposite page)

(Continued from opposite page) met by chance in an elevator in the Orpheum Building. No chance was afforded to see which was the taller-both held out. Cliff has been working downtown during the holidays for a de-partment store and Tex busy as sales-man and on promotions. Mrs. J. L. (Judge) Karnes had the pin-ons at Philharmonic Auditorium. Harry Hancock, general agent Archie Clarke's Shows, is associated with Maurice Raymond. The show opened December 29 at Savoy Theater, San Diego.

Dlego.

Diego. Diego. Louis Ringold, general agent Zeiger Shows, is spending the holidays in Louisville, Ky., with relatives. Will soon return to Dalhart, Tex. Walter Hunsaker has finished with the filming at Grand Central Airport. Will store paraphernalia. Has contract to supply equipment on another film to be put into production February 1. Ray Fortune had a very fine pre-holiday business. Lee Barnes and Jimmie Dunn are opening a cafe on Valley boulevard.

holiday business. Lee Barnes and Jimmie Dunn are opening a cafe on Valley boulevard. Both plan to troupe coming season. Jim-mie's specialty is handling restaurante-recently disposed of two he had operated. Dorothy Bascomb and Chief Myers, who had been operating Marigold Gar-dens on Footbill boulevard, have dis-posed of their holdings and will promote a new place. 8 place.

Hadji Ben Bartouk in town for days. Taking a magic show to the Orient. Sailing January 7 from San Francisco.

Thos. J. Hughes is now located at Long Beach

Beach. Charley Curran, general agent Crafts 20 Big Shows, in town for a few days. Starting on acother "scouting" cruise. There is a lot of activity apparent with the several carnivals wintering in or near this city. All seem to have a rather optimistic view on prospects for the coming season coming season.

### Short Biographies Of People Engaged in Carnival Business

Under this heading each week will appear a short biographical sketch of some person active in this field.

### No. 18-F. Percy Morency

Mr. Morency was born at Sherbrooke, Que., Can., May 19, 1886; hence has passed his 46th milestone of life. He has been in show business 25 years, his first connection with Ferari Shows. During connection with Ferari Shows. During his career he has been on office staff, mostly as secretary-treasurer, of various prominent carnivals, including Polack Bros.' Enterprises, Rutherford Greater Shows, Polack Bros.' 20 Big Shows; World at Home Shows, seven years; Johnny J. Jones Exposition Shows, two years; Great Parker Shows, manager one season; west's World's Wonder Shows, six years; William Glick Shows, two years, His wife's name is Alyne Potter Morency, who is also active in amusement busi-ness. His father, W. W. Morency, resides at Montreal, Que, Can. He is a member of B. P. O. Elks. He doesn't claim any particular hoby.

### 'Pickups'' From Columbia By GEORGE HIRSHBERG

COLUMBIA, S. C., Dec. 30.—Everything quiet at winter quarters of Cellin & Wilson Shows until the first week of January. John Wilson and I. Cellin will attend Virginia fair men's meeting.

Col. Buck Denby and wife left for Hot Springs, Ark. Harry Biggs and wife to Dillon, S. C., for the holidays. Jim-mie Simpson left—after being made the honorary president of the "Jack Pot Club," in the absence of Colonel Denby. Joseph Marks presided at the last meet-ing ing

Jimmie Winters in town with a load of apples. Slim Milligan in town after closing with Tiger Bill's Circus. Henry Mears also arrived.

Al Harvey made a trip to North Carolina, but is again holding down his chair in Imperial Hotel lobby.

The local Elks held a one-night carniat Township Auditorium which was huge success.

Smiling Jack Holmes scen clowning in a local department store and also as a one-man-band.

a one-man-band. Charles Jackson still holding down his berth in a local jeweiry store. Business okeh for Mrs. I. Cetlin and Mrs. John Wilson at the Auditorium. "Babe" Hunter seen on the streets getting ready for a trip to Florida. Mr. and Mrs. D. C. McDaniel still hand-ing out gasoline and sandwiches. Aima Lee, with her entertainers, still here and doing nicely at theaters and schoolhouses. The writer still putting on wrestling.

The writer still putting on wrestling matches. Every Tuesday night a real night's enjoyment for all showfolks in town.

The boys at Cetlin & Wilson quarters The boys at Cetiln & Wilson quarters were treated to a dandy Christmas din-ner that was cooked by Mesdames Cet-lin and Wilson. A full-course turkey din-ner with all the trimmings. George 8. Marr, who was in town, left for his home in Mt. Olive, N. C., to spend the believe

the holidays.

### **BINGO CORN GAMES**



DORAL DINA

### THE NEW DEAL SHOWS

Playing business district lecations, want legitimate Book Concessions only Cock House, Mcray-Go-Round Book Concessions only Cock House, Mcray-Go-Round and Musiclans for freshered Minster Show. With and Musiclans for freshered Minster Show. With be good. Reasonable rates and we move every week. Henry Beth, emes cn. All and! Week Jan-uart 2. Ewalmabor. Ga.; January 6. Millen, Os.: January 16. Sylvanis, Gu. T. L. DeDRICK, Mgr.

MIDWAY CONFAB

By DEBONAIRE DAB



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At Introductory Prices. Immediate Deliveriot. PENNY HEARTS

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A PROVEN



IN A COUPLE of weeks the Western Canada fair men's meeting at Winnipeg. Who will get the midway contracts?

LEW DUFOUR has been quite notice-ably adding to his avoirdupois-not just his tummy-the added flesh is symmetri-cally distributed. Lew surely looks fine.

THE COMING SUNDAY, Pacific Coast Showmen's Association holds its annual memorial services at "Showmen's Rest" in Evergreen Cemetery, Los Angeles.

HAPPY GRAFF, who has been lot man and builder with various caravans, is this winter managing Dixie Tourist Court at New Orléans.

PER A POSTCARD from Bennie Smith, the "little trick drummer" was enjoying the holidays at his adopted city, Kinston, N. C.

AFTER CLOSING a successful season in the Northwest, J. P. (Fat) Kayl, old-time cockhouse man, returned to Den-ver, where he has been operating a cafe.

MR. AND MRS J. E. (Shanty) Mahoney are among "those present" at winter quarters of Castle-Ehrlich-Hirsch Shows at Shreveport, La.

EVEN SOME habitual knockers against carnivals at Savannah, Ga., praised the spirit of Johnny J. Jones Shows' attaches In behalf of the recent charity circus staged in that city.

IT DOESN'T behoove anyone in show business to "swell up" after a good break of amassing a few (or many) thousand dollars--not intended as a personal slam at any individual.

ED HICKER, Auna Hicker, Dell Hicker and Pearl Gray spending the winter at Fort Pierce, Fla., and greatly enjoying the fishing and bathing—Ed says fish catches average 25 to 60 pounds daily.

FOR THESE few months before starting a new season are you planning entra-estly-that is, logically? Incidentally, a question each individual can ask himself or herself.

AFTER ENJOYING his "Christmas leave" at Hot Springs, Hi Tom Long has returned to Veterans' Hospital at North Little Rock, Ark., where he will remain, indefinitely.

FROM RUSK, Tex., G. H. Miller scribes that after "all the cold rain, sleet and snow" members of Bill H. Hames Shows enjoyed Christmas dinner outdoors—in the "beautiful sunshine."



VETERANS: At left, Gene DeKreko; right, Gabriel (Gabe) DeKreko, who played the first midway in this country-at 1893 world's fair in Chicago. Of late with Castle-Ehrlich-Hirsch Shows. Photo taken the past summer. In center, the late Siada (Mrs. Gene DeKreko), who passed on a few months ago.

T. GREGORY MURPHY postcards from Earle, Ark., that he is in that tity and has just recovered from an attack of the flu

> Last year was a "stew," Surely this one won't be-Th' shroud for '32 An' hats off to '33!

RECEIVED WORD last week that Won-derland Shows will be launched the coming season under the combined manage-ment of M. J. Lapp and Al Porter.

\$1500

MONTHLY

PROFIT

Operators are carn-ing this large profit in storerooms and loca-tions.

tions. Now operating suc-cessfully in Northern cities, including Buf-falo, Pittsburgh, and falo, Pittsburgh, and falo, Pittsburgh, and

Kansas City, Mo.

falo, Pittsbu Florida a G Coast towns.

Al

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NEY-GETTING CONCESSION IN THE WORLD." the Past Season at Concy Island, Atlantic City and Paelfic Coast Towns,

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Write for particulars, or come to Kansas City and see PENNY HEARTS in operation in store-room locations, we furnish everything complete. Order now. We are the sole manufacturers.

HEARTS MANUFACTURING COMPANY

THIS EDITOR is of the opinion that "carnies" is not a fitting term, rather be-littling. Which explains its replacement in submitted communications to Midway Confab.

BEN DIAMOND, guess-weight scales worker on fairgrounds and with carni-vals, is at present in Philly---"holding tips as a representative of Philadelphia Gas Works."

R. E. (SMILES) DEWEY, last season operator Merry-Go-Rould with C. F. Zeiger Shows, infoces that he is in good health and doing fair with his poultry business at Phoenix, Ariz.

LOUIS EISEMAN, of Alamo Exposition Shows, and I. B. McCoy, of Beckmann & Gerety's Shows, stopped off in Chicago during holidays week while on their way

WRITING FROM Honolulu, December 11, Hadji Ali stated his engagement with Fernandez Attractions, with which his own show has been associated, was prov-ing very pleasant and profitable at the Elks' Carnival at Honolulu.

POSTCARD from the veteran show-man. Charles Seip. of late years with C. R. Leggette Shows, from Jena, La., informed that Charles was lli of the flu and that his eyesight trouble has not been improving.

PAT BRADY and wife, Billie, are connected with Sam Grassman and wife in an eating establishment at Charleston, S. C. Report is that they have been planning the opening of a roadhouse near Charleston.

MERRITT ANDERSON, who had midg-and anake shows at Revere Beach, et

Mast., last summer season, infocs the ton, N. B., and may be connected with weil-known Canadian carnival next sea son.

RODGERS & HARRIS (week-stand fraternal circus) used to have several concessions at each date handling local merchants' merchandise. That was portion of the "local atmosphere" and was remuneratively incorporated—several rood angles to it good angles to lt.

MRS. L. J. STALLO, widow of the late "Slim Jim" (also formerly known an "Verno" and later "Kelley"), living-skele ton attraction, who died last summe from injuries received in a living truck accident, is spending the winter at the Stallos home city, Punta Gorda, Fla.

DALE RULE, who, incidentally, has a brother named Golden Rule, passed thru Cincy last week en route to Texas-ut join some caravan in that section. Wa two years ago with D. D. Murphy Show and a while last season with Dec Lang Shows.

AS A MATTER OF RECORD: Early in 1923 the following appeared in this "col umm" then headed "Carnival Caravans"-same editor): "How much are you pay-ing this year to help be a fair? Is it ou of all 'privilege' reason-merely to over come competition?"

RICHARD SHEAKS, concessioner with Bruce Shows last four years, is spending the winter with his mother at St. Marya, O. His brother, Floyd, is in the South with a kiddle ride. Sparky Steffy re-cently visited Richard while en route from California to look over winter quar-ters of several caravans in the East.

THE NICHOLS BOYS, Harry and Al cotton candy workers, mude the recent Pet Show at Madison Square Garden, New York. A communy from Al humor-ously sums up results thus: "After working all week our auditing depar-ing out three lead pencils discovered that we were only hooked \$2--not bad, eh?"

mon's corn-game truck. . . Repairing and painting the rides, seven in number next on program. . . Assistant Man-





rhomas Berry has completed a spa-and nifty "home on wheels." LaPage has recovered from a four siege of the flu and is now book-Bob and Betty," billed as the Sky rs-endurance atop a high flagpole.

CHARLES H. POUNDS, Jimmy Austin Price, who had been working ales in the South and in Southern n sales in the South and in Southern hio left Sharonville, O., In Pounds' mbined stock and living truck early st eek for the East. Mrs. Pounds and n. arence, and daughter, Lucille, are maining at Sharonville for a while, arence still attending school there.

CK CLEVELAND, pioneer guess-nt scale man, dating back many on midways at big expositions, and with carnivals, arrived in Cinoeen itis. ti last week from the South. Dick been suffering painful attacks of tis. He is looking forward to deliv-this close-guessing and humor at orthcoming World's Fair in Chicago.

LIUS GRIFFEL, former secretary-mere Bernardi Greater Shows, and Mckles, formerly with Mrs. Stella denbrook's midway restaurant with shows, also Greater Sheesley Shows, it the holidays at their respective es in Brooklyn and Binghamton, N. Report that aitho their sales promo-for the past year were not up to previous year's accountings, results e satisfactory. atisfactory.

CQUAINTANCES of Mr. and Mrs. a F. Maynes in Florida have been king forward to the "coming down e" of the prominent inventor and his lable spouse. Be it recalled that last after off Miami coast Mrs. Maynes ked a fine specimen of Epinephcius rio (which in "plain English" is red per); in the fishing party Mr. and Epin Gettman, Mr. and Mrs. Maynes i Mrs. Maynes' sister.

EN PEOPLE partook of a Christmas her, at which the "festive bird" was feature, at the home of Mr. and Mrs. leature, at the home of Mr. and Mrs. Mer Avery (cookhouse last two years b Weer Shows) in Cocoa, Fla. Besides Averys, Mr. and Mrs. Harry Richard-i (lee cream), P. B. Hunell, Bill ompson and Mrs. "Bingo" Avery's lher-in-law, S. T. Lincoln, of Jackson, h. Mr. Lincoln was notified of the th of his brother, Mat, at Jackson.

H. AND MRS. CURLY WILSON gave Christmas party at their home in reland, where Capt. Curly is super-andent of the Zoo. The guests: Mr. d Mrs. John Brennels, Mr. and Mrs. Demaline, Mr. and Mrs. J. Douglas, and Mrs. L. Brennels, Dr. A. Et tin, Eldine Demaline, Mr. and Mrs. & Neville, Mrs. M. Buck, Mrs. William ho, Mary Franklin, Julia Brennels, en Buck, Lilian Tolman, Jacoline iglas and Frank LaBarr. iglas and Frank LaBarr.

OLLIE SHOWS "PICKUPS"—Mr. and Harry Hunting have signified inten-iof having their Ohairplane again h the show coming season. . . Last ON's electrician, Robert (Blackey) intes, will again be in that capacity the missus will have concessions. . Others with the organization last immer and to again be on hand include OLLIE SHOWS "PICKUPS" -Mr. and mer and to again be on hand include ak Watson, concessioner, and who mail man and salesman *The Bill-*d; Art and Marie Ritter and family nk d; Art and ...... Mae Morrison.

ROUPERS planning on spending the ter in Florida with just enough funds a little over) to get there, and figur-"Til get comething to do after I get re," should immediately change their ns — which is a summing-up of a mber of ietters received from road-is who so planned. Movie house in-bits almost have the official "ex" on blue the efferent and courters, show sts almost have the official "ex" on bbing the citizens' and tourists' show utna-that is, against carnival en-ements in the State except at fairs, -incuts in the State except at fairs, --and there already are oxides of un-ployed applicants for every other-n-show-business job. By the same of folks (showfolks and others) have unacd north, preferring the proverbial owbails" to trying to exist on "warm nate."

### ler Greater Shows

DA, Okla., Dec. 29 .- "Holidays week." MDA, Okla., Dec. 29.—"Holidays week." week of parties for the entire crowd. dell Roberts returned just in time to be charge of the big Christmas party quarters and Flo proved herself to be ideal hostess. Christmas day there was gathering at quarters of all the at-hes here and after a big turkey dinner journeyed to the Picture Palace, where W were cursts of the monegouent y were guests of the management. er the show an impromptu dance

was arranged for and the party lasted until morning. Some of the guests were Mr. and Mrs. MacAtee, Captain Cherry, NEWBURG N & Dec. Mr. and Mrs. Bill Beatty, Normon Smith, A. G. Molgard, Mrs. Rose Lee, C. Scott, Louis Nagolas, Bill Cantrell, Harry Dixon A. G. Molgard, Mrs. Rose Lee, C. Scott, Louis Negolas, Bill Cantrell, Harry Dixon and wife, George D. Ranny, Bob Miller, Bill Murray, Frank Spencer and Dick O'Brien. Music furnished by Brewster Thomas and his Six Wildcats. Re-freshments were in charge of A. G. Mol-gard (Molly) and he scored 100 per cent. Jim Lingo was master of ceremonies. Charles Gearhart, who has booked his concession on the show for the coming season, informs from Oklahoma City that he will ship here about March. Louis Isler inford from Oklahoma City that he was sorry he could not spend the holidays with the folks at Ada, but he atomed for his absence by sending down several cases of home-put-up preserves. After the, first of the year work again ready for its 23d annual tour. MARK BRYAN.

### **Famous Pollie Shows**

FALL RIVER, Mass., Dec. 30. - The FALL RIVER, Mass., Dec. 30. — The equipment—rides, shows and concessions —of Famous Pollic Shows has been stored away at winter quarters at Brock-ville, Ind., since the closing date of Pollic Shows last fall, and outside of Howard Hensen, superintendent, there has been no show attache there. The old power house owned by the city is used as Hensen, superintendent, there has been no show attache there. The old power house owned by the city is used as quarters and was provided Manager Henry J. Pollie, gratis, in order to have the show winter there. While there has been no activity up to this writing, work will start at quarters the coming week—not a big crew, just two men bc-sides Hensen—Art Fuller and Paul Mar-tin, both ride men last scason on the Merry-Go-Round. Fuller will be in charge of painting and Martin in the carpenter department. Each show, from ticket boxes to stakes, will have its own set color scheme. Bert ("the Swede"), electrician, writes that he will arrive at quarters late in January, to overnaul the electrical equipment and effects and wire up the new arch to be constructed. General Manager Henry J. Pollie, ac-companied by son, John C., are now on a business trip. The writer, who in association with the Pollics will own and operate the show, will act as general representative and will take up the duties in advance as soon as Miller's Modern Museum closes its current indoor tour. Plans for the advance will be along the same lines as last summer, when the same lines as last summer, when the writer had a crew of promoters out ahead; plenty of paper, stock and spe-cials being used.

RAY MARSH BRYDON.

### **Golden Rule Shows**

Colden Rule Shows Coving Ton, Ky., Dec. 30.—With the paring of the new year the work of pre-paring the equipment of Golden Rule Shows will get under wuy, altho some re-paring the equipment of Golden Rule Shows will get under wuy, altho some re-paring the equipment of golden Rule Shows will get under wuy, altho some re-paring the equipment of golden Rule Shows will get under wuy, altho some re-paring the equipment of golden Rule Shows will get under wuy, altho some re-paring the equipment of the formation where and Whip. Frank Hooks, the Tweed Johnson will build show fronts and bally. The scenic work on the new foots will be very attractive, even more so than during past seasons. The show foots will be very attractive, even more so than during past seasons. The show foots will be very attractive, even more so that further the scenic work on the new foots will be very attractive, even more so that further the scene time in April J. F. Dehnert, business manager, is already husy on the route and book-ings There are quite a number of show-folks wintering in this city and vicinty. Ammy trery, Jack Doty, Chief Wright, Mr. and Mrs. Mandell, Dave Hennessy, Diffor Hufman and E. V. Richardson, who is this week directing the Indoo who is the week directing the Indoo who is the week directing the Indoo

### **Great Lake Shows**

SYRACUSE, N. Y., Dec. 29 .- Work at STRACUSE, N. Y., Dec. 29.—Work at winter quarters at Brockport, N. Y., has been progressing, including the painting of trucks, rides and fronts, under direc-tion of Fred Chambers. The manage-ment plans having everything bright and inviting when the show opens its new season. Manager Tom Hoctor has purchased a new riding device, making the list of attractons so far 5 rides, shows and 15 concessions. b shows and 15 concessions. Capt. Billy Reynolds' Deep Sea Show, George Hughes' Girl Revue, the writer's Side Show, Prof. White's Dog and Pony Circus Show, Frof. White's Dog and Pony Circus included in the roster. Frof. George Hilton has booked his free act. Gerald Barker will have charge of the cook-house, his second season. The writer made a trip to winter quarters Sunday after playing Santa Claus at a local department store and found everyone there in good health. TOM IRVING.

# The Billboard — CARNIVALS

NEWBURG, N. Y., Dec. 29.-Work at inter quarters here was practically suswinter quarters here was pract pended for the holidays week. Winter quarters here was practically sus-pended for the holidays week. The four major rides belonging to Mrs. Mabel Reid have been scraped and their oid paint burned off, and in the spring these de-vices will be resplendent in new color schemes and unique lighting effects. Earl Reid is negotiating the purchase of two 37%-k.w. generators for the instal-lation of his own lighting system. A new 20x30 marquee, with a big band or-gan, has been purchased for the entrance, as it is the intention of the manage-ment to use a pay gate. Capt. Smiles O'Timmons and his water circus of five people will present a spectacular free at-traction on the midway. Ted Mundorff, who has charge of the working crew of seven men at quarters, has worked out plans for two novel show fronts. It is not the plan of the management to car-ry a great number of shows, but each one "must have earning power and pres-The four points for the bino for a show from the arrow for the management to car-ry a great number of shows, but each one "must have earning power and pres-sent something different in the way of carnival entertainment." Fred Swallow and his "better half" recently came from Funta Gorda, Fia. They are framing three shows for next scason. Eddle Coe, late of Coe Bros.' Shows, has been en-gaged in an executive capacity. Mr. and Mrs. Earl Reid and daughter, Helen, spent the Christmas holidays with rela-tives in Portland, Ind., combining busi-ness with pleasure, Mr. Reid also looking over the Middle West teritory. Before returning to the East placed Helen in an exclusive girls' school in Columbus, O, for the remainder of the winter. All of which is from an executive of the show. show.

### **Golden Gate Shows**

EL DORADO, Ark., Dec. 29.--The show is tucked away in winter quarters on West Hillsboro street. Owner Joe C. Tur-ner has an apartment, which is a rendez-tous for many showfolks. There has not been much activity at quarters since the been much activity at quarters since the show closed its ceasen, altho a crew of painters under direction of Paul (Skip-per) Becker is at work on banners. How-ever, the management informed, Christ-mas Eve, that work would be in full swing after the holdays. The crew of builders, etc., will be headed by Minor Parsons, who has been in that depart-ment and in employ of Mr. Turner a half-score years. Christmas was a gay occasion. Attaches of the show in quarhelf-score years. Christmas was a gay occasion. Attaches of the show in quar-ters and wintering at residences made merry. A neatly decorated table was ar-ranged and all enjoyed a bounteous dinranged and all enjoyed a bountcous din-ner. Music was provided by the mem-bers of the Minstrel Show remaining at quarters. Joe Turner was "Santa Claus" to the entire personnel. W. S. Conway and Mr. and Mrs. Sam Hawkins, former concessioners with this show, were his guests at the dinner. Ray Shoemaker and wife, Abby, have booked their Deter-mination Hoyt attraction with the show for the coming seson. Sam Petrole will mination Hoyt attraction with the show for the coming season. Sam Petrole will have charge of the Athletic Arena. Capt. Fred Cunningham's high-wire act will again grace the midway. The manage-ment plans opening early in April and carry about 10 shows and 7 rides, and carry about 10 shows and 7 rides, and play the Northern and Eastern States. All of which is according to an attache of the show.

### **Friendly City Shows**

PITTSBURGH, Dec. 29. Things are quiet in winter quarters during holidays week, but will be humming by the time this is in print. Manager John Gecoma and Harry H. Winters made a trip to Ohio and New York State in interest of the show, Bob (Blackle) St. Clair re-ceived the sad news from his home in Idaho that he had lost his sister and ceived the sad news from his home in Idaho that he had lost his sister and brother-in-law and his father was seriously ill of ptomaine poisoning. Latest bookings with the show, L. M Leader, concessions, and Mike Mutt, con-cessions. Billie Winters was a visitor at quarters, from Columbus, O. Charles Hull, calliope driver, was on the sick list for a couple of days; also Assistant Manager Winters. Messrs. Gecoma and Winters have purchased a new calliope, making two for the show-one will be in towns a week th advance of the show. Also purchased nearly all new ground cable and a loudepeakar system will grace the midway for announcements from the newly built office bus. Kenny Hall has signed with a new Athletic Show, with truck and trailer now being built at quarters. Tom Sutter will be in winter quarters in plenty of the opening. MRS. HARRY H. WINTERS.

### Showmen's League of America

CHICAGO, Dec. 31.—A slight decrease was noted in the attendance at the meet-ing of December 29, due to the fact that some of the brothers have not yet re-turned from their holiday trips and others could not yet forego the excite-ment of the LaBarba-Paul fight. Those who attended the fight arrived too late for the meeting, but joined the after fes-tivities. President C. R. Fisher was in the chair, while scaled with him at the table were Treasurer Jack Benjamin, Sec-retary Joc Streibich and Past Presidents E. F. Carruthers, Edward A. Hock and Sam J. Levy. "Twas an interesting meet-salls are set and the League is on Its way to a big year for 1933. Brother Lew Dufour dropped in for a call, but was too late for the meeting all the boys were indeed glad to welcome him, as his visite are far apart. "When this news reaches the world the

Min the boys were indeed giad to were in him, as his visits are far apart. When this news reaches the world the New Year's party will be a thing of the past. A wonderful afair is predicted. Past President Sam J. Levy was indis-posed at his home during the Christmas holiday.

Brother Tom Vollmer is still on the sick list at his home on Washington boulevard. Brother Lou Keller left for Kansas Oity,

where he will be the representative of the League at the New Year's affair of the Heart of America Showmen's Club. First Vice-President Charles R. Hall dropped in for a short visit on meeting night, but the press of business at the Collseum made it impossible for him to star here. stay long.

Some of the brothers report that they have arranged to work at indoor affairs on New Year's Eve.

on New Year's Eve. Brother Courtemanche arranged the Christmas decorations for the rooms, while the house committee and helpers were busy on the tree, and everything showed a real Christmas spirit. Brother Courtemanche also placed additional decorations for the New Year's Eve party, Past President Carruthers started the New Year's Dub handling in the spalledies of

Past President Carruthers started the year off by handing in the application of Jack Hughes. This will be placed for ballot at the next meeting. The finance committee report showed that obligations to date have been met and that the League will usher in 1933 with a clean slate. This is a report to be very proud of. Efforts are being made to arrange a party for about the 22d of February. This will be for members only, and further reports will be made later. Hop-ing to put it over in a big way. President Fisher called attention to the fact that payment of dues is one of the exsential things. Have you given this a thought? If not do so now and mail in yours at once.

thought? If not do so now and mail in yours at once.
The iollowing committees have been named for 1933:
Finance: Joe Rogers, chairman; Felice Bernardi, W. O. Brown, Herbert A. Byfield, Mel G. Dodson, B. S. Gerety, L. L. Hall, George Hamid, Ralph T. Hemphill, W. R. Hirsch, L. Clifton Kelley, Herbert A. Kline and Tom Rankine.
Membership: Nat D. Rogers, chairman; Ben Beno, Larry Boyd, J. W. Conklin, M. J. Doolan, Lew Dufour, Charles H. Duffield, Frank P. Dufford, Frank P. Duffield, Walter F. Dirlver, Sam Feinberg, William O. Fleming, William Glick, Max Goodman, Nat S. Green, Ralph A. Hankinson, Maxle Herman, W. R. Hirsch, L. S. Hogan, Harry, A. Llohmar, Rube Liebman, Paul Lorenzo, Fred H. Kressman, Milt M. Morris, A. L. Rossman, Dave Russell, J. Alsx Sloan, J. C. Simpson, Charles Vanderlip, Frank Wirth and Will Wright.
Rellef: Harry Coddington, chairman: James Chase, A. R. Cohn, E. Courtemanche, A. A. Craig and Dr. Joseph M. Hefferan.
Cemetery: Edward A, Hock, chairman: M. H. Barnes, Fred BecKman, Herson Heine, T. Marros, Fred Beckman, Herry T.

Cemetery: Edward A. Hock, chairman: M. H. Barnes, Fred Beckman, Henry T. Belden, John R. Castle, Fred L. Clarke, Harry Coddington, E. Courtemanche, A. R. Corey, C. Guy Dodson and Floyd E.

R. Corey, C. Guy Johnson, Chairman: Nat S. Gooding, Press: G. J. Nelson, chairman: Nat S. Green, Kent Hosmer, Col. F. J. Owens, Jos. L. Streiblch and Fred Terry. Entertainment: Paul Lorenzo and Entertainment: Paul Lorenzo and

(See SHOWMEN'S LEAGUE on page 45)

ELGIN WATCHES, \$1.85 Each (7-Jewe), 18 Size, New Yellow Casts.) 7-JEWEL 16 SIZE, ELGINS & WALTE., 52.65. FLASH CARNYAR WATCHES, 50c Each. Send for Price List. CRESCENT CITY BMELTING CO., 13 N. Broadway, St. Louis. Mo.

PARTNEE WANTED that has Animals or some Tops preferred, for New Carnival with NEW IDEAS. State all in first letter. BOX D-889, Bullboard, Cincianau, O.

### The Billboard — PIPES

**RUBBER TONGUE** 

NOVELTIES





By GASOLINE BILL BAKER (Cincinnati Office) more) is so busy preparing for his wed-ding day with Mary Ragan that he is not working. I was invited to a Christmas party held in the back of fice and Mike's (Sixth avenue) store. However, a men-talist told me that the menu would be from tonic to herbs and that each guess would be presented with a bill. Peggy and Jack Litten and Eddle Gluck, window demonstrators, just smilled when I asked them how their pre-holiday biz was. Doc Jack LaMell closed his West 125th street store.

street store

### **Optimism Expressed**

With the coming of the new year wo are hearing expressions of optimism and confidence in the future on all sides. Scores of letters received from Pipes readers recently are full of this new spirit, which seems to be growing stronger every day. The last few years have been a period of distress and hard times for many. It is doubtful whether any similar period in the history of our country has re-sulted in more actual suffering and loss of income.

<text><text><text><text>

### 3 **New York City Notes**

### By CHARLES (DOC) MILLER

<text><text><text><text><text>

Al Siegele's pitch-store biz has been a big disappointment, due to location. Cigar pitch stores are doing a fair gross biz.

gross biz. Frances Paccione is a window demon-strator with a wealth of auburn hair and lots of personality. Pre-holiday biz only fair. Her coworker is Bobbie Allen (why men prefer blondes), showgirl and

Men prefer blondes), showght and trouper. Joe Sodickson, utility man for NHA, got so many presents he had to bire a taxi to take himself and presents home. He also gave out many presents—mostly boxes of seeds. Lester Roberts (second John Barry-

Don't forget to look thru the Letter List each issue, as there are always hundreds of letters on hand—and some of them may be for you.

36 NOW'S THE TIME . . . to kick in the news about your holiday spot—and, incidentally, give us the dope about yourself.

As these notes go into the mail the weather is cloudy, with several days of rain predicted by the papers. I would like to read pipes from Princess Zeida, Eddle Ross, Raiph Quin-lan, Red Haley, Billie Blackhawk and Minnie and Jack Glutz.

36

THE NEW YEAR . . . may be only a "babe" now but it surely isn't any "homelier" than 1932 was a year ago—and a lot of us think it has good prospects of becoming quite a "hus-ky lad" a little later on.

WON'T BE LONG NOW . until many of the paper boys will be busy subbing the annual automobile shows.

X 

dows and indoor spots.

DOC E. JOHNSTON

IT LOOKS AS THO . there might be a veritable convention of sheetwriters in Miami this winter, judg-ing by the number of subscriptionists already there.

### X ONE OF THE BOYS

piped in that the Holiday Greetings Num-ber was a credit not only to pitchmen and demonstrators but to the entire show world as mild show world as well.

NOW THAT ANOTHER Now THAT ANOTHER . leap year has come and gone, many of the boys who still jealously guard their "single blessedness" are breathing a liteasier.



BUY HOSIERY DIRECT FROM MILL-Style : Men's Pure Silk Clocked Hose and Plain Cot Assorted, Jako Pine Grade Silk and Wool. In the state of the state of the state of the state as above, only they are sight irregular, Silco Boo NOTE-we guarantee all Sik Hosiery in this to be Fure Silk, no Rayon. All orders must prepaid, or 25% deposit, postage extra. This prepaid, or 25% deposit, postage extra. This READIMO, HOSIERY WILL DIAGO, SAN Pa. Main Office at 147 North Sth St., Reading,

# WHOLESALERS, JOBBERS, NOVELTY DEALERS

Send for our big Joke Novelty List. Samples Live Items, \$3.00, Postpaid. A. H. THEUER CO., 33 Union Sq., New York Ch

GET A TERRITORY, REAL \$ \$ Large Assortions Patriolic Calendars. Hol-Voltrans. Joke Calendars. Hol-Unemployed Voltran. 10 other Nettoria Monto B. E. P. Pacta Appeal Petition. Samples fr VET'S' SERVICE MAG., 180 Mott St., New York City.





We Casty Every Well-Known American-Made Watch, Also Swiss,

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SELLING METLMACH, THE MODERN MACH What is METLINACH? It is a mach that can have fit 1,000 times or more; placed in fire will not hurn; thrown in water does not harm it. Positively fire, water, rat and phildproof. Seems impossible, but the transmissible.

A POCKET PAL-A HOUSEBOLD NECESSITY. WORTH ONE DOLLAR-COSTS ONE DIME Evend Bi for 18 MitLINACHES and Display Easel. Self them and make 50% profit. A big repeater for fails a profitable, paying and permanent basieas. Sample, 10c. ETALMATCH CORP., 101 Water St., Warsaw, III.



Pre-Age YOUR OWN BEVERAGE OAK-AROME gives beverages the aged-in-the-wood laste that satisfies-adds Nature's own mellowness blends percelly. Mode science aged-in-the-wood blends percelly. Mode science aged-in-the-wood mest Mountain White Oak with obtail imported flav-res. OUARANTEED PURE. SAMPLE-Send loc for liberal Sample-Dull 4-oz Package-snough for plat. Or send \$1 for y refunded if not satisfied. NMME NFRG. Mon-y refunded if not satisfied. NMME NFRG. Co., Dept. 4-518, 18 E. Kinzie St., Chicago.



### The Billboard — PIPES

### Pitchmen I Have Met By SID SIDENBERG

One of the clevcrest pitchmen ad sheetwriters I have met is Si Jilman. 66 years of age and ill about as good with the peelers the sheet as any man on the ond many years younger. Si has

the sheet as any man on the ond many years younger. Si has been bucking the hazards of the road for the last 44 years. The J. H. LaPearl Circus trouped into La Fayette, Ind., one bright morning better than two decades so. When it left town it had added one Si Ullman to its roster, si sold peanuts and candy in the rund stand. The following year was in charge of the candy cession. Cassion

A few years later Si joined with rs. C. Jessop, known to the fair orld as the lady concessioner. In Jessop operated large cook-nusses. She placed Si in charge one of her largest outfits.

Ten years later Mrs. Jessop died Si went in for himself. In ime Si was recognized as one cf Ime SI was recognized as one of he largest cockhouse operators at many of the biggest State fairs. Aventually church outfits and mult concessions out in on the mofits and Si drifted to the peelers

Altho up in years. Si manages get around as fast as the ounger set. He boasts many hun-treds of friends on the road and s a member of 15 fraternal orand anizations.

Si calls the Plaza Hotel, Indian-

UENTLY BILL GETS . . . uest for a list of open and closed in a certain State, or even in sev-States. There is no reliable way de times) in which such a list could omplied. In a lot of cases towns are ed one month and open the next. Or may be open for one line and closed nother. Such a list would be out of even before it could be complied. best way to find out about any par-lar town is to shoot in a pipe, being to mention your line and the way work. Then if there are any of the working in that town they will be to pipe in the dope asked for.

### X

### × C BOB SMITH

g, Vancouver. etc.

### Los Angeles Notes By H. J. LONSDALE

Doc Stanley Howard was in from Long ach for a visit. Pasche Indian Basscht working in Howard's store—ask him tell the story of "how he let the cat to f the bag." Roy White (Lucky 13) visited the 2SPA clubrooms. He was laying off the holidays. Fred Bold (oldest pitchman on the ast) is all enthused over his new cent scope.

cent scope. Ar. and Mrs. Winchester are working

d on Towne avenue.

Ar. and Mrs. Wincheser are working ef on Towne avenue. Paul Reeves was in from the North. dousiness was oken. Hunter (wire worker), on Main street, w. "Lots of buyers but 'cheap.'" Pienty of inquirers for Johnnie Hicks de Jerry Russell. Pipe in, boys. When this gets to the Pipes column Christmas rush will be over and the when the settling down to the job of bing 1933 a better and more pros-rous year than 1932. Johnny Hartley says "Business is st but prices are low." And that's hat most of them on Broadway report. Gypey Dan recently had a \$300 opera-ne performed on his eye. Reports that will regain his sight in that optio ter 14 years.

"The Black Eyes to Pitchdom Will Find the Exits Open .... By DAVE NEWMAN

By DAVE NEWMAN For the last four years with the ex-ception of one month, I have been asso-clated with NHA in New York. During this time I was approached many times by "promoters," of a certain classification, operating in the Big City, But I con-sistently refused to the up with any of them, for one cutstanding reason. It is my opinion that such operators have done more harm to the pitch business than all other contributing reasons comthan all other contributing reasons combined.

I believe, for one thing, that some novelty-item window displays have no place in connection with a medicine pitch store, the income of which genpitch store, the income of which gen-erally depends upon the sale of a health product. When health is discussed from a platform, a certain dignity must be maintained in keeping with the im-portance attached to the subject. How can this be achieved when the "tip" receives the wrong impression at the very start from the cencral layout of the very start from the general layout of the stor

store? Selling or demonstrating products, alien to the purpose for which the store is conducted, tends to greatly lower the effectiveness of the "health" pitch de-livered from the platform. The fly-by-nights care nothing for the man on the platform. The idea of some of them is to derive a profit from any source available. However, the pitchman can remedy

Is to derive a proof from any source available. However, the pitchman can remedy the situation. When he refuses to asso-ciate himself with those who cannot or will not conduct their establishments in a way befitting the dignity of the pro-fession and the efforts of the men who produce, the "black eyes" to the business will find the exits open. My home is in New York and I prefer operating there, aitho I am now working in Washington. With the advent of the new year I hope that responsible pitch-men will take stock of themselves and work for their mutual protection so that the Big City can again become the fertile field that it was in the past.

### REMEMBER, LADIES .

2 this column is no stag affair. Your pipes are always welcome along with the rest.

"CHRISTMAS WEEK JUST FAIR" . . . postcards Dusty Rhodes from Tampa, Fla. "After the Tampa Fair I will go to the East Coast of Florids."

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"I AM DIRECTING . . . and financing a crew in Allentown, Pa. No arguments—no complaints. I get mine," scribes J. E. Leonard.

COME ON

you indoor and department store dem-onstrators-how's for a few shots of the latest news?

# FROM QUAKER RIDGE

FROM QUAKER RIDGE ... N. Y., Rolling Thunder (and wife-Kiowa Indian Med. Company) pipes in: "Was recently confined to my home for three weeks on account of a bad fall. Just returned from Little Valley, where I bought licenses for the two cars. Came thru Salamanca on the way back and found one pitchwoman, Florence Ken-dall, with corn remedy and perfumes. Sales poor and is going east soon. There are pienty of deer and bear here. We see them nearly every day right from the house. Our trail down to the road is three and a half miles long. We were



recently held up by a porcupine for some time, and on another occasion by a skunk for nearly 30 minutes before we could pass. Had a grand Christmas. About 66 degrees the greater part of the day—pretty good for these old hills, that are usually covered with snow from Oc-tober to April. Am still doing med at the old stand. Why don't more of the old-timers pipe in? If it wasn't for Pipes I wouldn't be in such a hurry for The Billboard every Wednesday. Think I am getting to be quite an old veteran now —will be 89 the sixth of next June."

TALK ABOUT A REAL . Christmas," pipes Doc Carlton V. La-Monte, of the Gilbert and LaMonte Show, from Sheppton, Pa., "it certainly was a happy event for us. Art and Emima Gil-bert and I spent the day at my sister's home at West Pittston, Pa. We enjoyed a great big dinner, including turkey and al the trimmings. This is the first time I have eaten a Christmas dinner with any of my folks in 31 years. We are we abowing in the hard-coal section of Pennsylvania. Business is fair. The mines are working some, but bookings are hard to secure. A good, clean show and fair dealings with the public have key tus working all the time."

### X

POET-PITCHMAN . A B (Zip) Hibler composes: "In sum-mer there are flowers and plenty of sun-heb birds sing cheerful songe. There is beauty in the landscape and the at-mosphere is fine and still the poor old roadman is in trouble all the time. It's of man that mar the good that mature means and makes his life a sham. And still the fools who worship, in preference to all else, have got the nerve to tell the would live a proper life and practice what we preach there would be no room for doubt and fear and life would be a treat. The beauty that we can't deny would be goed as life went merrily on."

### X If It Looks Easy, Try It

If it Looks Easy, Try it In New York there is Dr. Salo Finkel-stein, of Poland, around 35 years of age, who in any competitive contest would greatest mental mathematical artist when it comes to lightning calculations. Or ourse we recognize the fact that here are quite a number of boys in the protession who can add, subtract and do mental problems in the old head. We give these specisters full credit for be-ing good with the figures—but just read on for a minute.



ticians and a few reporters, t drew a big square on a blackt divided it into 25 subsquares. in numbers as fast as they we to him by members of the audit till the squares were filled. Th stantly turning his back to the he repeated the 25 numbers horizon vertically and in a spiral that ended the number in the center space.

Hard? It was "nozzing," said the doctor.

He called for a three-digit number. He called for a three-digit number. Somebody gave him 347, and then an-other, 468. Dr. Finkelstein wrote them on the blackboard and in exactly 2.7 sec-cnds put down the right answer, the product of their multiplication. This was slow time as the doctor works. He can add up 15 digits in a quarker of a second --or as fast as any of the rest of us can swat a fly. swat a fly.

The great Salo offers the explanation 

### The Truth at That

"I 'ear you Americans are planning to give up prohibition," said the visiting Englishman to his American pitchman friend. "Did you ever give up a mil-lion pounds?" asked the friend

lion pounds?" asked the friend in roply. "Oh, deah, nol" exclaimed the English Johnny, "I nevah 'ad a million pounds, you know." "Well," replied the pitchman, "we're not giving up prohlbition either."



All Orders Shipped Same Day Received.

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that he has a powerful "visual memory." One of the hardest calculations he cver made was the multiplication, in his head, of two 10-digit numbers. He used two such numbers as 6,764,023,258 and 2,457,072,643. This feat was recorded at the Ubiversity of Warsaw, Poland, in 1925, and won for him the "world's mental-multiplication" record.

Salo carries in his mind a thousand or so dates, births, deaths, etc. He knows, and can rattle off, pi to 300 places after the decimal point. He knows to seven decimals the logarithms of the numbers from I to 200. His mind is an intricate maze of numbers. When somebody hap-pened to mention the number 347 at his achibition in New York, he said it was the year (B. C.) that Plato died, the phone number of a university president, he named, and that 4.000347 is the logarithm of 10,008. Salo carries in his mind a thousand

Whewl "Vass you derc, Scharlie?"

### X

"ENJOYED A MERRY .... Christmas and the week previous in bed, Doctor's orders. When the folks find this out they'll probably get a big laugh," cards Tom Griffin from Balti-

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### CHARLES SKULLY PIPES .

CHARLES SKULLY PIPES . . . in a sheetwriter's Christmas carol from the "Magic Sunshine City" (Miami): "To me it is truly as advertised, the nearest thing to paradise, with a perfect winter climate. After working thru other Southern States for the last five weeks, coming down from New York, I was glad to end my journey in this city. I thought I had seen the 'old South' tough on the leaf before, but conditions this year are far worse than I ever thought possible. The best you can do is to trade it out for peas, eggs, chickens, semoked ham and vegetables. So I just turned the old bus into a huckster wagon and sold the day's winnings to cafes and stores for scrip and cash. The sheet boys, pitch-men and other gents are well represented "Mianil. All seem to be getting by, as ing conditions are very cheap; 15-cent

62 a week for a room and shirts ered for eight cents. So it looks will be here until April, as orange free and three or four hot forty-day keep my worries away. Quite per men are here, working every urly all seem to have good cars

### TRICKS AND NOVELTIES

.75 BOOKS ..... FOUNTAIN PENS

### 

I PEN AND PENCIL SETS. tive Gift Boxes, Latest Color d Bands. \$3,50 BRODY, 1116 S. Halsted St. CHICAGO, ILL

### **fics**—**DIRECT FROM MFGR.**

arrasers, Premium Suppl Houses and Workers inquire at once for lowest prices aples of our quality Face Powder, Pertumes, Creams, Tooth Paste and Shaving Cream, te today, enclosing 81.00 if complete set of samples are desired. Centrally located-prompt shipment guaranteed. JUNE VAUN LABORATO-RIES, INC., 400 W. Erie St., Chlesgo, III.



# Use the Personal Column Nearly every week the editor this column receives requests to have certain partics write so-and-so and many other askings of a purely personal nature. There is a column in the clas-There is a column in the clas-sified advertising department headed "Personals." Thru this column you may send messages of a business, pleasure or other personal nature to others. The rate per word is low. It would be unfair to regular users of the "Personal" column to publish your personal messages to others in Pipes, except in cases of ill-ness or great misfortune.

(some of them real beauties) just as tho 'Old Man Depression' had disappeared. Among those noted are: King Tut, Finkelstein, Fingers Harris, the DeLucla brothers, Dixon and White Russell, Roy Graam, Jay Lewis, Doc Cunningham, Franks, George Adkins, Cocky Merrill, Richey Kliffer, Tex Dobney, Able Cowan, Sol Casile, Jake Croft, Billy Wilson and Claude Steel with his crew of girl sub-scriptionists. All the boys seem to be happy that they arc here, where a pair of flammel pants, a white shirt and a straw hat are all that is required in the way of clothing. Let's have a few pipes from the sheet boys up in the 'frozen North.' This includes Donahue and Cox, also Waiter Stoffel."

### X

ness or great misfortune.

# "MONEY NOT SO PLENTIFUL . . . as last year," writes Jimmie Starr (saxo-phonist) from Ft. Wayne. "Saw Nat Golden and Al Wagner with a nice store in Toledo. Harry Corry was sticking around. Worked Dayton. South Bend and Ft. Wayne. All three open to soldier's reader, but no money. Went to Gary, Ind., as a last resort. Had two good days there. Town is also open to soldier's reader — good doorways free. Would like to see a pipe from Tom Rogers."

### X

### The Old-Time Medicine Show

Remember the old-time medicinc show, That came to town in the long ago? Gasoline torches raising a glare, To reveal the platform in the village

square?

A banjo's strumming would smite the air, Then magic tricks to lure the curious there: And Doc would rise upon his feet, To give the boys his showman's treat.

With smooth-flowing words, in accents

loud.

He'd orate to the spellbound crowd; Of wonders most beyond belief, Performed by his magio pain relief.

They'd eagerly buy his sweet-scented soap, Salve, electric belts and corn dope; In the old days of the medicine show, That came to town so long ago!

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"A SHORT PIPE . . . to let our friends know we are still working down in 'old Kentucky," post-oards Lou and Patsy Kyle from Central City. "Have played vaude every night since November 11. Not many showfolks

down here now and dates are casy to get. Have our own car and have three and four towns alwad all the time. Would like to see a pipe from Doc and Mrs. Roberts, with whom we worked last senson on a med show; also the Rebels, Lecta Ward and her brother, George. Will stay here until med opens in the spring. Even if it's just a card, folks, send in a pipe."

### X

JUST NOTICED YOUR ..., permanent address form," inks Albert A. Neuman, Detroit. "You are doing a wonderful service for the boys and I hope everyone responds. For four years I have been pitching and pedding pens. Worked Detroit for the last three months and did fairly well. Am heading for Seattle, Wash., after the turn of the year." "JUST NOTICED YOUR

### X

"JUST A PIPE . . . to let the boys and girls know I am still among the living," posts George Partington from Philadelphia. "I had my first chance in 10 years to work in the Philadelphia courtyard. I have never worked here during the holidays. And as usual if was 'too good to be true.' The authorities made 25 of us move out of the work Bin more out of authorities made 25 of us move out of the yard. Biz was so good that we were blocking traffic (they said). I was just getting along fine with paddles. In fact, I had Johnny McLane's old spot. It was good while it lasted. I was the first one they came to and informed that my lease thad expired. Anyhow I got a little of what it takes, so half a loaf is better then none". than none."

### X

### "BUSINESS JUST FAIR

"BUSINESS JUST FAIR." out here," says Mary Ragan from Long the other Sunday. He said, 'Give me the East.' The Nellars are still clicking, the other Sunday. He said, 'Give me the East.' The Nellars are still clicking, the other Sunday. He said, 'Give me the same goes for Mr. and Mrs. Howard, also Mr. and Mrs. Hirsh. Jack Malone is a real showman, trouper and pitch man, being assisted by his charming wife, Peggy. They are running the thetro health store and have made it a winner and top-money getter. Same osaliors working here, as the fleet is nocals of marriage since I have been here. What is this? (Don't get angry, L. K.---stom out here who would make Do Miller a good partner. She is half hely could frame a nice act--and I be hely could frame

### X

"JUST A FEW LINES ... of possible interest to the boys and girls of pluchdom regarding the Southwest." types Louis E. Collins (Roba the Mystic) from Arkadelphia, Ark. "Not many pitchmen working thru this section, but reader is reasonable if proper approach is made to the 'city dads.' Prof. LaRue (hypnotist) worked paddles and slum magic on the streets here recently. Billy Edwards (one-man band), with whom I trouped on the J. R. Roberts Show, played with the Yodeling Cowboys at a local picture house. He still has the old pep he always displays on med shows. A few of the boys are working doorways and corners in Hot Springs to reported poor business. Am trying to

### January 7, 1933

### This Is News

Clara Carothurs, 18, New York City, was enabled to spend Christmas at home because she apologized in court for biting a policeman. (Clara was not a member of the profession.)

play schools thru this section with m three-people magic show, but bad weather has made performance almost an impossibility. Expect to be with Frank Davis at Le Mars, Ia., next seasor with his Davy Comedy Company. Would like to see pipes from Doc J. R. Roberts Bob and Betty Wheeler, Happy O'Curan Tommy Cooper, Doc O'Malley and th man from the 'frozen North,' Frank Davis. Excuse me now while I cut us another thousand."

### X

P. M. COOK 

FROM JERSEY CITY FROM JERSEY CITY Stanley Anderson inks this one: "Sun glad to hear that most of the boys an still making a go of it. One thing about looking over the weekly 'column.' gives you the courage to get out then and line them up for the proverbial kayo Just got in from a roundabout tri thru old New York. Worked Synacuse Watertown, Ogdensburg, Molone, Sara nac, Montpeller and Rutland. A tip to Saranac we had trouble with reader From Rutland we shot over to Portland some of the book boys-right up to Soranac we had trouble with readers From Rutland we shot over to Portland Me.; Lowell, Boston and Worcester Mass.; Providence, R. I.; New Haver Conn., and back to New York again Max Garfein and Dave Guess trailed along. Fair luck was with us up uni-Labor Day. Outside of St. Lamber Que. (on our way to Montreal), our of turned over. After righting it and pre-paring to drive off again a second en-made the identical same upset, terminat-ing with a bang against our car. Eve after all this we were able to get thins on a working basis sufficient to get or ear into Montreal. And what should happen but a third car comes alou with a bang-lost control-and right in to car. What a day! Insurance (a bless ing) covered everything and after a wea-we were on the road again. Would lik to see a pipe from C. C. Kelly."

### \*

CAPT. G. W. SMITH pipes from St. Louis: "Christmas taka me back to my boyhood days and maks me think that I am treading the of paths once more. I made my first his pitch 56 years ago next spring at Rock ford, III., with medicine. I have been in the game ever since, and am still it, altho not as young as I used to but I get there just the same. I hav lost track of a lot of my old friends Many oldtimers like myself seem to be slow in piping in. I meet many goo prospects every year among the new comers. I wish them luck. If I had m life to live over again I would still to the game I were."

to the game I love." HERE'S A LONG ONE from Doc George M. Reed, Columbus "Just received this week's issue of Th Billboard. And, say, I surely enjoya reading Pipes. I have been confined th the house for the last two weeks with the flu. I am dictating this pipe and Mrs. Reed is writing it for me. I lost m Christmas business, but hope to be able to get out and hustle after New Year's I am getting out an entire new line an think that it is going to be some flash Earle B. Wilson is fitting up hi laboratory with all new machinery. Early is a good scout and a clean worker. am told that the holidays found quit a number of the boys on High streed but that they were finding it 'pretu-tough.' Doc Charles Hammond had hi Christmas trees at the corner of Ric but that they were inlining it present tough.' Doc Charles Hammond had h Christmas trees at the corner of Ric and Fourth streets. Same stand for sever years. Bob Heater says he has retire for the winter. Bob is a mighty fin worker. Jack Thomas (of Gold Sea fame) was seen every day at the Devon Manufacturing Company overlooking h Christmas business and wearing h black derby. 'Bill,' I want to congratu late you on the Pipes columns. The boy are beginning to really pipe in. If the will all do their part Pipes will be h fine shape. It is getting more interesting every issue. You surely are right abour not giving the amounts of readers. If reporting a oity open or closed, the boy

Perman	ent A	ddress	Forn	n
t is frequently ne other important rea cation with reader man, leafman, stre	asons, for Ga	soline Bill to Below is a	get into a form w	quiok hich (
ard as soon as				

Name ...... Street . ..... Occupation ..... Number of Years in Profession ..... PLEASE PRINT NAME AND ADDRESS PLAINLY.

mily and a communi pitch The IMPORTANCE of this form TOO STRONGLYI A PERMANENT ADDRESS thru which we can always and SURELY get a letter to you will be of great assistance in helping The Billboard maintain a very valuable service to all pitchmen.

45

build say open for streets or doorways on certain corners, as the case may Many cities are open on private rity or doorways when streets or nrs are closed tight. Three years ago bus was reported wide open and p tchman drove 200 miles to get re only to find he could not work, on the street or market. He hed n on the street or market. He had n all his ready money and I had to d him enough to get to another spot. umbus has always been open for minus has always been open for ways, but the property owners are tle-mot the authorities. At present is not an in-the-money doorway able. Boys, shoot straight and help make Pipes a real service to us all. e your information as to the readers conditions plain and correct. If a is open and not good for your line ay be real good for some other line. all work together and for the good he game. The year 1932 did not i us so well, but we can 'roll up our es' and help each other make 1953 es' and help each other make 1953 G YEAR. Once more I want to say Pipes in the last three issues have the best ever."

Porter, Sammy Applebaum, and Mr. Ellis of athletic show note. JACK A. RYAN. Clayton's, Traveling SAN ANTONIO, Tex., Dec. 29 .- Becauso of poor conditions, including a lack of suitable storerooms, in "The Valley," Clarence Clayton brought his attractions

Clarence Clayton brought his attractions from Brownsville, Tex. to this city, to open in the Mexican Section on Com-merce street, to remain there until he can arrange for a place on Houston street. While at Brownsville Ted Miller, who was advance agent, connected with the Quartermaster Department at Fort Brown, and before taking up his duties he staged a party for the entire Clayton troupe at Matamoros, Mex. All of which is from an executive of the show.

### **Cash Miller's Modern**

All Pipes communications to Gasoline Bill Baker, The Billboard, 25 Opera place, Cincinati, O.

### **HOWMEN'S LEAGUE**

(Continued from page 41) (Continued from page 41) nk E. Taylor, co-chairmen; Sam J. ; Jack Folk, A. L. Miller, Arthur nJ r., Edgar I. Schooley, Earl Taylor Ernie A. Young. buse: Harry W. Russell, chairman; t Benjamin, R. P. Brumleve, A. R. h. Frank Ehlenz, H. J. A. Ernst, whee H. Hail, Harry Mamsch, John S. sant, Ray S. Cakes, Harry Ross and Schulz. Schulz.

### mare Deal Shows

AXTON, Ga., Dec. 28.—The Square Shows were recently organized at la, Ga. Opened an engagement last Saturday and have been having factory business; in fact, the best writer has seen in the South at this writer has seen in the South at this of year for several years. The roe-includes the following: A. Engesser, key Autodrome; Jack Cotting, Afri-Show; Cody Fleming, Athletic Show Airplane Ride; Tommy Fallon, girl w and concession; W. L. Wlesman, up and concession; Sugarfoot Min-s; Tom Hale, one concession; Louis but two concession; Pinkar Edent wife, two concessions; Pinkey Edgar wife, two; Madam Mathilda, one. Thomas, electrician; T. L. Dedrick, ager and advance; Mrs. T. L. Dedrick, and treasurer; the writer, twons. FLOYD R. HETH. two

### w York Garden Earnings

ew York Garden Earnings NEW YORK, Dec. 31.—Corporation re-made public this week show that dison Square Garden Corporation and olly owned aubsidiaries for the six nitis ending November 30 had a net s, after depreciation and other charges. 5130,133 against a \$237,181 loss last For the quarter ending November net income after same deductions \$366,011, as compared to \$77,671 in Boston Madison Square Garden poration, partly owned, is not in-ded in the figures. Boston Garden, the six months ending November 3 of \$9,046 in 1931. Local Garden is leading sports and amusement struc-in the city and one of the top mis in the country. as in the country.

# ston Park Meet Deferred STON, Dcc. 31. - The meeting uled for December 29 in offices of The def for December 29 in offices of the & Hamid between Fred L. Markey, tary of the New England section of National Association of Amusement &, and Major P. F. Healey, depart-th of public safety, for the purpose of ming bills to be laid before the Legis-tre to permit Sunday operation of ous amusements was postponed until Nary 5. Major Healey was called to ary 5. Major Healcy was called York and could not be present. was called to

### **AX GRUBERG**

(Continued from page 29)

equals in museum circles The nk Weduals in indescum circles. The ink West chimpagees are held over the second week and take the No. 2 t with ease. In No. 3 is Ralph, the boy. Madame Ada (Mrs. Jack Kelley private life) increases her following ly and many patrons come to the seum just to hear and see this little Www.nele-Evenceto is the activ Francis-Francette is the extra ed attraction, a native of Philadelphia

Cash Miller's Modern FALL RIVER, Mass., Dec. 29.—New Bedford closed far above expectations; in fact, a very good week was recorded. Saturday the annual civic Christmas party was held on City Hall lawn, di-rectly across from the museum (esti-mated 20,000 people during the day and evening), so the museum henefited from the crowds. The radio broadcasting of Madam Bernard helped to no small ex-tions over WSAR. Yesterday a show was sent to U. S. Veterame 'Hospital with the following entertainers: Capt. Paul Herald and Little Lord Leo (glant and midget comedy team). Bessie-Bessette; Madam and Louis Bernard, mentalists, and son. Norman, dance bit; Harry and Lfly Mc-Gregor, fire act. and Harry pulling a car with his cyclids (biggest hand from the vets); Determination Eddle, doing carpentry, etc., fast; John the Alligator Skin Man; Maxie Sauser and Hosea Wheeler, dwarfs, in a torture act. Laurite Johnson, assisted by the missus, in sword availowing: Actus Schmidt. Rubber Skin Man; Maxie Sauser and Hosea Wheeler, dwarfs, in a torture act: Laurrie Johnson, assisted by the missus, in sword swallowing; Agnus Schmidt, Rubber Skin Girl; Sadie and Leopo, spotted peo-ple, who were presented by Manager Miller; George Johnson and Bill Lomas-ney acted as emsees. The museum was closed for two hours to make the trip. Much good was derived thru the local press—even getting a break in Boston Record (dally tab). A wonderful Christ-mas party was staged by the Millers for the troupe Christmas Eve with a tree, on which were over 400 presents (the whole troupe interchanging), and a turkey dinner served by Mrs. Wheeler and Mrs. Leopo Williams. The show moved here Sunday and remainder of the day was spent attending the theaters by the majority, while Cash and Gertie motored to Manchester, N. H., to visit their son, Jackie, and Cash's mother; Laurie Johnson and wife went to his home. Westboro, Mass., to visit mother; Determination Eddie spent the day with friends at Nashua, N. H.; the writer, Litwith

tle Lord Leo and Owen (Slim) Webb motored to Providence, taking in the shows and calling on Singer's Congress of shows and calling on Singer's Congress of Freaks, playing a date at Fay's Theater with Will Hill's circus unit. Blacky Cos-tello was called home, Johnstown, Pa., because of illness in the family. Tony Benidict went home to Sommerville, Mass., to become a groom. The third "closed" town was opened this week by the writer-agent, when a permit was secured to play Springfield. Mass., follow-ing this spot, to be located at 1293 Main street, facing Court Square. RAY MARSH BRYDON.

RAY MARSH BRYDON.

# More Meney on Profit Sharing Plan. <u>MEN'S SILK-LINED TIES.</u> <u>Silk-LINED TIES.</u> <u>High Priced Labels--Franch Shape.</u> <u>Tind-Thilored-Sult Lined-Open Ends.</u> <u>Ind-Thilored-Sult Lined-Open Ends.</u> <u>Ind-Thilored-Sult Lined-Open Ends.</u> <u>Mark Constantion</u> <u>Addates Sales Constantion</u> <u>Michaell CRAVATS.</u> <u>Depi. NW-53, 37 Union Sq., New York.</u> **Ten Commandments**

For the Year of 1933 By ERNEST H. EATON

Thou shalt love thy brother show-

man with thy whole heart. 2—Thou shalt pay all thy honest debts, 3—Thou shalt not cover thy brother showman's paper until thy brother hath left town.

4-Thou shalt visit thy brother show-man when he is in trouble and offer him thy assistance. 5-Thou sh

5-Thou shalt not talk about thy brother showman's show except to praise

it. 6--Thou shalt not allow thy show to pass thru places where thy brother show-man is exhibiting his show. 7--Thou shalt advertise only what thou hast; nothing more, nothing less. 8--Thou shalt be ready at a moment's notice to co-operate with public officials in order to leave a good impression.

9-Thou shalt conduct the affairs of thy show so there will be no chance to criticize. Thou shalt see that thy em-ployees behave themselves on and off the lot and that thy employees are kind and considerate to the little children.

10-Thou shalt not forget to send The Billoard thy route regularly. This thou shalt do without fail, for an emergency might arise when said route would be of the greatest need.

State will work for their money steadily.



# Upturn in Business Noticed In the South and Southwest

LITTLE ROCK, Ark., Dec. 31.—For the South and Southwest, from here, 1933 will be a far more prosperous year than 1932. Not saying much? Probably not, in volume of business. But some sort of upturn in this part of the country is evident. The most serious hindrance of them all—lack of confidence and dis-trust of seasoned judgment—is gradually being dissipated in the expansive activi-ties of large corporations and industries operating in Oklahoma. Louisiana and Arkansas, but owned elsewhere.

For example, a great mail-order house has announced in a front-page newspa-per story its intention to double the size of its already big store in this city and employ twice as many people. Things like that, continually emanating from other sources in surrounding States, show that faith in the future of this region is not entirely come and those region is not entrely gone, and those here who must, to a large extent, de-pend on their living from these North-ern and Eastern-owned firms, realize that

ern and Eastern-owned firms, realize that they see in this section of the country a promise of a new dawn, commercially and industrially. At least you correspondent shall state this and stake his reputation for au-thentic news gathering on it: In the coming year money will still be spent on reputable amusements in Oklahoma; the State fair will continue to flourish and the blg dircuses will draw handsomely in Oklahoma City and Tulas.

las will come again next year and many thousands will file thru the turnstiles with a little more money than they had this year. Louisiana, from New Orleans to become that the turnstiles to turns

this year. Louisiana, from New Orleans to Shreveport and from Natchez to Junc-tion City, will again welcome with its patronage the traveling shows. Old Missouri, of course, will continue to be the field for anything good in show business; the rigid grip of idleness for thousands of workers cannot last much longer, and the farm lands will as usual continue to be good. as usual continue to be good.

Next year, as this one, Tennessee will again turn loose with its amusement-loving public. As for Arkansas, to be fair it must be

As for Arkansas, to be fair it must be stated that conditions do not look very promising. But neither did they last year, nor the year before. But this is a fact, business conditions here, be they appertaining to the show business or otherwise, while not very flourishing at present and likely to be far behind the present and likely to be far behind the other States mentioned when revival does come, will not be built on that artificial-ity that precipitated the crash. This city and State have never had a boom as have the others mentioned herein. So when things around here do get going again they will be on a sound basis, and while recovery or progress toward re-covery may be slow, it will be certain. and the lessons taught by the flood, the drought and the depression will be used At least you correspondent shall state city and State have never had a boom lay by part of it faithfully and spend this and stake his reputation for au-then the news gathering on it: In the So when things around here do get going So this correspondent hereby expresses coming year money will still be spent on again they will be on a sound basis, and his faith in the South and Southwest reputable amusements in Oklahoma; the while recovery or progress toward re-during the coming year, basing his con-State fair will continue to flourish and oklahoma City and Tulsa. The whopper of the State fairs at Dal-in good stead. In short, people in this it will come.



describes 87 money-making opportunities fo starting own business, home, office. No out fits, ELITE, 214 Grand St., New York. ja285 ZOE BLADE HONE THAT orksi 25c. PERIOLAT, 4630 No. Ashland, RAZOR Work RESURRECTION PLANT - UNIQUE

novelty; miracle of nature. Costs below 2c sells for 25c. Write C. E. LOCKE, 7 Rio St. Mesilla, New Mexico.

sors Sharpeners, Gas Lighters, Razor Blades, Aspirin, Breath Gum, Chewing Laxative, Ad-hesive Tape, Folish, Handkerchiefs, Folishing Cloths, Shoe Laces, many others. Attractive displays. Catalog free. SUPERBA CO., 8-301, Baltimore, Md. SELL STORES OR HOMES -- SCIS-

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ALL LIKE NEW - GOOFY, \$10.00; ALL LIRE NEW — GOOFY, \$10.00; Screwy, \$9.00; Bally Hoo, \$4.00; Improved Bally Round, with Legs, \$7.00; Juggie Ball, \$12.00; New Stands, \$1.50. Immediate delivery. One-Hail deposit. B. SNYDER & CO., Jobbers, 1720 Cedar St., Allentown, Pa.

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### INSTRUCTIONS AND PLANS

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### bin & Cherry Shows

ONTGOMERY, Ala., Dec. 30. -Mrs. in Gruberg has changed her plans is still here. She will not take an tment at Miami, altho she will spend of the winter with Model Shows of Fica. Rubin Gruberg arrived from Springs and will spend a few days his family before leaving for Tampa. Nagata and his crew are busy ding a trailer for Mrs. Gruberg's au-oblie, on which to carry their trunks baggage while in Florida. Mr. and Gruberg will be here another week Gruberg will be here another week pre leaving for the fairs in that & Waiter A. White, ever-popular ager of Rubin & Cherry Shows, sent boys at quarters a box of clgars. ch were enjoyed by all. Frank Ed-ds left for Shreveport, La., and will be back. Mickey O'Nell had a bit of fortune the other day. He put on a led Alive act in town and while he in the ground the ticket seller, who

was a local man, decamped with the funds for parts unknown. J. A. PEARL.

### **Corey Greater Shows**

Corey Greater Shows PHILADELPHIA, Dec. 29.-Work at whiter quarters will start about the mid-dle of February, under direction of Jack Exple, master mechanic. Jimmy Nolan, who had Mickey Mouse Circus last sea-son, advises he will be back with a new fraeque, was a concessioner with this show some years ago, and Manager Corey says "a wonderful fellow, too." Big Bill williams, who had three shows last sea-son, writes from New York, where he has an auction store, that he will be back. Freeman Foster and the missus, conces-sionerset County, Tennessee. Raymond (Bud) Parker is hibernating at his home town, Lambertville, N. J. Harry Mutchler, El Wheel operator, has an auto repair

shop at Easton, Pa., for the winter, i Charles Hulfah, Jim Clarke, Waiter Ap-pleby, Jim Sceds and Curly Long are also wintering at Easton. George Muligen and the missus at Reading, Pa., where they are rebuilding their show outfit. Charles Keys, iot and concessions super-intendent, and George C. Smith, in Cum-berland, Md. Stewart Wachter Jr. and wife, who have a restaurant at Bethle-hem, Pa., were visited by the stork November 6. Stewart and his father formerly had concessions with this show, Whitey Goodrich, ride foreman, and wife, concessioner, are wintering at home. High Point, N. C. Frenchy LaMar, who had Athletic Show with this caravan in 1929, is having some success with matches in New England States. Manager E. S. Corey is busy these days in connection with a tour for his bazaar company in coal fields New England States. Manager E. S. Corey is busy these days in connection with a tour for his bazaar company in coal fields of Pennsylvania, Maryland and West Vir-ginia. He advises that the Corey Shows will open next season here—his birth-place and where ahow was organized in 1909—if permits for carnivals showing in Philadelphia are granted (?). Ed Steven-

son and wife (Mile. Alberta) are settled for the winter in Trenton, N. J. Manager Corey just returned from a trip to Queen Village and Flushing, N. Y., where he visited relatives. Howard Jennings, of Brooklyn, has contracted three conces-sions and shipped them to winter quar-ters. Mr. and Mrs. R. H. Miner and son, Robert, have their rides, shows and con-cessions stored in their winter quarters at Phillipsburg, N. J., where they are wintering in their beautiful home. Percy Dairymple, Joe Grey and Emmett Moule are in produce business at Johns-town, Pa., for the winter. Sam Collice Moule are in produce business at Johns-town. Pa., for the winter. Sam Collicr has his Deep Sea Show stored at home, Johnstown, and awaiting the call to troupe again. Mr. and Mrs. Ben Chap-pelle are wintering in Florida. William Davis has been doing plenty business the last couple of weeks during cold spell, his trucks running day and night filling or-ders. The following visitors the past week: M. L. Schaffer, Doc Anderson, Mr. and Mrs. William H. Thomas, George S. Lukens, Bert Moyer, Estelle Pierce. ED RHOADS.

Green, Al Green, Lew &Kitty Hullett, Parker

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o h	Billboard is i. e., mail a under the he	e mail held at classified und at the Cincinr eading of the	ler their resp nati Office w CINCINNATI	vill be found OFFICE and	Corey, Roy Corley, Harry (Red) Oornalia, Pete Corric, Christo- pher A. Corteze, Pete Corright, R. O. Costeilo, George Costo, Loyel	Emenuel, Slats Emerling, Alex Endettt, Joseph Engels, Died English, J. Robert English, Paul English, Paul English, Robt, 6. Ennis, R. E. Esmond, Wally Etheridge Bas	Green. Tim Greenbaw. L. B Greenwood. W. ( Grendol. Joseph Greshner, John Grey, Jimmie (Bowling Aft Grey, William P. Greystoke the Magin Cattling John
1	the heading	New York Of of NEW YOR	K OFFICE, e	tc.	Cortright, R. C. Costello, George Cover, H. (Scotty) Cox, Dr. L. M. Ocawell, L. R. Crancel, H. W. Grandell, AnthonyJ. Grandell, AnthonyJ. Grandell, AnthonyJ. Grandell, AnthonyJ. Grandell, AnthonyJ. Grandell, AnthonyJ. Grandell, AnthonyJ. Grandell, Charles Graver, B. B. Status, S. Statu	Esmond, Wally Etheridge, Rae Ethery, Frank Evans, Ed (O'Mally)	Maria Griffin, John N., Griffin, John N., Griffin, John N. J. Griffin, J. H. Groffo, Miller Gross, Weldon E Groth, Dr. Otto Grove, Billie Guerrin Frank
ä	Olson, Mrs. Sweda Osborne, Helon V. Osborne, Mrs. J. L. Owens, Mollio Page, Rose Painter, Leona Falen, Mrs. Hazel Palmer, June	a Thomas, Betty Thomas, Mrs. Elizabeth Thomas, Mrs. A. L. Thomas, Mrs. Nora Thompson, Dorothy Thompson, Mrs. Belen Thomson, Mrs.	Florine Watts, Mrs. Ohick Whitehead, Alcen	Burns, Curly Burns, Frank Burt, All Burton, Chas. C. Burton, Jas. D	Crandell, Charles Crane, Roy H. Crawford, A. W. Crawford, Tex Cresch, Ernle Cress, Earl Cress, Earl Crawell, Doo	Evans, Frank Evans, Pinkie Evans, Sugarfoot	Groffo, Miller Gross, Weldon B Groth, Dr. Otto Grove, Billie Guerrin, Frank Haboury, Hector Hadley, Pud.
1	Palmer, Mrs. Park, Edna M. Park, Edna M. Parker. Billy Parker. Magine Parkette, Mrs. JaNcan	Tierney, Viola Tilley, Mrs.	Williams, Crystal Williams, Mrs. Gcanne Williams, Stelle	Bushman, Bussy, Harris Butcher, Arthur E. Butter Bros, Shows Butter Babh L.	Crawford, Tex Creech, Ernic Creas, Farl Criswell, Doo Oroak, Jack Oroaley Jr., Harry Crosley, Tom Cross, Skeet Cross, Neet Cross, Neet Cross, Neet Cross, Neet Cross, Neet Cummins, Don, & Sister Cunnings, Pred 8.	LaPaimer Faidella, A. J. Fairbanks, Harry E. Faires, George Buttons Fairly, Noble C., Shows	Grove, Billie Guerrin, Frank J Haboury, Hector Hager, Pud, Hager, Lawrence Hager, O. K. Hague, Ernest Hann, Jimmle Hale, Goodwin Hale, W. E.
	Parsons, Peggy Fennington, Mildred Pero, Mrs. E. C. Perry, Mrs. Grace Peters, Mrs. Marie	Trammell, Myrtle Travey, Dorothy Trout, Babe Troy, Delta Tucker, Mary Lee Van Lidth, Mrs.	Wilson, Mrs. Birdie Wilson, Mrs. Earl Wilson, Elaie Wilson, Mrs. Earl	Buttons, W. R. Byrd. Welter B. Calabress, Mike Calabras, Art Calabra, Art Calabra, Tom Calyert, Harry & Alice Cameron, Ches.	Cummins, Don, & Sister Cunnings, Fred S. Ourl, Dr. A. M. Curren, Olyde Cushman, Roddy	Faust, Ben Faust, F. L.	Haley. George Halke, R. S. Hall, Al K. Hall, Bob F. Hall, E. C. Hall, Earl J.
	Phillips, Mrs. E. D.	Van Norman,	Wise Mrs David	Campbell, E. Campbell, Francis	Gunnings, Fred S. Ouri, Dr. A. M. Curren. Olyde Cushman, Roddy Gushman, Wm. Guster. D. D. D'Orssy, G. R. Daglon, L. G. Dainserfield, L. F. Dale, Glyde Date, Doo J. H.	Faust, Jake Faust, Mike Pay, Charlie Fay the Mystery	Hall, Freq Hall, Jess Hallam, L. W. Hallum, Bob Hallstead, G. D. Halsted, Prof. G.
	Dealand Mas	Watson, Mrs. Clara	Wolf, Miss Dubby Wolf, Ruth Woods, Billy Woods, June Workman, Mrs. Pete M. Zell, Mrs. June	Campbell, H. W. Campbell, James Campbell, Sonny Boy Campbell, Whitey Candle, Dallas	Dairoy, Harry R. Daiy, Fred Daizel, Bob Danjels, Karlin	Fears, Anthony Fenton, Jack Ferdon, James Perguson, McD. Ferris, James Ferris, Leo (Canadian Kid)	Halverson, Oscar Hamburg, Philip Hamby, Cupid Hamby, Fred A. Hamilton, Ciyde Hamilton, G. L.
	Ragiand, Mrs.	Gentlemer	n's List	Candle, Dallas Candler, Att Candler, Earnest Candler, Warren Candler, Warren Candier, G. E.	Daniels, Karlin Daring, Jack G. Darrow, Charlie Dart, E. L.	Fiber, Roxy Fiegeiman, Saul Field, Tom Fields, Harry	Hamilton, G. W. Hamilton, Leo Hamilton, Ollie
	Ray, Sadle Raymond, Marion Rayatone. Claire Reed, Lcona Reed, Mrs. Militon Reesha, Madame Reid, Mrs. Earle Reno Pauline	Adams, Long- Distance Whitey	Bellomo, Vincent Beimont, Frank Beimont, Harry B. Belmont, L. Belote, Howard W. Benesch, Brank Benesch, Frank	Canterbury, C. J. Carta, Paul Carden, H. P. Carey, Wm. Carpenter, Carl Carr, J. H. Carr, J. J., Amuse.	Davenport, Frank	Fields, Jackie	Hamilton, Uco Hamilton, Ceo Hamilton, Ollie Hamaski, Frank Hancy, J. L. Hannah, Billy Hardeman, Nat Hardini, Harry Harmon, George Harmon, Tcd
	Rhinchart, Mrs. Jack Rhodes, Clara	Adams, Ray Felo Adams, Sailor Steve Adams, Walter H. (Colored) Akana, Clement Albancse, James		Co.	Davis, Hamabal E. Davis, Harry H. Davis, J. B. Davis, Jack Davis, Leonard P.	Pish, James E. Pisher & Graham Fisher, Harry Fitch, Dan Fitch, H. H.	Harper, Jack A. 1 Harper, R. W. Harridge, Delmar Harrigan, Edw. P.
	Richardson, Marie Richter, Mrs. Hollie Ridley, Sadie Corinne Riley, Patsy Binabart Mrs	Albert, Leo Alexandra, Ben	Bergen, Frank Berger, Milton J.	Carsey, B. T. Carsey, Jingle Carter, Doc Chas. J. Carter, Robert	Davis, Rockie & Blackio Davison, J. A. Dawson, Jimmy Day, Elmer I.	Pitzpatrick, Fred Pitzpatrick, Fred Flanagon, Frank Alferus	Harrigan, Jack Harris Jr., Bobble Harris, George H Harris, Joe Harris, Manuel Harris, Nick
	Roberts, Lucyle Roberts, Mrs. Juanita	June Ali-Din Alispaw, Fred C. Aliard, Jimmy Alien, Al Alien, A. H. Punch Alien, Chas. X. Alien, Ephr Alien, J. C	Bernardi, Felice Berridge, Bill Berry, John W. Bertrand, Joe G. Bestland, Harry Bethel, Geo. B. Bichwitz, Benny Big Mountain, Chief Biselow, Geo. E.	Carter the Great (Magician) Cassy, J. I. Castle, R. L. Caufield, Les Caughey, Russoll Chadwick, Wiley Chaisson, John L. Chamber, Jnt, Slim Chambers, John Chamborn, Jack	Decisare. Billy DeCisare. Pete DeForrest. Juggler DeMarlo & Mariette DeMills. Francis DeWolfe, Linton	Fleming, M. D. Flint, Sam Flowers, A. S. Flowers, Lawrence Flynn, Donald	Harris, Rudolph Harris, W. R. Harris, Walter Harrison, Eddie Hart's Showboat
	Rock Mrs. Pauline		Binker, Sandy	Chamber Int Slim	Debrow, Ollie	Foisie, E. W. (Ted) Fontaine, Sunshine Ford, Blackie Ford, Chester Ford, Prof. C.	Hartscil, H. W. Hartwig, John Harvey, Leon Harvey, L. C. Haskins, Berlo Hasseback, Joseph Hauck, Harry Hauck, Pitchman
-	Robinson, Mrs. Jackie Rodgers, Mrs. Tom Rogers, Mrs. Helen Rose, Madam Ross, Mrs. Edna Rossi, Mrs. Mary Russell, Flo	Allen, R. W. Ailens, Four Allgood & Son Alvarido, Joe Alzeda, Dr. G. E.	Birley, Eddie Birk, Wyoming Bizzell, Frank Black, L, E. Blackburn, Guy Blackstone, Harry Blackstone, Vick	& Grace Chandler, J. P. Chandler, Sam Chanman Fred	Dec. Tom Dec. Tom Deering. Ernle Deering. Walter T. Deets. John H. Deits. Louis Delabates. Ernest Delandry. A. Delaney. Pat	Forman, Buddy Forthe, Roy & Marie Foss, J. D. Fountaine, Carl Fountaine, Carl	Hauck, Harry Hauck, Pitchman Pa Haun, Eddie Hauser, Allen Hawkins, Happy
	Russell, Lillian Russell, Lois Russell, Margaret Russell, Nellie Russell, Roma Ryan, Faith	Anderson, Art E. Anderson, Bud E. Anderson, Doc E. Anderson, Lawrence Anderson, Rudolph	Blevins, Kenneth Bloom, Oscar Blue, Mickey Blue, Mokey	Chappelle, Ben Charles, C. H. Chavanne, James Ohencite, Tex	Delaney, Pat Deliman, M. Dellhime, S. M. Delmar, Chris	Fox, Billy Fox, George Fox, J. C.	Hawkins, Ralph Hawkins, Sam Hayes, Chas. B.
		Annin, James Anowood, L. B.	Bockus, Curtis L. Bodycut, Red Boers, Henry & Bond, Clard Bond, Clark		. P.		Hayes. Wm. Head. Bernie Hearn, Charles Hebler, Roland Heckendorn. Claren
	Schinider, Mrs.	Arbuckle, J. E.	Bond, Clard Bond, Clark Bond, Fred Bond, Raymond Bonnell, Harry Booth, Clinton M. Bortz, Lce Bossier, Johnnie	Choisser, L. Ray Christ, Fred Christian, Jimmia (E. M.)	Deonzo, Wm. Device, Gene Device, Gene Dewald, Eddle Dexter, Bob Dickinson, H. L. Dillis, Charles Dillon, Eddle Dillon, Jack	Francis, John Francis, John Franks, Ralph Franks, Ralph Frankz, Gerald Franz, Billy Freeborn, R. Freeman, Geo, H.	Hedge, Bufrd L. Heffner, Jas. Hendricks, Joe Hendricks, Tex
	Beott. Mrs. Babe Scott. Mrs. B. M. Seymour, Lucille Seymour, Mrs.	Ardell, John Armbuster, Joe	Boriz, Lee Bossier, Johnnie Boswell, Ben B. Boswell, Fred C. Boswell Jr., S. V. Boswell Sr., S. Bosworth, H. J. Bosen Bill	Ciberria, Johnnio	Dillon, Jack Dillon, Tom Disalvo, Jimmy Dixon, Bap Doclan, Charles	Aussie Freemans. The Fremont, Robert Frisbee, J. Forrest Frye. Charles G.	Hennesan, Pele Hennesan, Pele Hennis, Orville Hennis, Harry Henry, Arthur Henry, Pele Herbert, J. C.
	Chad Jacket	Ashy, Frank	Bowen, D. B. Bowen, W. E. Bowman, Chas. M. Bowman, Fred Bowman, Joseph W.	Clarc. Fred A. Clark. Archie Clark. Billie Clark. Dave Clark Edgar F	Donaldson, John Donofilo, Spike Donohus, Frank A.	Fulton, L. B. Furgeson, Muriel Galler, Joseph	Herbs, Charlie Herman, Ben Herman, Maxie
	Shank, Eleanor Shanley, Lillian Sheaks, Mrs. Floyd Sheldon, Katherine Shell, Paggy Sheppard, Mrs. Lillian M. Sheriden, Dorothy	Augistino, Louis Austin, Geo. Homer	Boys, C. V. Bozza, Tom	Clark, H. Olark, Walter W. Clark &	Doss, Billy	Garfield, Doc	Hershey, Frank Hestor, Hector Hewitt, Wm. Hickman, Red Higgins, John J. Higgins, W. A. R
-	Sheridan, Dorothy Sherwood, Anna	Avdalas, Magician Axiom, Alla Ayers, Doc T. Baccon, Roy Backenstoe, Lew Backus, Herb Ballay, Glann	Braden, E. B. Braden, Frank, Braden, Frank, Braden, W. F. Bud Bradford, Grover C. Bradley, Bert T. Bradley Jr., Gene Braden, Fred Brade, Wrmay A	Claussen, Theo. M. Clay, Bob Olay, E. P. Olayton, Clarence	Doubleday, R. R. Dove, Johnny Downs, Frank Doyle, Harry A. Drane Medicine Co. Draper, R. B. Draydon, Charles Drill Charles	Gatchett, Harvey Gates, Curley Gay, O. V. Gennict, George Genno, W. E.	Himan, Arthur Himelberger, Jos.
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# **Route Department**

When no date is given the week of December 31-January 6 is to be supplied. In split week houses, the acts below play January 4-6.

Crosby Bros., Three (Arkansas) Little Rock, Georgia Minstreis Idea (Orph.) Madison, Wia, Ark., Ghezzia, Les (Loew's Pox) Washington, D. C Cummings, Roy (Arkansas) Little Rock, Ark.

D'Ormond, Geo., & Bro. (Loew) Montreal, Que. Dance Oddities (Proctor) Schenettady, N. Y. Dancing Doughboys (State) New Orleans. Dawn Sisters & Paul Cadieux (Albee) Cincin-nati

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Ε

Earl. Peggy (Paramount) New Haven, Conn. Eaton, Mary (Indiana) Indianapolis. F

F F Plapper Preshles (State) Milford, Mass. Egan, Jack (Indiana) Indianapolis. Erroli, Leon, & Co. (Pai). Chicago. Everson, Les (State) New Orleans. Parrington, Betty (Pox) Detroit. Pay, Ruth (Pox) Detroit. Poley & LaTour (Lincoln) Trenton, N. J. Four Plushers (Protor) Troy, N. Y. Pox, George (Pox) Detroit. Prohman, Bert (Valencia) Jamaica, N. Y. Fuller Bros, & Bister (Gates Avenue) Brook-iyn.



Givot, George (Capitol) New York. Gobs, Three (Orph.) Madison, Wis. Gold & Raye (Loew's Fox) Washington. D. G. Gordon, Ads, & Co. (Proctor) Schenectady, N. Y. N. Y. Gordon, Nadje (Paramount) New Haven, Conn. Gordon, Vera (Paramount) New Haven, Conn. Gracella & Theodore & Co. (Valencia) Jamalca N. Y. Green, Mitzl (Orph.) Omaha, Neb. Gregory & Co. (Prospect) Brooklyn. Guhl. George (Indiana) Indianapolis.

### H

Hall, Bob (Proctor) Schenectady, N. Y. Haiperin, Nan (Paradise) New York. Harriett, Miss (Indiana) Indianapolis. Harris, Thomas (Orph.) Madison, Wis. Easting's, Sue, Marlonettes (Boulevard) New York. York

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 Pour Pluähers (Proctor) Troy, N. Y.
 Prohman, Bert (Valendia) Jamaics, N. Y.
 Puller Bros. & Bister (Gates Avenue) Brook-lyn.
 Garden, Mary (Capitol) New York.
 Garden, Mary (Capitol) New York.
 Gardner, Muriel (Poll) Springfield, Mass.
 Gardner & Haynes (Loew) Montreal, Que-Gase, Mildred (Capitol) Hartiford, Conn.
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 Hears, Peggy (Regent) Paterson. N. J.
 Hight of Brooklyn.
 Holt, N. J.
 Houset, Pritz & Jean (Barle) Washington, D. C.
 Hughes, Lloyd (Hipp.) Toronto.

International Trio (Loew) Montreal, Que. Irene Idea (Fox) Detroit. Irmanette, Miss (Wisconsin) Milwaukee. Irwin & MoAvoy (State) New Orleans. J

Jeannie (Poli) Bridgeport, Conn. Jessel, George (Earle) Philadelphis. Joyce & Gary (Poli) Bridgeport, Conn. Joyce, Teddy (Poli) Bridgeport, Conn. Jublice Bhow Idda (Capitol) Hartford, O K

K Rane & Hasciton (Gaptici) Trenton, N. Karsen, Buddy (Fox) Detroit. Keirs, Greiei (Fox) Detroit. Keirs, Neil (Bipp.) Toronto. Keiso, Joé & Co. (Orph.) New Orleans. Ring, Chas., & Marion Chase (Albee) Clau nati. Ring & King (Albee) Claufinadi, Kluchens, The (Elks Circus) Sioux Falls, S 2-9; Council Bluffs, Ia., 11-18. Klutings' Animals (Riverside) Milwaukee

1.

Lange Animats (Riverside) Aniwalate La Marr, Dorothy (Pox) Detroit. La Marr, Kramer & Richard (Boulew, New York. LaRocat Novia (Academy of Music)) Take, Arthur & Florence (Met.) BrookJay Lamont, Alce & Sonny (Albee) Clincinnat Lamont Four (Hipp.) Cleveland Lane, Murray, & Rascals (Protor) Sch adv, N. Y. Lauren & Kabare (Pal.) Youngstown, O Lewis & Moore (Orp.) New Haven, O Lewis, Ted (Capitol) Hartford, Conn. Lewis, Ted (Capitol) Hartford, Conn Lowis, Ted High Bate Beautics (Capitol) B Jord, Conn. Sope, Yineent, Debutantes (Earle) Wash Ort Alce, Konsel (Scollay Square) Boston. Lowing, Low (Scollay Square) Boston. Low and Mark Washer (Biste) New Ha Conn.

# McCann Sisters (State) New Orleans. McMann, Topsy (Paramount) New Ha

McKann, Topsy (Paramount, acc ... Conn. Mady & Partner (Valencia) Jamaica, N Mahoney, Will (Loew's State) Cleveland Marcy Bros. & Beatrice (Poll) Springi Mass, John, & Co. (Prospect) Brooklyn. Mason, John, & Co. (Prospect) Brooklyn. May, Janet (State) New York. Melson, Charlie (Wisconsin) Milwaukee. Merkyl, Nennetik (Poll) Worcester, Mass Niller, Mary (Poll) Bridgeport, Conn. Millerd & Marlin (Orph.) Ornaha, Neb. Miller, Billy (Orph.) Madison, Wis.

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Hughes, Ruby Jackson, Grooked Wew, Danny Terreil M. Jacobs, Capt, Terreil M. Jacobs, Capt, Johns, Bart, Johns, Bart, Jones, Ed. Jones, F. S. Jorden, M. Jones, Mirz, G. Raynolds, Mr. & Jordes, P. M. Raynolds, Mr. & Jordes, P. M. Raynolds, Mr. & Jordes, P. M. Raynolds, Mr. & Raynolds, Mr. & Raynolds, Mr. & Raynolds, Mr. & Reynolds, Mr. & Reynolds,

all, Billy (Orph.) Madison, Wis. pe & Grant (Locw) Jerscy City, N. J. is Joe, & Co. (Orph.) New Orleans. is Lee (Orph.) New Orleans. bey, Gus (Gates Ave.) Brooklyn. N

sch & Fately (Proctor) Schenectady, N. Y. svaro, Leon (FKO Pal), Albany, N. Y. y Bros. (Orph.) Madison, Wis. ymsns, Four (Paramount) New Haven, Comp.

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r, vic (State) New York. tie, Nina (State) New Orleans, tiunity Revue (Orph.) Minneapolis, P

re, Sidney (Paramount) New Haven, Conn. Isnberg's Bears (Orph.) New York. rker & Sidar & Co. (Loew's State) Cleve-

d. 8. & Lewis (Liberty) Elizabeth, N. J. 9. Molly (Century) Baltimore. 8. Bobby (State) Hartford, Conn. 4. "Snub" (Poil) Bridgeport, Conn. man, Esther (Capitol) Hartford, Conn.

R

Rubes (Century) Baltimore. Barney, & His New Englanders (Keith)

Barney, & His New Englanders (Keith) Barney, & His New Englanders (Keith) Barney, & His New Englanders (Keith) Waiter (Fox) Detroit. Waiter (Fox) Detroit. Method (Fox) Detroit. Larry (Meth.) Brooklyn. Bros. (Century) Baltimore. Rida (Suffalo) Buffalo. Bros. (Century) Baltimore. ris & Larre (Grand) Buffalo. Bros. (Century) Baltimore. ris & Lare (Grand) Linton, Ind.; (Capi- it & Perez (Grand) Linton, Ind.; (Capi- it & Perez (Grand) Linton, Ind.; (Capi- it & Cow's Fox) Washington, D. C. uyen Japs (Earle) Washington, D. C. uyen Japs (Earle) Washington, D. C. Benny (Low's Fox) Washington, D. C. Uyen Japs (Earle) Washington, D. C. Buth (Pal.) Chleago. Claire Sisters & O'Day (Capitol) Paw- Divers Three (Prociar) Troy N X.

Claire Sisters & O'Day (Capitol) Paw-coket, R. I. John Brothers, Three (Proctor) Troy, N. Y. y Idea (Indiana) Indianapolia. Iry, Zelda (Poli) Springfield, Mass. Ilers, Jack, Four Jacks (Olympinis Circus) andon. Eng., until Jan. 30. Ink, Gracie, & Co. (Orph.) Omaha. Neb. Ink, Gracie, & Co. (Orph.) Omaha. Neb. Ink, Gracie, & Co. (Orph.) Springfield Sylvin (Poli) Worcestor. N. J. Sylvin (Poli) Worcestor. N. J. Sylvin (Sinte) Newark, N. J. Servi Miles (Sinte) Newark, N. J. Servi Miles (Sinte) Newark, N. J.

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(Poli) Worcester, Mass. Yeast Jesters (Rits) Elizabeth, N. J. m. Max, Troupe (Academy of Music) York. w York. ence, John & Edna (Boulevard) New

U gri Idea & Sunkist Beauties (Arkansas) ile Rock, Ark. r, May (Prospect) Brooklyn.

rio, Don, & Girl (Proctor) Schenectady, Y.

oria,

W W per, John (Poli) Worcester, Mass. eron, Jack (Indiana) Indianapolis. lers. Walter. & Co. (Proctor) Troy, N. Y. ion, Bert (Orph.) Minneapolis. ion, Bobby (Fox) Detroit. be, Wynn (Wisconsin) Milwaukee. er, Red (Capitol) New York. ion & Gallagher (Proctor) Troy, N. Y. wide, Anita & Brower (Capitol) Trenton, J.

Chas. "Snowball" (Capitol) Hartlier.

d. Conn. lams. Horb (Valencia) Jamaica, N. Y. R. Britt (Locw) Jersey City, N. J. Off. Audrey (Lincoin) Trenton, N. J. n. Mae. Poursome (Regent) Paterson,

pis (Capitol) New York. W. Hal (Indiana) Indianapolis. S. Joe, & Co. (Orph.) New York.

a (Met.) Brooklyn.

### BANDS AND ORCHESTRAS

### (Weck of January 2)

(Weck of January 2) ew, Charlie: (Frolics Cafe) Chleago. gueite, Lina: (Century Theater) Baltimore. Isco, Leon: (Ambassandor Grill) New York. Jimmy: (Stavoy Baltroom) Detrolt. e, Jack: (Showboat Cafe) Pittsburgh. karth, Johnnie: (Brown Hotel) Louisville. nway, Cab: (Cotton Club) New York. Storet, Tony: (Academy of Music) New Frk.

brk. one, Freddie: (Ritz Ballroom) Clevcland. man, Emil: (Montparnasse) New York. Ins, Artle: (Gibson Hotei) Cincinnati. mbo, Russ: (Park Central Goconaut ore) New York. to, Etzi: (Plaza Cafe) Pittsburgh. Is, Meyer: (Mayfair Yacht Club) New brk.

by Breddie: (Blue Grotta) Chicago. Freddie: (Blue Grotta) Chicago. by, Jack: (Waldorf Empire Room) New

ron, George: (Stevens Hotel) Oblesgo. melly, Carson: Hammond, Ind. hin, Eddy: (Central Park Casino) New ork.

inando, Angelo: (Garden City Hotel) Long

**Income Tax Department** 

Happy Days, Leon Long, mgr.: (Mayhon) Stockton, Calif., 1-8; Linden 9; Farming-ton 10; La Grange 11; Le Grand 12; Modesto 13-15. (Mack & Long's New Idea, Jack Long, mgr.: (Paramount Publix) Des Molnes, Ia., 8-13. White, Lasses: (Station WSM) Nashville, Tonn., 2-7.

### REPERTOIRE

Billroy's Comedians, Billy Wehle, mgr.: Punta. Gorda, Fla., 2-7.

### MISCELLANEOUS

Delmar, Great, & Co., hypnotist and escape: (Florida) Haines City, Fla., 2-7; (Eustis) Fustis 9-11.

Fayssoux, Chas. Underwood, mgr.: Gastonia. N. O., 2-9. Harlan Medicine Show: West Frankfort, Ill.,

LeVant's. Lee, Show: Watertown! Wis., 1-6.

Levancs, Lee, anow: watertown; was, 1-s. Marine-Frestone Co.: Houston, Tcx., 2-7. Marquils, Magician, & Co., Richard G. Buck, mgr.: Charles City, Ia., 5-6; New Ulm, Minn., 2-10; Pairmont 11; Albert Lea 12; Mason City, Ia., 1Maryaville, G., 2-7. Reano, Great, & Co.: Maryaville, G., 2-7.

### CARNIVAL COMPANIES

Dixie Am. Co.: Oglethorpe, Ga., 2-7. Plorida Expo.: Navy Yard, Charleston, S. G., Great Western Shows: Salina, Okla., 2-7.

Littlejohn, Thos. P.: Pensacola, Fla., 2-7. New Deal Shows: Swainsboro, Ga., 2-7; Millen

Florida Am. Co.: Blackshear, Ga., 2-7; Homer-ville 9-14.

### CIRCUS AND WILD WEST

Holland, Milt, Indoor: Sioux Falls, S. D., 2-9; Council Bluffs, Ia., 11-18.

### **Additional Routes**

(Received too late for classification) Birch, Magiclan, & Co., Honry H., Davis, mgr.: El Campo, Calif., 5: Yuma, Ariz., 6-7; Tempo 9: Tombistone 10-11; Lowell 12; Lordsburg, N. M., 13; Deming 14. Bishoy's Show: Jesup, Md., 2-7. Biythe, Billy, Players: Manchester, Md., 2-7. Biythe, Billy, Players: Manchester, Md., 2-7. Biythe, Billy, Players: Manchester, Junore, Kan., 5; Hanston 6: Utica 9: Dighton 10. Cook's Talkie and Vaude Show: Willacoochee, Ga., 2-7. Henderson Stock Co.: Rockwell City, Ia., 2-7. Jolly Jack's Show: Breeds, Ill., 2-7. Lydick's Jack, All-Star Revue: (Lincoln) Win-ston-Shietan, N. C., 2-7; (Thater) Greens-boro 7-10. Manatowas Show: Moscow, Pa., 2-7.

boro 7-10. Manatowac Show: Moscow. Pa., 2-7. Murdock Bros. Show: Babilasville, Md., 2-7. Noonan, Doc. Show: Louisville, Ky., 2-7. Phillipson Comedy Co.: Frankton, ind., 2-7. Star Picture Show: Lacoochee, Fla., 2-7. Walker's Hav-a-Laf Show: Urbanette, Ark., 2-7.

### H. C. Whitehurst President American Road Builders' Assn.

WASHINGTON. Dec. 31.—Capt. H. C. whitehurst, engineer of highways of the District of Columbia, will be the next president of American Road Builders' Association. He is the only nominee for this place. Election will take place co-incidentally with the annuel convention and exposition of the association at Detroit January 16-20. He will succeed Major T. H. Cutler, chief engineer of the Missouri Highway Commission.

the Missouri Highway Commission. Other officers to be elected are: Treas-urer, James H. MacDonaid, New Haven. Conn.; directors, E. L. Benedict, vice-president, Pittsburgh Steel Company; Charles M. Upham, engineer-director, Washington, D. C.; Grover C. Dillman, State highway commissioner of Michi-gan at Lansing; Stanley Abel, super-visor, Kern County, Calif.

INDIANAPOLIS, Dec. 31 .-- Robert Sen-

### Sen-Clair Under Knife

Bare Pacts: (Star) Brooklyn. French Models: (Howard) Boston. Lid Lifters: (Maj.) Williamsport, Pa., 3: (Nemo) Johnstown 4; (Embassy) Altoona 5; (Orph.) Reading 6-7.

Lid Lifters: [Mai], Williamsport, Pa., 3: (Nemo) Johnstown 4: (Embassy) Altoona 5: (Orph.) Reading 6-7. Moulin Rouge: (Modern) Providence. Mite Life in Parisi: (Troceadero) Philadelphin. Orientai Oirla: (Capitol) Albany, N. Y. Parisian Pitris: (Hudson) Union City, N. J. Record Breakers: (Empire) Newark, N. J. Record Breakers: (Empire) Newark, N. J. Record Breakers: (Empire) Newark, N. J. Ethiopian Knights, Dymes Bros., mgrs.: (Star) Stockton, Cailf., 2-7.

Glsen, George: (New Yorker Terrace) New York. Osborne, Will: (Club Forest) New Orleans. Peck, Jack: (Foreman Ballroom) Pittsburgh. Petron, Don: 'Terrace Gardens) Chicago. Peyton, Eddie: (Frolica Cafe) Miami, Fla. Potter, Jerry: (Lincelon) Trenton, N. J. Redman, Don: (Connie's Inn) New York. Russo, Dan: (Canton Tea Gardens) Chicago. Schaffer-Englert: (Nixon Cafe) Pittsburgh. Scottl, William: (Neptune Grill) New York. Shea, Jack: (Regent Theater) Paterson, N. J. Speciale, Mike: (Elks' Club) Brookiyn. Stern, Harold: (Sk. Moritz Grill) New York. Stranght, Charley: (Vanity Fair) Chicago. Weeks, Anson: (Sk. Regis Hotel) New York. Wrets, Anson: (Sk. Regis Hotel) New York. Werkman, Paul: (Biltmore Supper Room) New York. DRAMATIC AND MUSICAL

WANTED CIRCUS ACTS

Of all Types pes-Must be first class. Route of four weeks of Indoor Work. Write fully. If unknown to us send photo. Quote Lowest Price.

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# The Billboard — ROUTES

----By M. L. SEIDMAN-Member Tax Committee of the New York Board of Trade

account for so long a time. In any event, we have come to regard the in-come tax as a permanent, wholesomo American institution.

American institution. Of course, preparing an income tax re-turn still isn't the easiest thing in the world. The millions of dollars that are annually refunded to taxpayers, and the still greater sums additionally assessed against taxpayers each year, bear stanch witness to the intricacles of the return. But in the final analysis it will be found that the law is based on fundamental, logical principles that are easy to grasp. There are, to be aure. frills and fan-

There are, to be sure, frills and fan-cies that in many cases make a consid-erable difference in the tax bill. For our

create that in many cases make a consid-erable difference in the tax bill. For our purposes, however, these niceties can be left for the experts to daily with. What we want is a presentation of the basic principles—and especially the new ones —in a simple, clear, informative way, to guide us in the preparation of our re-turns. If the articles can do that and be of even the slightest constructive help to readers, the time and space devoted to them will be fully justified. Obviously I cannot expect to cover everybody's specific problems. I will, however, maintain a question and answer feature along with the articles, and thru it readers may have their particular problems discussed. Every year brings its crop of tax questions, and they make mighty interesting reading for all of us.

mighty interesting reading for all of us. Where shall I begin? One of the em-barrassing things about explaining the income tax law is that wherever you be-gin you're in the middle—or muddle. Perhaps it may be well first to outline who must file returns. That will imme-diately fix the circle of readers to whom income tax information may be of prac-tical value. Those who don't have to file returns probably have many other more vital things to concern them. In the next article therefore I will

In the next article, therefore, I will discuss "Who Must File Returns." It will appear on The Forum page, as will

Good Woman-Poor Thing: (Garrick) Phila-

Green Pastures: (Forrest) Philadelphia. Land of Smiles: (Shubert) Boston 2-7; (Garlton) Providence, R. I., 9. Lauder, Sir Harry: Houston, Tex., 5; Ft. Worth 6. Last Judgment: (Hollis) Boston 2-7. Laugh Parade (Ed Wynn's): (Grand) Chicago. Left Bank, The: (Haris) Chicago. Marquise, The: (El Capitan) Los Angeles 2-7. (of Thee I Sing: (Davidson) Milwaukce 2-7; (Cass) Detroit 9-14.

Rhapsody in Black: (Shubert) Kansas City 2-7,

2-1, Show Boat: (Cass) Detroit 2-7; (Auditorium) Chicago 8-14. Springtime for Henry: (Blackstone) Chicago. Tattie Talcs: (Belasco) Los Angeles 2-7, There's Always Juliet: (Chestnut St.) Phila-delphia 2-7.

EMPIRE BURLESQUE

(Week of January 2)

Green Pastures: (Forrest) Philadelphia

the subsequent articles.

Income tax days (or shall I say daze) re here again. The time for our annual sectoning with Uncle Sam, our silent but printdable partner, approaches. What's ore, there has been a "new deal." The strearbin contract has been consider. are here again. The time for our annual reckoning with Uncle Sam, our silent but dormidable partner, approaches. What's more, there has been a "new deal." The partnership contract has been consider-Those days are over. Tho the chunk is not materially less, we now appear to understand our silent partner's require-ments somewhat better. Maybe it is be-cause he is making himself more clearly understood. Perhaps it is the result of getting to know him better now that we have had him sign checks on our benk secount for so long a time. In any ably changed. Different terms and con-ditions have been provided. Uncle Sam has been given a greater share of the

profits.

To many of us the subject of income taxes may be merely a matter of fond memories. Gone are the good old days when the tax we had to pay gave us a piercing headache. The headache in all its intensity continues, but now it is be-cause we may have NO tax to pay. However, we must not give up the ship in despair. The fact that we may have wound up the year in the red carries with it some consolation. Our loss may mean not only the elimination of our tax bill this year, but in addition an ex-emption from tax for 1933. There is what is called the "net loss" provision in the law whereby losses of one year, under certain circumstances, may be apin the law whereby losses of one year, under certain circumstances, may be ap-plied against the income of the next year. In other words, Uncle Sam not only relieves us of part of our profits, but also swallows some of our losses. The trick, therefore, is not to throw up the sponge, but to be on the job more than ever before and carefully four our than ever before and carefully figure our losses in order that the Government will owe us as much as possible against

future income. Furthermore, whether we like it or not, returns may still have to be filed because the requirements are based on

not, returns may still have to be filed because the requirements are based on gross income, and not only net income. Then again, there must still be some left who have net incomes on which taxes must be paid. So that between now and next March we must again re-move the cobwebs that accumulated since last year on our sharpened income tax wits, and buck the line once more. If this is regarded as a bitter pill to swallow, we have but to recall the time when the preparation of an income tax return made the layman jump out of his skin or insured him admission to the office of a psychiatrist. That was when income tax in its modern dress was just making its debut. Roading the law them with the attempt to understand it was fuile. The fun really began, however, when the cute little income tax shark had to be filled in and the tax com-puted. We can all probably remember the current cartoons showing a troubled citizen wallowing in codles of paper of

(Orph.) New Orleans. Henrycko, & Co. (Proctor) Troy, Fisher. Mark: (Edgewater Beach Hotel) Ohicago. riedman, Yo

Frie "Snooks": (Paramount Hotel Grill) New York. Harris, Bud: (Palaco Theater) Chicago. Harrold, Buddy: (Yoeng's Restaurant) New York.

Harrold, Buddy: (Yoeng's Restaurant) New York. Hicks, Art: (Biltmore Country Glub) St. Louis. Hyde, Alex: (Locw Theater) Montreal, Gue. Hogan, Tweet: (Besch View Gardens) Chicago. Kardos, Gene: (Gloria Palace) New York. Leuile, Len: (Bertolotik Cafe) New York. Lewis, Ted: (Capitol Theater) Hartford, Conn. Lewis, Ted: (Capitol Theater) Hartford, Conn. Lombardo, Guy: (Rosseveit Grill) New York. Luster, Marv: (Oriental Gardens) Chicago. Lyman, Abe: (Paradike Cabaret) New York. Madriguera, Enrique: (Pigalle) New York. Math, Edde: (Club Alabam) Chicago. Mites, Joc: (New Holywood Chicg) Colum-Mites, Joc: (New Holywood Chicg) Colum-Missy, Dann: (Focastle Baliroom) Colum-Gison, George: (New Yorker Terrace) New Gyorne Will: (Club Ernest) New Ocieane

Another Language: (B'way) Denver 2-7. Carroll's. Earl. Vanities: (American) St. Louis 2-7. Cat and the Piddle: (Apollo) Chicago. Colourne. Maurice-Barry Jones Co., in the Queen's Husband: (Columbia) San Fran-cisco 2-21. Design for Living: (Hanna) Cicveland 2-7. Face the Music: (Shubert) Cincinnati 2-7. Family Opsiairs: (Gerrick) Chicago. Good Earth: (Erlanger) Chicago.

bus, Olsen, York,

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BARNES-Mrs. Rose Christianson, died in Bridgeport, Conn., December 28. She vas well and soloist. BARNES

BARNES-Edward, of the team of Barnes and Edwins, passed on in Ala-bama December 12 after a short illness following a heart attack. Barnes and Edwins played together in repertoire, dramatic stock and vaudeville for 29 years. Burial was made in Highlawn Cemetery, Terre Haute, Ind., December 164 He is survived by his widow, Cora Barnes, known professionally as Kittle Edwins, and his mother. BARNETL-John E. father of Chester -Edward, of the

Edwins, and his mother, BARNETT-John R., father of Chester E. Barnett, clown known as Bobo with Sells-Floto Circus, died at .os Angeles

Sells-Floto Circus, died at "los Angeles December 4. BATES-Harry Gillesple, veteran actor, died December 29 at the Percy Williams Home, East Islip, L J., where he and his wife, professionally known as Maude Morrison, had been guasts for the last three years. Bates was born in Asheville, N. C. in 1870. He made his first stage appearance in 1869. He played in An Enemy to the King, The Perfect Lady, Sherlock Holmes, The Oki Soak and The Virginita. Services were held at Camp-

Sherlock Holmes, The Odi Soak and The Virginian. Services were held at Camp-bell's Funeral Church. Interment in the Actors' Fund plot in Kensico Cemetery, Westchester County. BLOOMFIELD-Marjorle, 78, who once acted with John Drew, E. H. Sothern and Booth, died in Los Angeles December 28. She was one of the first actresses to per-form in Alaska after the settlement of that territory by the gold seekers. BRADW-James J., 72, who at different periods handled publicity for Ringling Brothers' Circus, William F. Cody and Klaw & Frianger, died at his home in New York December 28 after an attack of grippe. He was said to be the first press agent who ever had one of his ar-ticles printed verbatim in The New York Sun, note more dfor its anilmosity toward ticles printed verbatim in The New York Sun, once noted for its animosity toward publicity men. After handling the road tours of the comedy team of Fred Allen and Joe Hart, he became associated with the Wild West show of William F. Cody (Buffalo Bill) and later with Ringling Brothers' Circus. With the dramatiza-tion of General Lew Wallace's novel Ben Hur, Brady left the Midwest and returned to New York to become the first press agent for Klaw & Erlanger's pro-duction, offered for the first time at the duction, offered for the first time at the Broadway Theater, After touring for sev-eral years as this company's press agent he was made general representative for Chicago. In 1915 Brady was called back to New York, where he became business manager of the new George M. Cohan Thenter. He retired soon thereafter to devote his time to writing memoirs and anecdotes of the theater for magnzines. Delegates from the Theatrical Press Repre-sentatives of America, of which Brady was a charter member, attended the funcrel was a funeral.

CAROL-Jacob, well known in Ameri-

can, German and French film circles, died in Vienna late in December, CARTY-John J., 71, retired vice-presi-dent and chief engineer of the American Telephone & Telegraph Company, died December 27 in Johns Hopkins Hospital at Baltimore of heart discese following a recent operation. Many developments in the field of telephonic, telegraphic and radio communications were attributed to him

CASSIDY-Wiotte, 35, professionally known as Grace Cassidy, died December 21 in Los Angeles after a brief illness.

all in Los Angeles after a brief illness. She was formerly a chorus girl. Surviv-ing are her husband, H. Armand de Massi, of *The Los Angeles Examiner*; two sons and an infant daughter. CHERMAK—Louis E., 69, of Bridge-port, Conn., died December 22. He has been leader and business manager of the Wheeler & Wilson Band, of Bridgeport, and of the Fairfield Band, of Fairfield. Conn., for a number of years. He was also an instructor in music of all brass instruments. His death was due to an attack of acute indigestion. DOSS—Mirs. Blanch Bardon, 62, widow of William Doss (Man Who Grows), died December 28 at a tourist camp near

December 28 at a tourist camp near Springfield, O., after a two weeks' illness of the flu and pneumonia. Arrange-ments were made for burial beside her late husband in a cemetery at Cullman, Ala. Her son. Frank, accompanied the body there. Mrs. Doss had been in show business many years, having started with the Barnum & Bailey Circus in the early 1900s. Of late years the Doss trained dogs, ponies and monkeys have been playing free-act and independent show dates.

EAGLE-Mrs. Louise, 82, died Decemer 22 at her home in New Harmony, Ind. ber 22 at her nome in New Harmony, ind. She was the mother of Malcolm (Buzz) Eugle, former booking agent and now representing East and Dumke, radio team. Burlal was at New Harmony. EOFF-Mrs. William, 80, died at Den-ver December 20. The body was shipped to Burlington, In., interment taking

place there December 23,

place there December 23. She was hown to many showfolk. Three sons, George Lyle, of Hagenbeck-Wallace Cir-cus, Peru, Ind.; Floyd Lyle, Denver, at whose home she died; Claude Lyle, St. Joseph, Mo., and a daugher, Mrs. Wil-iam Cuilen, Roundup, Mont., survive. FTZGERALD—Patrick J., 65, died in Bridgeport, Conn., December 27 after a waster liness. He was connected with the Majestic Theater, Bridgeport, for many wars in an executive capacity. The MING — Harry, correst band death in Spain recently by a womar. GODOWSEX—Gordon, 26, son of Leo-badde and revue producer, was shot to death in Spain recently by a womar. GODOWSEX—Gordon, 26, son of Leo-badde miy December 27 in a rooming house in New York City. In 1928 young Godowsky, then a student at Harvard, eloped with Yvonne Hughes, Ziegfeld Follies girl. He is survived by a brother, Leopold Godowsky Jr., of Rochester; two sisters, Dagmar Godowsky, film and stage out stather. his father.

GREENBERG—Caesar, 78, frequently referred to as the father of the Jewish stage in this country, died December 28 in the Home for Incurables after a stay in the Home for Incurables after a stay there of two weeks. He was said to be the first character actor on the Jewish stage. He was president and manager of the Biblicai Historical Opera Company at the World's Fair in St. Louis in 1904. In 1906 he was director of the Hebrew Act-ing School in New York. In 1923 he pub-lished a book on The Immortais of the Jewish Stage. He is survived by his only daughter, Mrs. Gertrude Lichtenstein.

daughter, Mrs. Gertrude Lichtenstein. HARRIS--Frank J., 77, former presi-dent of Genesee County Agricultural Society and long active in the fair field, died suddenly December 27 at his farm near Batavia, N. Y. HOWARD-Billy, 32, who had many friends in the show business, died re-cently at Battle Creek, Mich. Death was caused by monoxide gas from his car in garage. Interment at Hichs Cemetery, that city.

garage. Interment at Hichs Cemetery, that city. JAMES-Mrs. Samuel E., 52, who for-merly appeared in vaudeville and dra-matic stock as Maynon Steward, died December 25 at the Grande Ronde Hos-pital, La Grande, Orc., after a month's lilness. She was one of the first players with the old Essanney Company, of Chi-cago. Deceased was formerly Mrs. C. M. DeVere. Surviving her are her mother and one son, Dave Steward.

and onc son, Dave Steward. JESSUP-W. Lafe, 44, formerly well known in repertoire thru the Middle West and South, died December 26 at Good Samaritan Hospital, Cincinnati, from steam and hot-water scalds sus-tained in an accident at an industrial plant in Lockland, O., where he had been employed. Deceased formerly toured with the Alex Starnes and John Lawrence shows, and with George Francis formerly had out the Jessup & Francis Show. He retired from the profession several years had out the Jessup & Francis Show. He retired grom the profession several years ago. Burial was made in Oak Hill Cemetery, Giendäle, O., with fuil Masonic services. He leaves his wife, his mother, two sons, a daughter and three sisters. KARSENTY — Raphael, 43, European theatrical impresario, died at his home in Paris December 16.

KIMSEY-Dr. John Thomas, 80, father

KIMSEY-Dr. John Thomas, 80, father of Howard Wade Kimsey, of New York, and Rolla Warren Kimsey, of Chatta-nooga, both soloists, radio artists and community song leaders, died at his home in Lathrop, Mo., December 21. LAKE-Edward R., 76, father of M. L. Lake, New York, composer of band music, died suddenly December 27.

LAUGHLIN-Homer, 57, well-known engineer, died at his home in Los Angeles December 27 after an illness of several well-known He has been closely associated weeks. with the theater industry in Southern California and has assisted in the con-struction of several of the most outstanding theaters. Foremost is the Million-Dollar Theater in Los Angeles, which Laughlin erected for Sid Grauman. In addition to his widow, a son and a sister SULLA

VINE -Mrs. Rebecca, 88, died December 21 at her home in Philadelphia. Funeral services were held December 23 from the home, and burial was in the family plot in that city. She is survived by four sons, including Willie Levine, concessioner, who was in Kansas City at the time of her death. LIPSCHUITZ-George Milton, 38, vio-linist and orchestre leader, died at the

Cedars of Lebanon Hospital, Hollywood, December 24. He was musical director for the FOX Film studios at the time of his death and was well known on the Pacific Coast. A few years ago he served as musical director at the Sir Francis Drake Hotel, San Francisco. He was a native of Chicago

Drake Hotel, San Francisco. He was a native of Chicago. LUEBEN-Alfred, 72, pioneer in Seat-tle's musical world and director of the old Seattle Band of pioneer days, died at Providence Hospital, that city, after a two weeks' illiness. Lucben went to Seat-tle from San Francisco shortly before the big fire of 1889 and was instrumental in the from San Francisco shortly before the big fire of 1889 and was instrumental in the organization of the city's first band, which he also directed for many years. He retired about five years ago, altho he directed the Metropolitan Theater Or-chestra at a single performance the day before he was taken to the hospital. He is survived by a daughter, Mrs. Martin G, Dudel, and two sons, Alfred and Rudolph, Seattle musicians.

Seattle musicians. McGONIGLE—Harry, 49, who in past years had been with various carnivals and more recently proprietor of the Irish Village at Kenosha, Wis, dropped dead December 18 at Kenosha. McGOWAN—Mrs. Margaret, 90, mother of Robert McGowan, Hal Roach studio director, died December 26 at the home of her daughter, Mrs. Kate Hewitt, in Los Angeles. os Angeles. McGREGGOR—Fred,

McGREGGOR—Fred, formerly with the Marx Brothers, the Follies and the Desert Song, died of heart failure at Long Beach, Calif, December 12. MARQUETTE — Daphne, 48, pross agent, died in the Monte Sano Hospital, Los Angeles, December 14 of pneumonia. Surviving is her husband; her mother, Florence Lawrence, dramatic editor of The Los Angeles Examiner; two sisters and two brothers.

and two brothers. O'CONNOR—Bernard J., 56, who prior to his retirement was chief of police at Sea Gate, Coney Island, died December 27 at his home in New York City after a long illness. He was known as "Smiling Barney" in the Police Department. He is survived by his widow, Mrs. Marie Saxon O'Connor; three sons, Detective Philip G., Edwin and Jerome, and four daughters, Gertrude, Marion, Virginia and Dorothy. Dorothy.

OELRICHS-MIS. BIRNENE to MANY, 67, who was socially prominent in New-port and New York, died at her Newport home December 26. She was the mother foreignally OELRICHS-Mrs. Blanchc de Loosey, home December 26. She was the mount home December 26. She was the mount Warrison Tweed, professionally home December 26. She was the mother of Mrs. Harrison Tweed, professionally known as Michael Strange, who was formerly the wife of John Barrymore and author of *Clair de Lune*, in which Ethel and John Barrymore appeared at the Em-pire Theater in 1921. Interment took place in Woodlawn Cemetery, New York City City.

PETERSON--Gus, 52, dled December PETERSON—Gus, 52, died December 22 following an operation at the Minne-apolis General Hospital. He was for many years a manager of med shows operating thru Minnesota and Texas. In 1925-'26 he was with the Shubert Thea-ter, St. Paul. Mr. Peterson leaves his wife (formerly Alice Horner) and one daughter. They are living in Minne-apolis. apolis

PHILLIPS—George, 42, known in car-val circles as "Hamburger George," PHILIPS—George, 42, known in car-nival circles as "Hamburger George," died December 24 at San Antonto, Tex., after receiving a gunshot wound several days previous at a rooming house. After his death a charge of assault to kill against the alleged gun user was changed to a charge of murder. PIERCY—Mrs. Flo, who with her hus-band had concessions last season with the Nip Butts Carulval, died December 20 at Fred Roberts Hospital, Corpus Christi, Tex., of double pneumonia. PORCARI-Glovanni, 28, an employee of a traveling menagerie on exhibition

of a traveling menagerie on exhibition at Monfalcone, Ibely, was attacked and killed December 28 by three lions as he was driving the animals from one cage to another.

IN SAB AND LOVING REMEMBRANCE OF MY DEAR HUSBAND. JOHN G. RANDALL, Jr. Who was taken from me so suddenly two years ago today, January 4, 1931. Devoted wife. KATHRYN RANDALL.

RICHARDS - Lester Leon, black-face comedian and a veteran of the tabloid field, died at his brother's home in Mobile, Als., December of after a jinger-

ing illness of more than three yes Richards for many years operated, rected and managed his own shows o rected and managed his own shows of the old George B. Greenwood, Barba and Splegelberg circuits, and forme had as a partner Benny (Rabbit) Re-He is survived by his father, A. A. Ri-ards; three brothers, Grady, Albert a Curtis, all of Mobile, and one sist. Mrs. Ed Hinnant, of Wilson, N. C. Inter-ment was made in Pine Crest Cemeter Mobile, December 24. ROGERS-Max, 59, who with 1 brother Gus formed the vaudeville teo of Rogers Brothers, German dialect a medians, died December 26 at his he

on Rogers Brothers, German dialect e medians, died December 26 at his ho in New York City. Until 1908, when G Rogers died, the brothers toured t country in an act reminiscent of Wet and Fields. In 1889 they offered th act at Tony Pastor's with great succe and country in the second state of the second stat act at Tony Pastor's with great succe and four years later organized their or company under the sponsorship of late A. L. Erlanger, with whom they s sequently became part owners of u Liberty and New York theaters. The made their first real big hit in 1807 A Round of Pleasure. Their skits, Rog Brothers in Spain, Rogers Brothers Wall Street and Rogers Brothers in Ha ward, placed them among the front-ra entertainers of the generation. He

entertainers of the generation. He survived by his widow, Florence; a so Maurice; three sisters and two brothe RYDER—Tony, 76, who had spent years of his ilfe in show business, do in Hollywood December 20. Ryder in younger days was known as one of the younger days was known as one of the best springboard leapers in the busine Later he was credited with being the first man to train monkeys for the pr fession. Two of these animals, which its owned for 30 years, appeared with high in Europe and America. Death, whi pe ended a long illness, closed a care which had seen Ryder entertaining Queen Victoria of England, Emperor W helm of Germany, the Czar of Russ and Franz Joseph of Austria. His care started with the Robinson Circus in 1850 and Franz Joseph of Austria. His car started with the Robinson Circus in 18 when he began carrying water for t elephants, learning tumbling and tri on the side. In 1886 Ryder made a to of Europe, and following that appears over the Orpheum Circuit for sever years. Ten years ago he retired and h been making his home in Hollywo with his wife, Mrs. Frankle Ryder, wi survives him. Mrs. Ryder, known pr fessionally as Frankle Baker, was t first woman clown ever to perform with a circus, it is said. a circus, it is said.

SINDELAR—Andy, Sr., 74, clarineti-died at his home in Bellaire, O., recent following a stroke of apoplexy. He w born in Prague, Bohemia, and came this country 45 years ago. He lea ten children, six of them being in t music profession

ten children, six of them being in t music profession. STEWART-Dr. Humphrey J., 78, di at San Diego, Calif., December 28 af a long illness. For 17 years he play the outdoor pipe organ in Balboa Far the outdoor pipe organ in Balboa Fark, San Diego. He compose transcribed and arranged many lic operas, oratorios, orohestral suites a masses. In 1915-18 he was offici organist of the Panama-Pacific Expan-tion. A founder of the American Guil of Organists, Dr. Stewart won the Guild tion. A founder of the American Gui of Organists, Dr. Stewart won the Guild gold medal for composition in 190 Among his many compositions are th oratorio The Nativity, the orchestn suites Montezuma and Scenes in Califo nia, the romantic opera King Hal au the mule-drama Gold, the last writte in 1916 for the Bohemian Club, of S Francisco. He also composed two com operas, His Majesty and The Conspir tors, and the incidental music to man plays. The University of the Pacifi awarded him the honorary degree Doctor of Music in 1898.

STROBL-Julius, 64, known to Ne ork theatergoers in the '90s and wh York theatergoers in the '90s and wi made his American debut at the Irvii Place Theater, New York, in 1892, di in Vienna December 29. He returned

Place Theater, New York, in 1892, die in Vienna December 29. He returned Europe after playing in America n several years. TAYLOR — Earl, planist and son writer, died at the Santa Monica He pltal, Santa Monica, Calif., December 3 of an acute intestinal disorder. He wa formerly on the vaudeville stage ar collaborated with Irving Berlin on sev eral songs. eral songs

TAYLOR - William, 56, veteran dra matic actor, died recently at the Chron Discase Hospital, Cincinnati. from cance of the kidney. Officials of the institu-tion say that the deceased was ver-much interested in show business uni-the last, but steadfastly refused to gi-information on his past life. It is un-derstood, however, that he had no livia relatives. Burial was made in Vin Street Cemetery, Cincinnati. TAYLOR-Lyle, 42, theater organis met accidental death December 30 I Birmingham, Ala, it has beem learned h Los Angeles relatives. He leaves a will and daughter in heading, Ala. TAYLOR - William, 56, veteran dra

### January 7, 1933



THOMPSON—Jay D., 56, for years with the old Wallace and Hagenbeck-Wallace and the december 26 at the home his brother-in-law, John Talbot, in oria Place, Los Angeles. At the time is death he was with the McGinley Company. Interment in Hollywood

Conctery. WATSON-Dr. F. L., physician and sur-geon, of McAlester, Okla., died recently of pneumonia. Two daughters, Helen Watson and Alma Watson Newton, are iramatic actresses, and his son-in-law, Glenn Newton, is a magician and actor. Te is also survived by a widow and two builden

Is also survived by a window and two hidren. WELLINGTON—Mrs. Helen, 34, wife of buble wellington, art director of the bublix Theater Corporation, died of a seneral Hospital, New York City. She make the and a year. Funeral services were the in Columbus, Kan. She is survived by her husband and a son. William, 12. NCHELL—Gloria, 9, daughter of wilter Winchell, columnist of The New York City. Incrise Services were held from Campel's Church Barlors. Interment Wood, and a structure heat from Campel's Church parlors. Interment Wood, are is survived by her parents and the survices were held from Campel's Church parlors. Interment Wood, are sister, Walda, 5. sister, Walda, 5.

### MARRIAGES

INFARTHATICS BAUMGARDNER-LARKIN-Mrs. Jose-hine Larkin, actress, was married to lichard B. Baumgardner, radio enter-ainer, at Frederick, Md., December 26. the bride was a widow. CHENEY-BRISCALL - Eddle Oheney, dencer with The Lauoh Parade at

CHENEY-BRISCALL — Eddle Cheney, tap dancer with The Laugh Parade at the Grand Opera House, Chicago, and Phoebe Briscall, nonprofessional, of Ni Falis, Ont. were married in St. Chapel, Chicago, December 27. CLARK-GEWIN — Waiter Clark and comile Gewin were married recently. Ink has been with Downie Bros., fi hty Haag and Sparks circuses as bill-r and lithographer. CLINS - DORIOT — Ray Collins, mbeck-Wallace assistant trainmaster, fc Lucile Doriot, business manager of

In mbeck-Wallace assistant frainmaster, inc Lucille Dorlot, business manager of *The Peru* (Ind.) Daily Tribune, were maried recently in Peru. DANIEL-FAIR — Elinor Fair, motion feture actress, and Thomas W. Daniel, ormer naval filer, were maried in Junia, Ariz., December 27. DOLLISON-BARROWS—William Dolli-or and Virginia Barrows, both of Denver, whe married in that city recently, and ave gone to Sait Lake City, where they ill make their home. Dollison is booker or the Montana district of Fox West the Montana district of Fox West

ADDIS-ERSI - Walter R. ADDIS-ERSI — Walter R. Faddis, w York business man, and Elsa Ersi, ding woman in *The Laugh Parade* at Grand Opera House, Chicago, were tred December 20. LOOD-MILLER — Virginia Miller, ghter of Col. Zack T. Miller, and Lec od, of Chicago, were married at the Ranch White House, Marland, Okla., tistmas Fuo Faddis.

stmas Eve

ristmas Eve. FRE-CAMPBELL -- Nadine Campbell d Murice Frye, members of Henry ther's Moonlight Revue, now playing the Band Box Theater, Springfield, were married on the stage of the ter Thursday night, December 29. bride is a native of Tulas, Okla., the bridegroom halls from Atlanta. thave been with the revue for three rs.

AYES-BASQUETTE-Lina Basquette, the and film actress, and Teddy Hayes to remarried in Washington, D. C., bember 27. The couple were married Newark in 1931, but Hayes' divorce not become final then. AKMAN-JONES — Wheeler V. Oak-screen actor and former husband Priscilia Dean, one-time film star, Frances I. Jones were married in Vegas, Nev., December 27. AYMOND-LODER — Lottl Loder, of stage and screen, and Jack Raymond, hprofessional, were married in Detroit tember 22. WRIGHT-ANDERSON-Floyd Wright, anist at the Golden Gate Theater in Francisco, and Fosina Anderson, non-AYES-BASQUETTE-Lina Basquette,

a Francisco, and Rosina Anderson, non-plessional, daughter of the late Senator derson, were married in San Francisco ember 10.

ANES-GOTTLIEB-Harriet Gottliet ra singer, was married to Edward H.

the singer, was married to Edward H. nes, Columbia Law School graduate, in sokline, Mass., December 27. YOUNG-STINE-Eddie L. Young, of curnival field of amusements, and Stine, of tabloid and vaudeville, e married at Ardmore, Okla., Decem-23.

BIRTHS Norn to Mr. and Mrs. Roy S. Smith, mber 6, at Baltimore, an 8¼-pound Robert Sterling. The father, a addsweight wrestler, known profes-

sionally as Joe White, has been with various carnivals. Mother and son reported doing okeh. A  $7_{1/2}$ -pound girl was born December 17 to Orla and Erma Wach in Cincinnati. Mr. Wach formerly was financially and actively connected with a theater in Pitteburgh. Pittsburgh.

actively connected with a theater in Pittaburgh. An eight-pound girl was born recently to Mr. and Mrs. William (Bill) Henning at Baltimore, where Mr. Henning is man-ager of a skating rink. He was formerly at Riverview Park, Chicago; also with Sam Gordon's Side Shows. A  $7/_2$ -pound boy was born December 24 at Christiana, Tenn., to Mr. and Mrs. Charles C. Randall, of the Bruce Greater Shows, with which organization Mr. Randall is electrician. Mr. and Mrs. Harry Kogen, of Chicago, are the parents of an 11-pound son, born December 20. He has been named Ronald. Mr. Kogen is director of the Rin Tin Tin Thriller program orchestra at the Chicago NBC studios. Mr. and Mrs. Frank Orman, of the Hagenbeck-Wallace Circus, are the par-ents of a daughter born December 27 at the Dukes Hospital, Peru, Ind. She has been named Joyce Lee.

has been named Joyce Lee.

# Hamid in Role of **Fair Missionary**

Fair Missionary NEW YORK, Jan. 2.—Showered with form all over the country on the appear-ance of his 1933 catalog edition in the Holiday Greetings Number of The Bill-board in the last issue. George Hamid, president With & Hamid Fair Booking, is about to forge thru with another pioneer role. He seeks to establish an agency for the dissemination of publicity and propaganda pertaining to fairs and expositions, it was learned on Saturday. Plan, still in the formative stage, would be featured by the creation of "Junior Fair" organizations, with local merchants directly tied up with the scheme, local kid units to stage miniature fairs as a preliminary to the "parent" events. Forerunning "fairlets" would be con-ducted thruout the States in the spring months, affording from three to five months of advance promotion. Seen as a natural and strategic buildup for fairs. It will be a regular missionary bureau headquartered at the Hamid office in the Bond Building here, special staff to work under hie direction on merchant icher divisions of advitivity. Full com-

tisups, prelim iterature, production and other divisions of activity. Full cam-paign expected to assume shape within a fortnight.

### Sennett To Have Hearing

MOBILE, Ala., Jan. 2.—William Earl Sennett, formerly with Robbins Bros.' Circus, wanted here in connection with the death of Jobn Smith, will have a hearing at Des Moines, Ia., January 10. Sheriff W. H. Holcombe has appealed to the governor of Iowa to extradite Sennett.

### WEST COAST NOTES (Continued from page 14)

ompleted a six-week engagement at the

completed a slx-week engagement at the United Artists Theater. January 8 has been set as the date on which the Union Oil Company takes over the Sunday night Merrymakers fea-ture on the CBS-Don Lee system. Oil firm will sponsor the feature for one year and has signed Ben Bard as master of ceremonies. Sterling Hollowsy, of KFWB, will also be featured on the incerame. programs.

Charles Bradshaw has been named musical arranger for the Columbia-Don Lee stations on the Coast, succeeding

Lee stations on the Coast, succeeding Leigh Harline, resigned. Al Pierce and his Happy-Go-Lucky gang will arrive in Los Angeles from KFRC, San Francisco, January 3 and will present all future programs of the popu-lar matinee feature from the KHJ studios. With this feature emanating from Los Angeles it means the further-ance of NBC's plan to originate most of its Coast programs in Los Angeles.

### **RADIO CONTINUES**

(Continued from page 14) viewed and often scrapped or remade before being offered to the public and likewise a radio program can be edited and revised before signing a high-salaried contract for talent and time. Also, if few Contract for effect and the finite field on Broadway, why should a radio program be put on with the smug feeling that it must okeh. Advertising agencies who have been "wised up" considerably as to the ways and menus of show business are responsi-ble for most of the showmanship tactics used in radio. Fluctuatively speaking. used in radio. Figuratively speaking, where they formerly bought and took a chance, they now want to keep their

eyes open and protect a client to the fullest extent possible. Primarily, the fullest extent possible. Primarily, the business of showing talent will concern the more costly talent with a name, but which may flop nevertheless. Sustaining artists called in for a commercial audi-tion are not to be considered in the "showing" class, because they have been showing for weeks and sometimes months. There is a definite idea of how well they are being specified. But are well they are being received. But even when these are tied up with expensive talent or additional artists of unknown quantity then they will have to "show" again. Despite the new move, radio expects

more business as a result of "showing" programs than any other innovation of cent times.

### AIR BRIEFS

(Continued from page 15)

Whiteman's Orchestra will only give 45 minutes of its concert, beginning Janu-ary 8, instead of one hour as heretofore. . . Royal Gelatine starts on NBC January 4 with Ken Murray, Robert Rus-sell Bennet and Helen Charleston. sell Bennet and Helen Charleston. Charles Fielschmann, grandson of the founder of the Yeast Company, broad-casts over NBC every Wednesday. Joan Buxbaum, secretary to Pete De Lima, CBS's artists' bureau, is sporting a new watch given her by Andre Baruch, CBS announcer. The Funnyboners will ahilf from 6 o'clock to 6:45, begin-ning with this Saturday night's program. Incidentally, Sally Deutsch prepares all of this trio's programs. Mesks dedicated a special broadcast to his friend, Johnny Hamp, January 3.

Weeks dedicated a special broadicast to his friend, Johnny Hamp, January 3. . . Leo Relaman rehearses six hours for each of his Friday night Pond's broadcasts. . . Walter O'Keefe gets the greatest kick out of writing hill-billy songs. . . Georgie Price spent the New Year's holidays in the Nassau Islands, West Indies. . . Ben Alley will celebrate his 500th consecutive broadcast lanuary 18 celebrate his south consecutive proadcast January 18. . . C. Hollister Noble, formerly a newspaper man and latterly associated with the radio department of Batton, Barton, Durstine & Osborne, has joined CBS's publicity department. . . . Joe Donahue has rejoined CBS as a member of the news broadcasting division. . . G. J. Gude, formerly of that department, is now news editor of the mubicity denartment. . . . Lack

that department, is now news editor of the publicity department. Jack Fulton, Paul Whiteman's featured singer, likes and uses practically the same type of songs as Morton Downey. WINS encourages all its announcers to speak naturally and not dramatically and has to "untrain" many of the announcers it takes on its staff. Montreal and will resume her NBC broadcasts this month. George Effenbach, formerly manager for Roger Wolfe Kahn, has sev-ered associations with that bandsman to enter the radio-booking field on his own. Frankle Basch, of WMCA, tacked personal notes onto all her Christmas

cards.

### **TELEVISION-**

(Continued from page 14)

they are occurring, television will also make every home a potential Tom Thumb movie palace. And others have expressed their belief that television will expressed their belief that television will enable many folks throut the country to see stage productions-legit, vaude et al.-and special picture presentations. But I think that while television will never entirely eliminate the theater, it will, even after its novelty has lost its dazzling brilliance and freak aspect and television becomes an accepted "housetelevision becomes an accepted "house-hold necessity," materially lower attend-

television becomes an accepted "house-hold necessity," materially lower attend-ance and eventually result in the elimi-nation of many movie houses. And quite apropos of Miss Schuyler's letter was a recent talk by Robert Robins, secretary of the American Society for the Protection of Motion Picture Theaters. Robins contended that tele-vision is a competitor to movies, altho still "far off," and he suggested that movie people begin to protect themselves against its possible inroads.

### **Roses** and Lemons Revue

Roses and Lemons Revue And the Hand-Squeezd Lemon to for an the swards-the Hand-Flucked for an of the Hand-Squeezd Lemon to to the New York Times, for those shrewd inter of his in that television articles Sun-day, In part: "... The denizens of swards have been more faithful to ideas which on the swrface scemed misriflicant, the depression has slorded an opportu-nity to detrie desper into the heart of sei-the inter is opportune they will announce the inter is opportune they will announce rest on a firmer foundation then at the spanned internet brillion on the screen and more brillion on the screen rest on a firmer foundation then at the spanning of 1932. Television needs more interne fillumination on the screen and more brillianey from the economic antio," And the Lemon is flueng at those phony they-righting, ready to spring into action, that will try to sell worthless stock.

as well as worthless sets, to a gullible pub-lie that is fascinated by the magle and mystle term—Television.

### **Telling Visions**

Icling Visions At W2XAB. One of the best televiz singers . I've heard in a long, long while is Thomas Connors . has done plenty musical, vaude, radio and concert work. . . In Desert Song, Loew and Pox time vaude, and just entered concert field. . Debut at Barbizon-Plaza . . on television, a splendid voice; rich, warm and with an indefinable radio and television person-ality. . . Muriel Asche . . producer of entertaining kiddle revues . and active at two schools for youngsters . . . Jone's missed at the studio, but . . . Janc's missed at the studio, but the televiz mob are glad to know of her good fortune.

### N. O. HOUSES CHANGE-

(Continued from page 5) respective of whether the houses are unrespective of whether the houses are un-der the Saenger banner or not. This will possibly be a resumption of the policy of the original Saenger Circuit, when the buying of that circuit was understood to govern the buying of various chains which had no apparent affiliation with it. Dureau's offices are in the Saenger Building at New Orleans. Other officials whose powers have been broadened are: Howard W. McCoy, a di-vision manager: Maurice F. Barr; Nor-man Teck Carter, attorney, appointed assistant to E. V. Richards, and Joe Estes, press agent, who will take over the four New Orleans houses.

### SHOWFOLKS GIFTED

(Continued from page 5) of Marcus Loew, \$1,355.52; Loew's Ohio Theaters, 34,005.93; Madison Square Gar-den Corporation, \$1,497.22; Motion Pio-ture Club of New York, \$23,204.18; Rosa ture Club of New York. \$23,204.18; Rosa Ponselle, \$1,001.90; Stuyvesant Theater Company, \$4,271.84 and \$1,235.11; Musio Box Theater, \$12,187.32; United Artists Corporation, \$1,033.55; Universal Pictures Company, \$5,966.42; estate of Samuel L. Warner, \$11,775; Mrs. Alma Gluck Zim-balist, \$2,439.99, and Eirem Zimbalist, \$2,133.19.

S2.133.19. Among others were Atlantic Amuser, ment Company (Tilyou), S3.926.86; Carolyn Schwab (care Schwab & Man-del), S6.567.27; Laurence Schwab, S2. 660.91, and Upstate Amusement Com-pany, S3.848.70. In New Jersey there are the Cliffwood Beach Company, 85.982.31; Hunts Theaters of Wildwood, 85.212.86, and Victor Talking Machine Company in Camden, S5.600. In California Douglas Fairbanks got a refund of \$72,186.94, while in Massachusetts the Olympia The-aters, Inc. (Paramount Fublix) received \$16,724.66. aters, Inc. \$16,724.66.

### NIGHTS CLUBS-

(Continued from page 16) ing the Stanley Twins; Ben Omar, eccen-tric dancer; Ross McLean, vocalist; Mildred Tolle and the Rodion Adagio Trio, along with a good-looking and talented ballet and Ben Pollar's Orchestra.

AIRPORT TAVERN, new dine and dance spot, was opened at Glenview, a suburb of Chicago, December 28, The tavern adjoins the big Curtiss Airport. Phil Walsh and his Paramount Synco-pators are furnishing the music.

THE TAVERN, located atop Shades Mountain, near Birmingham, Ala., was destroyed by fire early Thursday morn-ing, December 29.

SHADOWLAND, San Antonio's leading night club, is featuring a new floor show, including Kirby and DeGage, rhumba dancers, and Lillyan Law, acro-batic specialist. Vic Ince continues as emsee.

ANOTHER NIGHT CLUB has made its bow in New Orleans. It is called the Rainbow Gardens and is located in the old Moose dance hall on Canal street. Earl Barnes' Orchestra provided the music and Henry Rando is the featured support singer.

LOU IRWIN now lists among his many other club bookings the new Club Rich-man, New York. First New Year's book-ings include Richman himself, Benny Meroff and orchestra, June Knight and Wilma and Buddy Ebsen.

### FLORIDA AMUSEMENT CO.

FLORIDA AMUSEMENT CC. BLACKSHEAK, GA., WEEK JANGARY 2 TO 7. Homerville, Ga., to follow. Both in heart of city, WANT legitimate Concessions. Must have finsh. Reasonable rates. CAN USE Elddie Auto Ride. Not carrying Merry-Go-Round. Have other good ones to follow. Never close. Will play Florida. Address all mail ROBERT CLOTE. Blackhear, Ga.

### The Billboard

### **OLD-TIME SHOWMEN**

(Continued from page 27) seated as a minstrel first part, all with instruments, the leader in front with music on tripod. It was a clever and muss on tripod. It was a clever and well presented specalty which did its part in giving realism to that 9 by 12 "Cat Orchestra" illustration on one page of the fashy courier. "The si0,000 Steam Polyhymnian Cal-

"The \$10,000 Steam Polyhymnian Cal-liope" was another of the much publi-cized atractions described in the courier as "A Triumph of Mechanical Skill and the Organ-Builder's Art." It was in real-ity the calliope built for and owned by Fred R. Castie, the well-known acrobat and leaper, who was featured by Adam Forepaugh and other leading shows in the '80s and early '90s. It was a calliope of exceptional merit both in tone and artistic appearance, the shape of wagon body, carved dragon heads, full figure of musician standing front and rear cnds, all white and gold finish—as beautifully decorated calliope as ever brought up the rear of a circus parade—it was leased by Mr. Washburn from its owner.

decrated callope as ever brought up the rear of a circus parade—it was leaded by Mr. Washburn from its owner. Captain Tom Bailey, a former member of the life-saving crew of San Francisco privation of the circus lot. The the Castle callope, was a medium of excellent publicity. A Preston Aerial poke and Ladder Truck, with ladder ca-pable of extension to 125 feet in height, was used in parade, then kept in promi-nent location from top of ladder inter ance for public inspection. Captain Bailey made at foot o ladder just prior to beginning of each performance. The value of this availed extension to india the pa-ade crowds to the showgrounds and hold them near Side Show and ticket was the final call to enter can easily be

### THE CORRAL

(Continued from page 28) Mabel Mack, was one of the hits of the bill with her trained mules.

LEW WIER and wife (Rose Herlin) are snugly hibernating on their ranch in Nebraska this winter. Both will be with one of the traveling rodeo organizations next season, Lew buildogging and Rose riding buckers. Lew is still looking for the "pesky varmint" that stole his auto-mobile last spring.

LEONARD STROUD was a prominent player with the Dumas (Tex.) polo team against Amarillo County Club recently. Among rodeo people present were Mayme Stroud, Anne and Red Sublette, Mrs. D. N. Ross, Ralph and Bill Jones, Fred Ross, Perch Porter and Buck and Marie James

THE BUDGET for the 1933 Cheyenne (Wyo.) Frontier Days has been placed at \$25,000, which is \$14,000 more than for 1932. The celebration will be one day less (four days) than has been custom-ary, which cutting the directors figured could be done without hurting the qual-ity of the show.

RED SUBLETTE infocs that he traded his ranch in New Mexico for a home in the Texas Panhandle and likes it. He has been working on his pinto mule, **po-**lice dog and Mrs. Sublette's high-school horse and says they do "almost anything but cuss." Red went deer hunting, down to Alpine. Tex., and over into Mexico, and got one big buck. Mrs. Sublette booked to do menage and high-jumps riding with one of the circuses coming senson. RED SUBLETTE infoes that he traded

CHRISTMAS DINNER on King Bros.' Rodeo ranch, the "Slashed Ear," near Richwood. O., was a gala affair. Chef Sylva, the "little Frenchman from Mis-sissippi," served the very palatable and plentiful eats. Col. Jack King, master of the ranch, supplied oranges, nuts and candy. Numerous neighbors and resi-dents of Richwood called at the ranch during the afternoon and were treated to horseback rides on the more gentle of the stock.

MARGARET GREENOUGH HENSEN, MARGARET GREENOUGH HENSEN, bronk and steer rider, and her husband, "Heavy" Hensen, are visiting Mrs. Hen-son's parents, Mr. and Mrs. Ben (Pack Saddle) Greenough, at Red Lodge, Mont. Little Charlie, their two-year-old son, is seeing his grandparents for the first time. 'Tia said the kiddle has decided to be a rider, he says, just like his uncle, Turk Greenough, well-known rodeo contestant. Alice, another of the Greenoughs, is rid-ing with a Wild West unit in Southern France.

ANOTHER VICTORY (Continued from page 3) With Music was composed by George An-thel. The latter having no share in the lagtarism suit. When the first inkling of Lowenfels' suit reached Broadway, it was generally thought it was merely a gag to grasp a lot of extra publicity for the show. Now the wiseares are pointing out that they weren't far from wrong in their guesses. what with the new-found knowledge that there was no demand for posting of bond to cover court costs. However, the Harris office denies that there was any cohesion between the defendants and plaintiff. and plaintiff.

### **RUMORS ALREADY-**(Continued from page 3)

between Radio City and the opera, NBC buying broadcasting rights to the operas, rights which it has not sold to a com-mercial. It thus provides what almost amounts to a subsidy for the opera com-pany. Paul D. Cravath, president of the amounts to a subsidy for the opera com-pany. Paul D. Cravath, president of the Metropolitan, said in a recent statement: "If business had held up to 1928 levels I think it is very likely the opera would have gone into Rockefeller Center. If business should return to a prosperous level there might be a good chance then of the opera making the change." With a house rendy and waiting to receive it the change is even more likely than be-fore, in spite of the heavy financial dif-ficulties which the Metropolitan has had to weather this season and last. One other important obstacle, however, remains. The Music Hall has no boxes. This is an important titem and is directly responsible for the formation of the Metropolitan. Before the start of the present organization the Academy of Music was the accepted operatic center of the city. The Academy, however, had only six boxes, and disgruntice society folk organized the Academy after a few seasons. Boxes can be built into the Music Hall on the side ramos which now lead to

Boxes can be built into the Music Hall on the side ramps which now lead to the stage.

**OPPOSE A. C.-**(Continued from page 3)

June 1, 1933, it shall be unlawful for any person to operate any form of sound-creating device, vocal or instrumental, human or mechanical, or otherwise, on the sidewalks, streets and highways of Atlantic City for the purpose of attract-ing attention to any advertised product, same etc. any violation will be

the sidewalks, streets and highways of Atlantic City for the purpose of attract-ing attention to any advertised product, game, etc. . . any violation will be handled by recorder, with a fine of \$50 for first offense and \$100 for the second; default 30 days in jail." Parades and public band concerts are exempted by an additional clause, which provides that the mayor may issue per-mission for same. Several other 'amusement people, in-cluding Frank B. Hubin, old-time show-man, were present. Mr. Hubin declared it a disgrace to any resort to burden the amusement man so that his advertising is limited to a daily paper. He charged that personal reasons were in back of the ordinance and that officials did not see the harm such a law would do. While directed especially against sound trucks, which advertise the piers, thea-ordinance in its wording also eliminates radio speakers in stores and piers, any sound device such as is on end of Steel Pier, Million-Dollar Pier horns, penny-arcade readus, bands in concessions on Boardwalk, unless doors are shut so noise does not reach walk (which is impossible in summer time), and which, if carried out to the extent of the law, will even prohibit radios in private automobiles. Several petitions were presented to the mayor, but he would not be steered from his course. Mr. Zoog is contemplating legal action. If strict enforcement is made other amusement men may join him.

him.

### SHOWMEN'S LEAGUE-

SHOWMEN'S LEAGUE (Continued from page 3) bers, which were received with hearty applause. Enrico Clause, of the World on Parade, now filling an engagement at Cafe de Alex in Chicago, came over to sing several famous operatic numbers. Clair Powell, thru the courtesy of Joe Brent, of the MCA, dul Bits of Harlem, a dance which called for two encores. The affair broke up at 5 a.m.

### **GOOD-BY AGAIN-**

(Continued from page 18) George Haight, it zanily deals with the love life of a famous author in, of all places, the Hotel Statler in Cleveland. It possesses fire and zest and more than its due quota of laughs, and, more than that, it has Osgood Perkins' grand inter-

Iboard pretation of the novelist, it shows off issie Adams to complete advantage as a not-too-irate husband, it displays Mr. Beckhard's uncannily accurate and effec-tive directorial powers and it allows salty Bates to prove again what a swell accurate and effective and as a swell accurate and effective ranks as one of the top fight of the theater's leading ladies. She grand. The deside definitive ranks as one of the top fight of the theater's leading ladies. She grand. The state the of the theater's leading ladies. The state. The fight of the theater's leading ladies. The state. The state definitive ranks as one of the top fight of the theater's leading ladies. The state definitive ranks are one of the something more-than-secretary. To be splith, they share a double room in the Stater. To him comes a forgotten when of his salad days, a gal who was with him one night under the college demorial Arch and who thereafter suf-sith of the gode, spends the day with huis the gushing relic of the past, while Anne waits sorrowfully in the has atoped around to see what this coment mind the indelity so much, and the state Ken, in phone calls and in his later personal appearance, tries to fool hates. Tho wo Julia's prospective yours brotherhates.

hates. How Julia's prospective young brother-in-law-a rising, young Midwest lawyer and a perfect type-enters in to try the case: how Ken puts him into retreat; how Julia's husband is only too willing to hand over his romantic wife, and how he is finally forced to keep her; how Ken at long last wins back Anne. with the aid of a ledge on the outside of the Statler-you'l have to go to the Theater Masque to find out. You won't rearet your visit.

the Statler—you'll have to go to the Theater Masque to find out. You won't regret your visit. Mr. Beckhard's direction, as remarked before, is uncanny. He takes characters which, in essence, are sheer burlesque and rounds them out so fully that, tho they still remain thoroly amusing cari-catures, each member of the audience sees in them unfortunate friends and acquaintances. And the effect that he manages to get in the more serious mo-ments, the manner in which he can squeeze out every small drop of humor from a comedy line or situation, are things to wonder at and to admire. The cast is excellent. There is no use going once more into the manifold mer-its of Mr. Perkins as an actor; he's grand, and that's that. Leslie Adams turns in one of the evening's most amusing portrayals as the husband, get-ting laugh after laugh and doing a thoroly fine job of the characterization; Hugh Rennie is priceless as the young lawyer; Katherine Squire is saccharine sweet—as she should be—and infiltely charming to look at, as Julia, and even the very minor characters are excellently played. That, incidentally, is probably another tribute to Mr. Beckhard's direc-tion. nother tribute to Mr. Beckhard's direction

But, to one customer at least, Miss

But, to one customer at least, Miss Bates walked off with the evening. She was splendidly sincere, and in the wilder moments she uncorked a sense of com-edy values that was grand. Good-By Again is no Springtime for Henry, but at least it is this season's nearest approach to that farce rict. Here's one sincere wish that it lasts at least as long. EUGENE BURR.

### **20TH CENTURY-**

(Continued from page 18) ing more than a burlesque—of, by and for the profession. How it will appeal to those few scattered theatergoers whose home town is not bounded by Columbus Circle, Times Square, Eighth avenue and the L is problematical. But the chances are that its sheer force of gusty humor will carry it over even with those who can't altogether see the riotous mimicking of well-known Broad-way types.

those who can't altogether see the riotous mimicking of well-known Broad-way types. 20th Century was a long time in the writing. Two years ago it was the big gun in Jed Harris' reserve arsend. but Messrs. Hecht and MacArthur didn't seem to be able to get a third act. Now, with Abbott & Dunning presenting the show, they seem to have found the missing stanza, found it with a whoop and a howl and a spasm of rib-tickling and riotous tomfoolery. The action of the show takes place on the 20th Century Limited (as the title might suggest) during the train's run from Chicago to New York. Cirker & Robbins have provided an excellent set-tis only drawback being the fact that, because of necessary projections, its visibility is pretty bad from the sides of the house--and it is moved back and forth as the action centars in certain sections of the car. At such times a curtain comes before the rest, and the total effect is both ingenious and effective.

Bound back from the Loop with the remnants of his latest great artistic flor still humming about his ears is Oscar Jaffe, one of those producing megalo maniacs who teem around the Selwy and Sardi buildings. Jaffe, however really has a reputation, having done fin things in the past. But now he is down to rock bottom and has nothing must bout him but his faithful and often fired general manager and his faithful and hard-swearing press agent. In the next compartment (Jaffe has seen to it that it is the next compartment) rise that it is the next compartment) rise that it is the next compartment. If we gone into movies. Not only is she mistress, and with her rides the you agent to whom she gives her emotion anger and what have you. What there is of plot in the madner

anger and what have you. What there is of plot in the madnes and hilarity of the dialog concerns the efforts of Jaffe to effect a reconcillation with Lily, get her name signed to a con-tract and so, with that as an induce-ment, procure for himself another ange and stave off the banking gentleme who are threatening to take his nam-theater away. Just how he manages is do it is too funny and too exciting in the original to be synopsized here. The acting through is subcadid. Mon

the original to be synopsized hefe. The acting thruout is splendid. Mot fat Johnston, one of the finest actor on our stage, does Jaffe hilariously. Mu Johnston, incidentally, seems to be ab to take any part written and do it well Eugenie Leontovich is perfect, of cours as Lily: William Frawley injects a lare alice of the comedy as the press agen and others who turned in performane worthy of note include Matt Brigs Etienne Girardot, Roy Roberts, Dennie Moore and Florence Edney. The direc tion speeded the pace to the necessar madcap clip. madcap clip.

madcap clip. 20th Century as a play is reall pretty poor stuff, melodramatic an shallow. But as one of those distorted Coney Island mirrors held up before the Broadway mob so that it may see itsel and laugh it serves admirably. And packs enough punch and laughs, prob ably, to corral outside customers, to EUGENE BURR.

BROADWAY RUNS

DRUAD		TAD D
Performances to	December 31,	inclusive. a
Dramatic	Opene	d Perf. 1
Absent Father	Oct.	17 88
Another Languag	6Apr.	25 290
Anybody's Game	Dec.	21 14 1
Autumn Crocus .	Nov.	19 51.0
Biography	Dec.	10 07
Criminal at Laig	ac frevi-	10 01
Val)	Dec.	26 84
Dangerous Corne	r.,.,	27 81 0
Dinner at Eight.	Oct.	22 841
Firebird	Nov.	21 49 p
Girls in Uniform.	Dec.	17 SAB
Good Fairy, Inc.	Dec	28 52
Honeymoon	Dec.	23 11 20
Late Christophe	r Bean,	
The	Oct.	31 64 m
Another Language Anybody's Game Anybody's Game Ciminal at Larg Cyrano de Berger Val) Dangerous Corne Dinner at Eight. Dinner at Eight. Cordbye Again. Coodbye Agai	Dec.	31 1
Little Black Book	IncDec.	40 8
Little women (rev	Dec.	20 15
Mademoiselle	Oct	18
Metropolitan Play	ers Dec.	18 5
Show-Off, The	Dec.	12 26
Success Story		26112
Teatro Dei Piccol	Dec.	22 23
Twenticth Centur	yDec.	4 105
when Ladies Me	et	0
vival)	Nov.	3 70 8
vival)		
ers (return ment):		
Automa The	Des	28 I
Far Of Hills	The Dec	26 2
Juno and the	Paycock Dec.	29 15
Kathleen Ni Ho	ulihan Dec.	31 15
New Gossoon,	TheDec.	27 2
Playboy of the	Western	
World, The.	Dec.	26 2
Hising of the M	oon, The Dec	20
Autumn Fire Far Off Hills, Juno and the i Kathleen Ni HC New Gossoon, Playboy of the World, The Rising of the M Whiteheaded B	oy, Inc. Dec.	a0 10
CIVID Repercory	Theater.	
Alice in Wonde Camille Cradle Song, T Dear Jane	riandDec.	12 95
Camillo	he Nev	0
Dear Jana	Nov.	14. 11
Lillom	Oct.	26 21
Lillom Peter Pan	Nov.	5 8
Three Sisters	Nov.	1 3
Shakespearean Re		
		C
A Midsummer Dream As You Like It Comedy of Error Hamlet Julius Caesar Merchant of Ve Much Ado About Twolfth Micht	Nov.	17 9
As You Like It.	Nov.	26 5
Comedy of Erro	rs, The Nov.	21 5
Hamlet	Dec.	22 3
Julius Caesar	Dec.	14 11
Merchant of Ve	Nothing Dot.	23 9
Twelfth Night	Nov.	18 7
I wenten wight		18 7
Musical Comed	y	
Dubarry, The	Nov.	23 47
Flying Colors		15117
Gay Divorce	Nov.	29 40
George White's B	ausic	
Hall Varieties.	Nov.	22 48
Music in the Air	Nov.	8 64
OI Thes I Sing.	Dec.	26 8
Dubarry, The Flying Colors Gay Divorcs George White's N Hall Varieties. Music in the Air Of Thee I Sing. Shuffle Along Take a Chance Walk a Little Fe	Not	26 42
Walk a Little Fa	sterDen.	7 31



ow that the new year has rolled around, many States have different around, many States have different head men of different parties. The holds true of towns and municipali-not to mention the House of Repre-atives, the Scnate and Mr. Fresident melf, with oaths of office and in-urals not far off. Quite a few of the wining legislators are known to be w-minded and show fans. Perhaps, effore, that frequently neglected in-try which travels under the name of - business will have a patron or two ry which travels under the name of w business will have a patron or two mpioning it along the amusement le fronts. And this goes for fairs, ch some short-sighted individuals are interact until good times yisl? h some short-signted individuals are y to eliminate until good times visit As if fairs arcn't stimulators of e, promoters of education and pur-rs of happiness in their own way.

ARRY BOYD, of Boyd & Wirth, was taken ill suddenly on Christmas Day in Larchmont, N. Y., where he still In Larchmont, N. Y., where he still les abed at this writing. A circus ta New Jersey theater opened its mati-nee to an audience of 20 people the other lay, and the same flock reported for the wreing show. . . What booking agency s on the verge of bankruptcy and may ble a voluntary petition sconer than con? . . That was Bill Holland fitted but in his best . . . Fletcher Smith, 40 nt in his best . Fletcher Smith, 40 tears a press agent and 45 years a show-ann, is one of the few picturesque char-chers left around town. He left the and Show in the West last August, iopped to New York and has been here over since. He yarns out sawdust stories nd is as happy and carefree as ever n his West 46th street abode. Will he to out next season? Who knows. . . & Staats riscs up and says that he will not be connected with Wheeler & Sautelle the sonet season. . . . Sam J. Banks

night. Fred Fansher was in the cess of moving from Loew's State ding. Reported that Hassan Abdizij would be steering a Moose week of January 30. And maybe after that.

SCAR BUCK is back from his South American scouting trip-Venezuela, to be precise. Abe Rubin still there. Around the Times Square Midway ye say that Mike Kortis will hook up the a well-known carnival showman the season for an opening in New York the with a quintet of shows, a sextet lides and a quarter century of stores. A bunch of the boys are readying heave for Florida fairs. Martin E. Berry, for instance. After a suc-the bolday season with a glift shop 23d street and 6th avenue, Barry will on be off to join the Model Shows of merica at first Florida stand, Largo, mary 10-14. Mrs. Capt. Jack the senders of florida passing was re-red in the last issue, wishes to thank we senders of florida passing was re-red in the last issue, wishes to thank the senders of florida passing was re-red in the last issue, wishes to thank a be off sympathy. Frank schip department store during holi-beroit, opening there for Bradma-wench, February 6-18, then to Cleve-min, February 6-18, then to Cleve-ing yule season. Will Clyde Beatty another picture after The Big Cage? Dorothy G. White, widow of the ways-to-be-remembered Will L., played me special Christans, dates in Lovel. Es, and Portland, we for the REO SCAR BUCK is back from his South 0 rides rays-to-be-remembered Will L. played me special Christmas dates in Lowel. Iss, and Portland, Me. for the RKO ston office. . In spite of reports the contrary, Jack Curley's marathen or but Brooklyn way was still very ich in it as these lines were written on comber 31. . . Was that Chubby Hoyle, one-time animal trainer on Jmar Bros' Circus (and Sparks', too, believe), conversing with Beatty on 6 Universal lot? Giffoyle is at Luna tk Zoo in Los Angeles. Zoo in Los Angeles

**REDUCED PRICE** (Continued from page 30) that he must allow his agents 10 per

cent. Our city is about 80.000 in population, and he established in the city about 90 agents, these agents being largely mer-chants, and to each merchant he gave, under contract, a stupply of tickets and a card or two, done in colors, announc-ing the fact that advance tickets might be purchased at the reduced rate from the agent who displayed the card. All agents were required to report weekly with a remittance covering all sales, less their commission. All returns were made to the chief sales manager, who in turn accounted to the exhibition association. Our city is about 80,000 in population

association.

### **Created Mnch Good Will**

In addition to the agents established in town, he established agents in each town in the district tributary to Edmontown in the district tributary to Edinoit-ton, where generally our patrons come from. In addition to those agents estab-lished, he also appointed a certain num-ber of agents in the city who made a canvass from house to house. No person was appointed an agent unless he was of good character and unless it was thought that his francial stording and

was appointed an agent unless it was thought that his financial standing and integrity were such as would warrant the expectation that all moneys received would be properly accounted for. If there was any doubt as to the agent he was required to buy the tickets in advance and unsold tickets were turned in by him. Every agent was obliged to sign a contract covering the number of tickets which he received and agreeing to push energetically the sale of tickets and keep the money obtained therefrom separate from other moneys, and it was stipulated in the contract that from the time the money was received from the sale of tickets was received from the sale of tickets that it became and was the money of the exhibition association and not the

the exhibition association and not the money of the agent. This clause was inserted so that crimi-nal proceedings might be taken against any agent who failed to properly account, as he could be charged with misappro-priation of funds. A further provision of the contract was to the effect that any unsold tickets in the hands of the agent at the close of the sale were taken back and full credit allowed therefor. An effort was made to interest the

An effort was made to interest the wholesale houses of the city in purchase of these advance tickets and this re-sulted in a large number of tickets being sulted in a large number of tickets being sold to wholesale houses, who in turn circularized their customers in the coun-try and sent each customer one or two or more of such admission tickets. The wholesalers were of the opinion that this created good will among their custom-ers, which is obtained for a very small expenditure of money and is worth a good deal to them. deal to them. good

Many of the large business houses in tha city, desiring to assist their employ-ees, purchased a number of advance

tickets and gave one to each employee. Many other citizens purchased more tickets than they would need themselves for the purpose of handing a strip of tickets to some family in destitute cir-cumstances who otherwise would not have been able to see the fair.

### Had \$10,000 in Advance

The net result of our campaign was

The net result of our campaign was that we sold almost 50,000 tickets under this advance sale, and we were thus provided with practically \$10,000 cash in advance, which was a very considerable assurance against bad weather. We kept a check on the number of tickets turned in at the gates during fair week, and we found that, roughly, 85 per cent of the tickets sold were used. The other 15 per cent apparently were held by people who never used them.

were held by people who access them. The advance sale itself has a very large value by way of publicity. An energetic and intelligent campaign man-ager can have a story almost every day for the newspapers, and this gives you a type of publicity which you would not have under any other scheme. The man elso found that thruout the

It was also found that thruout the country when once a man purchased a strip of advance tickets he became a pooster for the fair, not only did he register his own intention of attending, but took occasion to advise his friends and neighbors of the fact that he had purchased advance tickets at a greatly

and neighbors of the fact that he had purchased advance tickcts at a greatly reduced rate. The influence from such a factor is very great. This advance sale was more or less of an experiment with us this year, and I am convinced that we can reduce our publicity expenditure by quite a con-siderable amount and not suffer any loss, as the advance sale will more or less offset any reduction that may be made in the budget for publicity.

### Wonld Repeat in 1933

The net result to our chilbition was that the amount of money received from the advance sale, plus the cash payments at the gate from those who had not purchased in advance, and after deduct-ing expense of the advance sale, was greater than the cash payments taken in at the gate in 1931.

In at the gate in 1931. The attendance was increased by something more than 14.000, and so im-pressed was one business man that he offered to conduct the advance sale for 1933 on a 15 per cent basis and guar-antee payment to the exhibition of a minimum of \$15,000. I would say without hesitation that it was the most popular move made by our association during its history, and the result was so satisfactory that I am inclined to think it will be an annual event with the Edmonton Exhibition. We did not change our grand-stand admission prices, but increased our grand-stand receipts more than 25 per cent. The whole scheme created such

A favorable impression that not only did the newspapers give us more assistance separate versions year, but citizens on the step taken, and I feel that the exhibition association added very mate-ration of the step taken, and I feel that the exhibition association added very mate-ration of the step taken, and I feel that the exhibition association added very mate-ration of the solution of the sale from the source. The event in connection with the sale established on the street and in the established on the street and in the established on the street and in the catter of the business part of the city. These two booths each sold more than \$2,000 of tickets in the last week with-who where operating them. They bor-rowed the two booths from our associa-tion and merely stood behind the wiek-ets and passed out the tickets to citizens as they came voluntarily to make their purchase. Many Pay Regular Fee

### Many Pay Regular Fee

Many Pay Regular Fee I am personally satisfied that with a hittic more experience behind the under-taking and probably a little more en-pressive sales manager that we could next year sell almost double what we sold in 1932, and even at that there will be many dozens of people who will not will go to the gates and pay the regular admission fee during fair week. We found that by reason of such a large advance sale that we could cut down such essel that we could cut down such the entire sale, so far as I know at present, there were only six strips of that on the entire sale, so far as a Landow to be made in the count of two of these, and it was chaimed that four others had been stolen from a store.

been stolen from a store.

### KID '33-

(Continued from page 3)

(Continued from page 3) thousand other gadgets long before dusk. They were going great guns until the police peddler's corps selected about 70 and brought them into night court on a charge of peddling without Hicenses. They received auspended sentences. They received auspended sentences. They received auspended sentences. So the head, aitho cover charges were a bit down in the grills. Central Park Casino was loaded up with revelers at 30 a couple, and the St. Moritz the same. Waldorf-Astoria, however, set its price at \$20 per person, while the Actors' Dinner Club banquet and ball there re-ported some guests paying the same amount. Hollywood Restaurant, Cotton Club, Connie's Inn and Small's, latter three being Harlem night club standbys, were filled until the early hours, with couples bringing \$20. Down in Green-wins and members of belles-letters make their stamping grounds, average was \$7.50 per person. Among them were Village Grove Nut Club and Vilage Barn. Hotel Astor reported more than 4.000

Village Barn. Hotel Astor reported more than 4.000 guests, best since 1927; the Waldorf-Astoria, 4.000; the Plaza, about 1.500, and

Astoria, 4.000; the Plaza, about 1.500, and the Ambassador, 1.000. Ballroom of the Waldorf, scene of Actors' Dinner Club ball, was lavish in decoration. At midnight practically every person in the hotel made a bee-line for the place to contribute to the merriment of the occasion. Even the lower middle call fare, mostly nabe pleture houses in Brooklyn, Bronx and Washington Heights, received boom business. Many of the straight film houses in those regions offered from three to eight vaude acts to bolster trade. Practically all amusement pro-viders mopped up. viders mopped up.

CHICAGO, Jan. 2.—Night clubs and cafes did the biggest business they have enjoyed since 1929 on New Year's Eve. Not only was attendance surprisingly large, but much more money was spent than had been anticipated. This year's celebration was entirely unrestrained, the prohibition enforcers had given out word that celebrants

would not be molested and were welcome to indulge in all the liquid refreshments they chose. The consequence was this was the wettest New Year's of recent

years. Reservations were extremely heavy at all the night spots, and last-minute celebrants swelled the crowds to record proportions. At the Hotel Sherman some 3,000 persons celebrated; College Inn, the Bal Taburin and the Grand Ballroom being crowded. LaSalle Hotel had a capacity crowd. Bo also did the Mor-rison's Terrace Gardens, the Winter Gar-den, Beach View, Via Lago and numerous others. others.

Crowds at all the leading Loop hotels were as large as last year or larger and spent more freely.

Equipment and Supplies Manufacturers — Distributors — Jobbers -By BILL BOARDER -

WALTER J. LEATHEROW, prominent for many years in the toy balloon indus-try as head of the Howe-Bauman Balloon Company, is now a member of the Oak Rubber Company. This means, of course, that hereafter the Howe-Bauman line of balloons is merged with and becomes Rubber Company. In New Bauman line of balloons is merged with and becomes part of the Oak line. Mr. Leatherow made his entrance in the balloon business in 1906. At that time he organized the Rubber Balloon Company of America and produced the first seamless rubber bal-loons to be made in this country. In 1911 he organized the Howe-Bauman Balloon Company. In his 27 years of activity in balloondom Mr. Leatherow has become one of the best known men in the industry, particularly in the East and Middle West. In his new connection he will act as Oak's Eastern representative.

E. M. HOUSE, Inc., has worked out an agents' selling plan which it claims strictly conforms with the times. The firm styles it a "profit-sharing distribu-tion plan." and says it requires but little capital to start. Col. Sutton and E. M. House are the officials of the enterprise. Both have been identified with the razor and blade business for some time.

THE SUCCESSFUL pitchman knows that to sell more merchandlse than his competitors he often has to use novel methods of attracting crowds and hold-ing their attention. The nut might be a bit more, but salea more than com-pensate him. Ben Gelber, of Berk Bros.'

Novelty Company, who has been catering Novery company, who has been catering to pitchmen for over 30 years and knows their methods thoroly, announces that after many years of research he has ob-tained a special formula for preparing "cultured" prunes from Paris, France. The prunes will be supplied with Floroscopes so that pitchmen can do a real demonstration and turn over some big money, he says.

During the past week we have had inquiries for the following:

BOTTLES, screw top. CANDY BOXES, fancy. CHANGEABLE SIGN SUPPLIES, letters and numerals only. "CLOSE OUT" MERCHANDISE. COUNTER DISPLAY CARDS, razor

COUNTER DISPLAT CARDS, FAZOF blades, aspirins, etc. GLASS DOLLS or figures in a bot-tle. When bottle is filled with water the figure is made to ascend or descend by pressure of thumb. GOOD LUCK POCKET PIECES. LORD'S PRAYER ON HEAD OF DIN

PIN.

PIN. PHOTO HANDLE POCKET KNIVES. POWER UNITS. PROBAK RAZOR BLADES. SEGAL RAZORS.

(Names of the inquirers will be fur-nished to advertisers upon request to the Cincinnati office of The Billboard).



LTHO explained more or less in the A columns of the Billboard, many showmen still seem to be in the dark as to just what a trade-practice conference is. For their benefit let me say that a trade-practice conference may A be described as a constructive, co-opera-tive movement by voluntary action on the part of members of an industry who seek to wipe out unfair methods of competition from an entire industry at one and the same time, thus placing all competitors on an equal competitive buck basts

The trade-practice conference performs The trade-practice conference performs the same function as a formal complaint without bringing charges, prosecuting trials or employing compulsory process, but multiplies results by as many times as there are members in the industry who formally practiced the methods con-demned and, by voluntary agreement, abandoned. abandoned

Wouldn't be a bad thing for the car-nival business, would it?

### +

Several months ago Merle Evans, the famous circus bandmaster, was quoted in a Boston newspaper as saying that he believed the trouble with America is that there is not enough circus in the enter-tainment world. "He claims," according to the paper. "that the majority of the public understands very little about the circus art, and for that reason is lacking in the proper appreciation for the circus artist. In Europe, Merle points out, the artist. In Europe, Merle points out the larger cities have a permanent circus, and people take in the circus during the winter months just as they do the opera.

That Merle is right, there is not the least doubt. As John C. Madden, at-torney and circus fan of Newton, Mass., puts it:

"It is surprising how much goes over the heads of the average crowd. Packed houses indicate the popular demand for the circus, but the intensity of interest would be greater, and the old hotion that a circus once seen is seen for all time would be dissipated if they really how the acties and hot that the ap knew the artist and had that true ap-preciation of the act, which after all is an educational matter. A screen or amplifier for a detailed preliminary in-troduction on a broader scale than at present would help, but would be im-practical in a modern circus. I have made a study of this form of entertain-ment and I attribute my interest to fre-quent attendance."

quent attendance." Mr. Madden brings up another point that seems to have morit. "If advance notices of the appearaice of the circus in other cities in the same State were published in the larger city in these days when space has been annihilated by the automobile. partices would grasp the op-portunity to combine a trip with a circus thrill and aid materially in stimulating thrill and aid materially in stimulating that interest which must result in a truer appreciation of the artist. For in-stance. Boston papers are read in Worces-ter and Springfield, but Worcester and Springfield papers are not read in Bos-ton."

The idea, while a good one, is not entirely new, one or two of the larger circuses having tried something along this line in Western and Southern territory, particularly Texas. +

the "Ohio Fair Boys" are planning for a whopper meeting at Columbus January 10-12, and President I. L. Holderman says the banquet is going to be the big-gest in the history of the association. Let's hope polities and criticism will be out of the banquet program this year. That stuff sure was "hard to take" for many last year

many last year.

John G. Robinson is in Miami, Fla., for a short stay. He says the weather is wonderful—the thermometer around 80—and swimming fine. Also, that there are plenty of people there, and all the-aters are doing a big business. Outside of giving this data, he said he hoped the snow has melted in Cincinnati. Yes, it has, John, but a little more started to fall the day before New Year's, when this was written.

After having the flu for a week, Frank (Doc) Stuart was thankful for being able to "hit the floor" Christmas morn-ing. Doc, you know, is in the bulletin business in Oklahoma City, Okla. "Had

a —— of a time Christmas," he writes me. "Gordon W. Lillic (Pawnes Bill) and wife wers our week-end guests; also James E. Barrett, managing director Biltmore Hotel Managment Corporation, and his wife. Christmas p.m., from 3 to 6, had only 72 folks drop in. Then for Christmas dinner at Jimmie O'Con-mell's Capital Cafe (he was the old Sells-Flote concession man), I had 100 poor folks for eats. Do not get scared at the 100, as I landed a price of 30 cents for each meal and that is really not much to do these times. Right across the street from my plant there were two vacant blocks and this morning (Decem-ber 27) found State Relief Camp No. 1 (55 Army tents) and 9 rolling field kitch-ens agoing. They say we have about 18,000 poor on our hands!"

### **RADIO CITY-**(Continued from page 3)

has actually never occn matched in the city. Taking a cue from the picture openings, a microphone was installed in the lobby for the celebrities to talk into. Among those speaking were David Sarnoff, M. H. Aylesworth, Peggy Fens, Irene Bordoni, Mayor-Elect John P. O'Brien and many others. John D. Rockefeller Jr. brushed thru the lobby without pausing at the mike. It would be useless to attempt to list

all the celebrities in attendance; almost all the celebrities in attendance; almost everyone of any note in the city was there. A partial and most incomplete list includes Owen D. Young, Alfred E. Smith. Dr. Nicholas Murray Butler, Waiter P. Chrysler Leopold Stokowski, Amelia Earhart, John F. Curry, Gene Tunney, Gen. James G. Harbord, Joseph V. McKee Will Hays, Cornelling H Bliss. Tunney, Gen. James G. Harbord, Joseph V. McKee, Will Hays, Cornelius H. Bliss, Herbert B. Swope, William Randolph Heirst, Adolph Ochs, Noel Coward, Jules Brulatour, Adolph Zukor, Paul Muni, Lee Shubert, Daniel Frohman, Major Edward Bowes, Walter Damrosch, Messmore Kendall, Lou Holtz, Irving Berlin, Ted Lewis, John Golden, Fannie Hurst, New-ton D. Baker and Morton Downey. Mem-bers of the French, English, German, Italian, Japancse and Swedish diplomatic corps also attended. corps also attended.

The crowds on the curb were held down somewhat by the inclement weather, rain coming down heavily during the evening. Several hundred, hov-ever, braved the storm to huddle in doorways and watch the celebrities go in. Three hundred policemen were on hand to restrain the crowds that had been expected. However, in spite of the comparative absence of sidewalk watchcomparative absence of sidewalk watch-ers, the lobby was mobbed by persons hoping that somehow or other they might be able to obtain seats. Over 100,000 ticket applications had been re-ceived for opening night, and an hour or so before curtain time there was already a long line waiting at the box office in the vain expectation of obtaining seats. Celebrities arrived far later than the 8:15 scheduled starting time and so did the show. It was half an hour late in getting under way, with the result that its four-hour running time carried it on until almost 1 o'clock. Critics on daily papers had to leave long before the end papers had to leave long before the end in order to make deadlines. The first in order to make deadlines. The first half was not completed until 11 o'clock. The auditorium of the tremendous The automorphi of the themenous theater represents the realization of what Roxy has called one of his dreams. Ac-cording to his story, he was standing on the prow of a ship at sea watching the sunrise when he couceived the idea of creating a giant theater modeled after that awe-inspiring sight. The Music Hall is the realization of the dream. The proscenium arch, 60 feet high, is in the form of a semicircle and there are radiations from it designed to suggest the sun's rays. The celling is stepped in huge semicircles, with hidden lighting il-luminating each in various colors, which are changed as the show progresses. At aimost all times during the course of the entertainment it is light chough for the entertainment it is hight characteristic spectators to read programs, but none the less reading lamps on the backs of the seats are provided, like those in the Casino-originally the Earl Carroll-Theater. The large and comfortable Theater. The large and cominitable seats are upholstered in a dark hue. The house, tremendously wide, has seven alsies. The balconics, getting away from the overhanging shelves of traditional theaters, are shallow tiers. The stage is the largest in the world and expression all of the largest in the world

and represents all of the latest improveand represents all of the latest improve-ments in stage technique. There are three olatforms—as also in the RKO Roxy rostrum—each with a revolving stage. The huge contour curtain, which can be raised and lowered in 13 sections, each operated by its own motor, is so designed that it can reveal any section of the stage desired, while the rest re-mains concealed from the audience's view. stage. The huge contour curtain, which show to open at 8:45, but even so it was can be raised and lowered in 13 sections, a quarter of an hour late in getting un-each operated by its own motor, is so designed that it can reveal any section talk by M. H. Aylesworth, who intro-of the stage desired, while the rest re-duced Roxy, the latter making only a mains concealed from the audience's brief appearance. Will Hayes then spoke wiew. The Music Hall stege measures 144 The RKO Roxy, in spite of its 3,700 feet wide and 80 feet deep. The three

elevators for the three platforms are so constructed that they can be locked to-gether and the entire stage raised and lowered as a unit. They are operated entirely from the stage manager's board. In addition, there is another clevator in the pit for the orchestra that can be raised 15 feet above stage level or lowered 30 feet beneth it, and it carries a car for the band which can be run off the elevator and on tracks in the base-ment of the theater. These tracks allow the band car to be placed on any one of the three clevators for the stage. There is an inner proseenium arch

the three elevators for the stage. There is an inner proceenium arch which can be expanded from no larger than door size to an opening 60 feet by 100, thus lending mobility to presenta-tions. The cyo-the largest in the world, of course--is 117 by 75. The footlights are disappearing and may also be revolved. The organs, two of them, are set in picker on either side of the stage set in niches on either side of the stage, and on each side of the auditorium are ramps, corresponding to the boxes of the Metropolitan Opera House, arranged on ascending levels and leading to the stage, to be used in ballet and other numbers. Customer comfort has been admirably taken care of in the theater. The usual

taken care of in the theater. The usual Roxy attendant corps is prominent and an innovation has been made by placing, wherever practical, the name of the employee in full view of the patrons. There are six ticket offices, manned by a staff of eight, under the supervision of Arthur Clary, Archic Levy and George Brassil. There are three additional box offices at the side entrances which at present are being used for those patrons who already have their tickets.

who already have their tickets. The grand foyer is 140 feet long, 45 feet wide and 60 feet high and is keyed to accommodate 2,000 patrons. The dec-orative scheme was done by Donald Deskey. The walnscoting is of marbic and the wall coverings of henna-colored broentelle. Golden wall mirrors line the sides to the height of three mezzanine floors. floors

Lobbies for the side entrances are of and black Italian marble, guarded decorated motal doors. ted

by decorated motal doors. In the main lobby the chief feature is the Indian mural by Ezra Winter which measures 60 by 30 feet. Two chandeliers, 29 feet long, and each weighing two tons, illuminate the lobby. They are, of course, the longest chan-deliers in the world. The huge lounge is below the lobby floor and bas all cossible conveniences

floor and has all possible conveniences for patrons. A row of elevators conveys customers from the lounge to the upper tiers.

tiers. Performer comfort has also been thought of. There are dressing rooms for no less than 600 principals, each equipped with a radio, individual lockers, chro-mium-topped tables, wardrobes and everything else necessary for comfort. There are special rehearsal rooms, some of them as large as the huge stage itself, and many additional and smaller re-hearsal rooms for chorus work and or-chestras. There are clubrooms for chestras. There are clubrooms for performers and additional clubrooms for ushers, docrmen and stagehands. A re-ception room is provided for receiving guests, a counterpart of the old greenroom

innovation in the Music Hall is a All infloration in the Music run is a domitory where chorus members from both theaters may stay, so that those liv-ing at a distance may spend the night when kept lake for performances or re-heatsals. Meals can be served to them as well; there is a fully equipped offeteria and a chef is a permanent member of the house staff. Roxy himself has an apartment on top

of the theater that is said to have

of the theater that is said to have cost \$250,000. Among other things, it includes a private swimming pool. The crowd at the opening of the RKO Roxy Thursday night differed from the Music Hall premiere audience in quan-tity but not in quality. Since the vaude-film house can seat only 3,700, many of those at the Music Hall opening were un-ble to obtain seats. However, the galaxy able to obtain seats. However, the galaxy of big names was as bright as it had

able to obtain seats. However, the galaxy of big names was as bright as it had been Tuesday. The lookers-on, aided by better weather, were far greater in number. The box offices were closed all day, the house having been sold out many days before, but the crowd began gathering at noon and by curtain time it had at noon and by curtain time it had grown to such proportions that the 200 policemen detailed to the theater had a great deal of difficulty holding it in check.

Roxy, having learned his lesson at the Music Hall, advertised the RKO Roxy show to open at 8:45, but even so it was

timate. The illusion of a house mu smaller than it really is is carried out the auditorium thru its manner of c the auditorium thru its manner of construction and the arrangement of lighting effects. A big item in this lusion is the use of wood on the custorium walls, in mahogany panels the state of a height of 70 feet. As in the Music Hall, the usual balconies has been replaced by three shallow manines staggered one above the oth The auditorium is oval in shape, quand tasteful in appearance. An intersing feature is the plaid decorative mo on the walls at the back. On a suplatform at the left of the proscentiarch is the organ and on a similar plat. arch is the organ and on a similar p form to the right is a grand piano.

form to the right is a grand plano. The stage and its equipment a proximate the modernistic utility to found in the Music Hall. The stage the RKO Roxy is 110 feet wide 43 feet deep, with the proscenum ope ing 60 feet wide. Like the Music is rostrum, it is divided into three sectio each with its own elevator and revolvi-stage. In addition, the orchestra eleva-travels 14 feet between the stage levtravels 14 feet between the stage le travels 14 feet between the stage le and the trap room and when raised co-pletely can be used as an apron to u stage proper. An innovation is have the stage curtain hang in front of stead of behind the proscenium an The usual claim is made for the proj-tion booth: it is said to be largest er constructed. The sound equipment cludes an attachment thru which ra cludes an attachment thru which rad programs may be picked up and broa cast thru the auditorium.

The chandelier used in the auditori is, as usual, the largest chandeller the world, weighing more than six to and burning 104,000 waits of electric Supplementing the main light are Supplementing the main light are a beams shot down from small openings the lovely ceiling, which is decorat with Greek mythological figures. Set are equipped with program lighters a illuminated row indicators. Five tons conditioned air are supplied the theat each minute.

Built into the center elevator of RKO Roxy stage is a contraption fre which light pockets on the revolving sta floor are fed. The organ is so arrany that it may also be used from the chestra pit. The contour curtain of the RKO Roxy has nine lifts worked by ni maters motors.

Performers at the vaudefilm he have the same arrangements provided have the same arrangements provided their confort as those in the Music H including a special clubroom, no ernistically and beautifully equipped All dressing rooms have windows an individual showers. The showers a even furnished with thermostatic con-trols trols.

As for customer comfort, it is elaborately provided as in the Mu Hall and, according to those view both theaters, more tastefully. The be office booths have fountains play above them. The main lobby is decorat in sight believe theory and curve with in rich-looking brown and silver, much use made of bubings, a purplisa-brown South American WO Above the vermilion leather doors a figures by Hildreth Meiere executed metal, painted black and inlaid in t wood upon the walls. Eugene Scho was in charge of the decorative schem

The furniture in the main lobby The furniture in the main looby upholstered in Chinese red leather at an interesting feature is a large mus-by Arthur Crisp. Individual indire lighting fixtures are in the form theatrical masks.

The women's lounge is known as Amelia Earhart Room and a mural Maurice Heaton depicts Miss Earhar transatiantic flight. The men's lounge an aviation room, with extremely cff tive wall coverings composed of enlarg photographs by Edward Steichen u as murals.

The two houses represent the word in theater construction and de oration. Attendance at both has bee excellent since the openings.

### NO CHANGES

(Continued from page 3) et is as necessary in show business as any other business. He insists there a any other business. He insists there at two problems confronting the Roxy. On the purchasing power of the theated going masses, and, second, the gettia of good pictures. He can't do anythin about the flist, he admits, but says b can try to get the second. The pictur is the thing, he says, but in the Rox you have to give them more than tha and a stage show is absolutely necessary Mr. Cullman who spende his morphin Mr. Cullman, who spende his morning tending to his tobacco business and is Commissioner of the Port of New Yot Authority and a banker, is also prom nent in politics. His parting shot "The Roxy is going to get a new deal."



Address All Communications for This Department to WALTER W. HURD, Care The Billboard, Chicago Office.

# Million-Dollar Firm Inspects Model With a View to Big Order

exp mental departments of the Field Mapufacturing Corporation have just inshed a model of a new merchandising machine that is the center of unusual exclument thruout the firm. This model is being submitted to a \$1,000,000 cor-portion, which plans on placing 40,000 of the devices within the next six months. the nths.

enoths. "Naturally, we are quite breathless what an anticipation," said Mr. ted, "for a firm does not get to figure a hair-million-dollar job every day. respective of whether we get the order r not, these people have the smartest nechandise-vending idea I have ever each and it will introduce a new item to each be operators and a big money en, and it will introduce a new item to achine operators and a big money aker of provon merit. This company as been testing the item for two years of has spent \$30,000 in making tests a actual locations. They have a theup tith all the leading hotel chains, rail-ad companies, etc., enabling them to have the entirs 40,000 machines at once, theart soliciting any new trade. Wo place the entire 40,000 machines at once, without soliciting any new trade. We expect to have a decision on our model within two weeks. The enterprise is backed by internationally known bankers and business men, and right now the model is on examination in the office of the largest bank in the United States. "The prestige of the coin-machine in-

### **Big Effort Is Made** To Spur Play of Games

WASHINGTON, Dec. 31. — All signs onted to a slight falling off in receipts rom coin machines through the holim coin machines throut the holi-ss, but operators put forth some extra subte point. In some near-Washing-territory Ohristmas candles were of-d as prizes, again a handsome cedar and the like. Business continued d for the operators right up to the of Christmas, due to this special cf-

With social events by the hundreds with social events by the hundreds obeduled for Christmas week, and with ouse parties being planned for Christ-nas and New Year's, the vogue of hav-ng a coin machine at hand for the en-ertainment of guests was relied on to p out an otherwise slow week. Due o the fact that the President ordered a holday for covernment employees

p out an otherwise slow week. Due the fact that the President ordered a l holiday for government employees ring Saturday and Monday, for both fatmas and New Year, there were people at leisure and in the mood pending on the machines. In men expect business to be a lit-slow throut most of January, but cy expect the play then to get back normal. The Cohe-Machine Opera-Association of the District of Co-hibit has in mind some extra effort ing the new year. At a social gather-to the members recently there was biggest attendance, probably, in the ry of the organization. The dinner was served and, business the moment being forgotten, guests ulged in a social good time during rest of the evening. The finest spirit armony scems to preval among both officials and the members.

### de Streets Show Pay

de Streets Show Pay BOUSTON, Dec. 31.—Like the minia-le golf rage of a few years ago. coin-marated machines have swept this sec-on of the country. It is now hard to da drug store, eafe or any other pub-place where coin machines are not display, and usually there seems to be shortage of players. An angle to the ations in this city is that machines eat not be on principal streets, as it as been noted by coin men that side yets where machines are found. The most prominent dealer in coin hines here is Froehner & Bunin. The has promised to give some details rut its experiences soon.

CRIA. III., Dec. 31.—The design and mental departments of the Field ufacturing Corporation have just hed a model of a new merchandlsing inne that is the center of unusual ement thruont the firm. This model eing submitted to a \$1.000,000 cor-tion, which plans on placing 40,000 large syndicates of bankers successfully the devices within the next six ths. aturnally, we are quite breathless

### **Europeans Say Venders Too High and Too Stiff**

WASHINGTON, Dec. 31.—A bulletin is-sued by the Bureau of Foreign and Do-mestic Commerce quotes at length from a letter received from a commercial at-tache abrond. It is stated that Ameri-

a letter received from a commercial at-tache abroad. It is stated that Ameri-can-made machines in many cases are much higher than machines of European make, and that American manufacturers are not inclined to give attention to spe-cial orders for machines made to specifi-cations. The bulletin is as follows: "Early in September we informed the industry that N. V. Internationale Nau-tische Handel Maatschappij, of The Hague, Netherlands, wished offers of vending machines for selling cigarets, candy, fruits, pastry, saleds, etc. Six firms responded. Commercial attache Van Wickel at The Hague has reported upon these offers in a letter dated No-vember 3, which seems to present a defi-nite challenge to the American industry. "You will undoubtedly be interested, he says, 'In the extract of a letter which I have just received from the local firm which embodies the outcome of our ac-tivities: tivities:

which embodies the outcome of our ac-tivities: "'You will no doubt be interested to know about the response we had from the United States to our recent inquiry for vending machines which you were so obliging to work thru your bureau. We had offers from six American manufac-turers. Unfortunately we find that there are several points which make it exceedingly difficult, not to say alto-gether impossible, for us to handle Amer-ican vending machines. "'First of all, the type of machines appears to be entirely different from the current models used in this country. At least this goes for what we have been offered thus far. Then these models are standard; deviations are either impossi-ble or terribly expensive. Besides, prices for such types as can be more or less compared with continental ones are very high. European manufacturers are more clastic in taking into account the cus-

compared with continental ones are very high. European manufacturers are more elastic in taking into account the cus-tomer's special desires. European mak-ers in most cases attend personally to assist their agent in handling details for large contracts and, generally speaking, these are very pliable. ""These are the main reasons why we have decided for the time being to ab-stain from taking up American vending machinery."

machinery

machinery." The commercial agent continues to emphasize the effect of the new law com-pelling retail shops to close at 8 p.m. Retail shops must also be closed on Sun-days, and there has been noted a decided increase in the use of vending machines in the Netherlands during recent months. Many vending machines are seen in front of retail shops.

### **Report on Show Booths**

CHICAGO, Dec. 31.—Only 11 booths remained unsold this week on the main exhibit floor of the 1933 Coin Machine Exposition, according to Joe Huber, sco-retary of the Coin Machine Manufac-turers' Association. There were five ap-plications waiting for assignment at the time also. This is considered as an un-usually favorable indication of what the 1933 show may be. The space on the mezzanine floor of the Sherman Hotel is now being let in the order applications are received. The manufacturers who have reserved CHICAGO, Dec. 31 .- Only 11 booths

The manufacturers who have reserved booths are elated about the early pros-pects for the convention, according to

### Candy

"I am greatly interested in the penny coin machines vending penny Hershey bars which were mentioned in your column in the December 10 issue. I would appreciate full in-formation on where to buy these machines, cost, what commission the operator gives the location, also where and for what price I could obtain the candy bars." (A reader in Oregon.) Manufacturers of any particular machine can usually give the most accurate information as to details about commissions, sources of sup-ply and other operating ideas. One experienced operator of candy ma-chines suggests a business alliance with a local candy jobber, which has a number of advantages, according to his experience.

to his experience.

Mr. Huber. The manufacturers will, in practically all cases, have new machines ready to place on the market in the near future and they are depending on the show to be a big stimulus to the coin-machine business in general. Mr. Huber states that there is already considerable rivalry in planning exhibits. One of the largest manufacturers in the industry, he says, has assured him that he will display one of the greatest coin-machine exhibits that has ever been seen at any convention. Furthermore, seen at any convention. Furthermore, they plan also to have attractions at their booths for the entertainment of operators and visitors. "Something do-ing all the time" will be their objective.

### **Machine His Greeting**

CHICAGO, Dec. 31.—"The best New Year's message we can send to opera-tors," says F. C. Smith, of the Exhibit Supply Company, "is our sincere thanks for the hearky reception given to the new 20th Century Digger. It has all exceeded our expectations and naturally we feel good about it. This new hand-operated digger has been developed from our long experience in building Iron Claws and it also has some very late improvements."

improvements." According to Mr. Smith, he expects a very steady business thru 1933, with a gradual increase during the first six months. Beyond that he cannot see what lies ahead, he says.

### **Improves** New Machines To Vend One Cigaret

NEW YORK, Dec. 31.—C. A. Roth re-ports that developments and expansion on his new penny cigaret vender are making rapid progress from day to day. Scarcely a day goes by, he says, that some new and encouraging development does not occur. does not occur.

does not occur. Forty more machines were placed on locations in New York the past week, according to report. Gas filling stations, beauty parlors, confectionery stores, restaurants and lodging houses were the types of locations used in placing these machines. The lodging houses, beauty shops and confectionery stores went com-letely care, selling out entirely each shops and confectionery atores went com-pletely over, selling out entirely each day, so Mr. Roth says. Filling stations were not so successful, altho they showed a good profit. A restaurant which is open all night at entrance to subway, also showed good sales. The finer loca-tions have not yet been approached, al-tho the YMCA and YWCA hotels have requested that the venders be placed in their buildings. A group of young men are now butsy trying to organize and get a concession on all the news-stands in New York City. They have experimented with two ma-

They have experimented with two ma-chines in these locations and were great-ly impressed with the possibilities. These locations are at the foot of all the elevated lines.

The newer machines have been im-proved by constructing a more or less air-tight metal container for the dig-arets. Tests on these new machines have shown that cigarets will remain fresh up to 12 days, the inventor says.

### **Report Lower Dividends**

Report Lower Dividends NEW YORK, Dcc. 31.—Financial re-ports for the present week showed that two firms of interest to the coln-ma-chine trade had reduced dividends. Her-shey Chocolate Corporation, maker of chocolate bars that have proved to be popular sellers in verding machines, re-duced the dividend on common stock trom s6 to a \$5 basis. In addition to the disbursement of \$1.25 on common, directors declared the usual extra divi-dend of \$1 on convertible preference and the regular quarterly dividend of \$1. Morand Hardart, of automat restaut-of \$0 cents on common stock, thereby placing the issue on a \$2 annual basis compared with \$2.50 previously paid.

Roxy Approves Ku-Ku NEW YORK, Dec. 31.—The Roxy Vend-ing Company is now backing the Ku-Ku machine in the East, giving it promi-nence at the headquarters at 1133 Broad-way. Miss Grant, manager of the firm, recist that the machine is one of the flashiest she has ever had on the display floor floor.

Hoor. The firm sent a number of the ma-chines out on test and has found them very satisfactory. Lotters from operators who have purchased the machines report very satisfactory business on locations. Miss Grant states that they are confi-cient they have a winner for 1933.



# Growth of Dime Package Idea To Help Sale of Goods by Machine be delighted to engage in a contest with bim. Mr. Gerber believes that this would be an excellent match and he is anxious to see the contest between the two claimants to the title arranged in some way.

NEW YORK, Dec. 31.—Printer's Ink in a recent issue published a review of the progress made in merchandising many products in 10-cent packages. The con-clusions that the 10-cent package has proved to be of permanent appeal will be encouraging to backers of modern merchandising machines. But other conclusions might not be so favorable to machine selling. One is that the present low-price range makes it possi-ble to pack a larger quantity in the dime package, and when prices advance again there may be changes necessary that will be to the dime package is the fact that it can be seen and feit in open dis-play by the customer. play by the customer.

play by the customer. According to the study made, the prac-tice of purchasing standard goods in 10-cent packages has become firmly estab-lished as a habit with large numbers of consumers. This applies to many types of packaged products heretofore avail-able only in larger sizes. It is noted that 10-cent packages are becoming a means of selling staple supplies instead of merely a method of permitting a cus-tomer to try out a small quantity of a standard product. It is no longer a case of succumbing to impulse buying in-duced by display, but a deliberate shop-ping for regular needs. The manager of one store has estimated that the aver-age sale of food products in these dime sizes was around \$3 to a customer. The convenience of the dime package is evi-dently the big appeal.

It is stated that sampling is one of the basic appeals in selling staple prod-ucts in the dime packages. It is doubt-ful if the sampling appeal would be to the advantage of machines selling, since the backers of machines desire regular patronage above everything else to pro-duce a steady income. Coin men, of course, would emphasize the matter of convenience, both as to size of package and also the means provided for pur-

chase. In the promotion of dime packages in the stores the matter of display has been a big factor. Special 10-cent tables and display racks have been generally introduced in thousands of stores. Where the 10-cent table was given proper prominence, and new and fresh merchan-dise displayed, they were generally con-sidered successful. But where the tables were used to get rid of distress merchan-dise and shop-worn items, they were con-sidered failure. The experience of re-tailers with the dime tables so far, how-ever, has not seemed to suggest the need for vending machines to sell the dime packages in the stores, rather than dis-

### Speaks at Jobbers' Meet **On** Merits of Handicap

<text><text><text><text><text> reported

playing them on tables. There has been a hope all along in vending-machine circles that some new trend in retailing would suggest a modern use for mer-chandising machines within the stores. But the dime-package movement so far does not seem to have convinced the re-tailers that machines would do a better job than their tables. Now that the dime package seems to some vending-machine firm to develop an idea or system that will indicate the profitable use of machines rather than tables in the stores. It is also recognized the merchandising machines will be able to carry the packages closer to the cus-tomer than the corner store.

### **A Couple of Naturals**

NEW YORK, Dec. 31.—Among a score or more of ideal locations for pin games in the Times Square district are two in the midst of a great metropolitan flow. One is in the bus terminal of the Her-mitage Hotel, 42d street and Seventh avenue, and the other is on the cigar counter of the Strand Theater building, next to the theater of the same name. The hotel location is a natural in that people are there thruout the day and evening, waiting for their busses to ar-rive, so that they tackle the coin games to kill time. A majority of the game

### **Test on Plating Patent**

WASHINGTON, Dec. 31.—The patent on chromium plating process is now up for challenge in the Supreme Court, in a petition just filled by the International Silver Company. The patent is said to cover every known process of chromium plating and will be of interest to the cohrome plate on vending machines and the metal parts of amusement machines. The netition sake reversal of a decision

The metal parts of amusement machines. The petition saks reversal of a decision by the Circuit Court of Appeals for the Second Circuit, which held that the Fink patent No. 1581188, as assigned to the respondents. United Chromium, Inc., discloses an invention and is valid. As grounds for reversal the petitioner's brief claims that the recipe for the plating so-lution in the Fink patent is the same formula prescribed by George J. Sar-geant, of Cornell University, in a paper published five years before the applica-tion for the patent in suit was filed, and that hundreds of masufacturing estab-lishments thruout the University to the teachings of the Sargeant article. The factors in chrome plating are prac-

The factors in chrome plating are pre tically the same in the patent as in the article, but the patent claims that it is the sulfate radical in the Sargeant plat-ing bath which is the effective agent, acting as a catalyst to promote the plat-



ENLARGED DISPLAY ROOM of the Markepp Company, Inc. of Cleveland. ENLARGED DISPLAY ROOM of the Markepp Company, inc., of Cleveland, which claims to be the largest distributor of coin-operated machines in Ohio. The firm's business has been increasing rapidly. The company was recently incorporated. George J. Keppler, president, is a veteran in the coin-machine field, and M. M. Marcus, general manager, has had considerable experince in sales work.

patrons in the Strand are actors, agents, musicians, etc. Local stores featured the pin games in their window displays as suitable holiday gifts.

### Pin Game Wizard Found To Play Newark Champ

<text><text><text><text>

ing reaction, the petitioner's brief states. The lower court held that the critical element in the bath had not been found element in the bath had not been found by Sargeant or anyone else prior to Fink. So in the suit of infringement, the dis-trict court upheld the validity of the patent on the ground that the regula-tion of the plating bath constituted the invention of the patent. The petitioner claims that the lower court gave undue significance to the commercial success of the Fink process.

### **May Aid Penny Venders**

<text><text><text><text>

### **Amusement Park Reports Profits on Coin Games**

CANTON, O., Dec. 31. — Meyers Lath Park here, one of the largest annusement parks in the Middle West, has expen-enced marked success with coin matching the success with coin matching to 1 K. Rosenberry, manager of concession at the resort. He is also treasurer of the Meyers Lake Park Company and one of the best known concessioners at Easter Ohio amusement resorts. More than three years ago coin matchines were installed in the men's loung and the ladies' restrooms at Moonling

chines were installed in the men's louna and the ladies' restrooms at Moonlig Ballroom, one of the largest and mo beautiful dance places in this sectio More of an experiment at first, the cou-machines proved highly profitable an within a short time several more we added, and machines were also placed is other points of vantage about the ha playeround

playground. For the past two years coin machine have been given much attention on the part of the park operators here. A can taker has been assigned to look after the machine in the mark operators here. machines in the men's lounge at the baliroom and to make needed chan for the patrons of the machines. No only have the machines paid the park nice profit, but they have netted a n sum to apply on operating expenses the resort. a ni

the resort. Rosenberry gives the coin machines in personal attention, making frequent in spections of all the machines in in-charge, and today he boasts of a batter of machines including every type almo-from a nickel to 50-cent denomination The machines on big days at the par-have experienced an almost continuon-play, and it has been necessary on son occasions to employ extra attendants. Rosenberry expressed himself as bein

Rosenberry expressed himself as bein highly pleased with the return on the if vestment in the many machines he his spotted about the park, particular those in the ladies' restrooms at the bal those in the ladies' restrooms at the ba room and other concessions. He is the opinion that the feminine patro of the park are not to be slighted wh it comes to coin machines, and he lieves from past experience that wom neves from pass experience that work patrons spend nearly as much money machines in these times as the me since more women are employed no than men.

### Income Tax Threatens To Stir Michigan Operators

LANSING, Mich., Dec. 31.—An amus ment tax that will affect all coin-operati machines is the newest threat in Mich gan, according to Herman W. Bilzer, of the Inter-City Novelty Company het He states that well-founded rumors is He states that well-founded runness such a tax have been traced to a log Senator, who plans to back an amus ment tax bill on coin machines at u present session of the State law-making

ment tax bill on coin machines at up present session of the State law-makin body. "It is to be an income tax at that says Mr. Bilzer, "and you realize th this will not only make it darn tough if the large operators, but will start kill the business, too. We want to get eve operator that operates coin machines Michigan to co-operate with us to fig this before it gets started. There a two avenues of approach to kill or n duce this trouble before it gets started one is to lobby, and the other is to su port and try to make the bill as light possible for the operator. "Several plans are now under consist eration, but I would like to receive as information from organizations that has had to fight this sort of trouble. It w

had to fight this sort of trouble. It It w had to light this sort of trouble. It we save us a good many dollars. Also, . must have the help and co-operation every operator in the State. We need be more strongly organized to get atte tion. We must go to the extreme defend our games."

### **Plan Amusement Rooms** In Honolulu Hotels

### uick Action the Rule Get Overseas Trade

PARIS, Dec. 31.—Theodore Wolfram, is correspondent of The Billboard, isiders the modern arcade movement France

iders the modern arcade movement rance and in other European coun-as a new and profitable market for ican-made coin machines. have purposely stressed the good for sales that exists here," he says, without in any way exaggerating. r is a drawback which might be tooged to American mapufacturers re is a drawback which might be tioned to American manufacturers, ever, and that is that any popular isn novelty introduced over here is tically certain to be copied by some openn firm. There are firms that have reome this by so thoroly flooding the ret and so aggressively pushing their s that they had already skimmed tha m before imitations were on the ket, except in quite limited quanti-

You can truthfilly inform coin-bine firms that the leading arcades machine operators in France are iters of The Bilboard and read the -machine section. Among these are its Brown, Luna Park, Paris, Four and ers, Palais Berlitz, Paris, and Louis ni, 6 Place Messena, Nice. As these are closely in touch with practically of the French, Belgian and Italian mators and showmen, The Bilboard by reaches the biggest part of the opean field."

### ender Not Guilty

ender Not Guilty WASHINGTON, Dec. 31. — An auto-tic cigaret vending machine located was being violated, was not subject forfeiture, according to a case re-tried in Missouri recently. (United by D. Mo., No. 11748, Nov. 16, 1932). The court held that the cigaret ven-me vere not subject to forfeiture as ticles used as an "incident to sale" of the United States Code. The ma-ines, tho maintained on the premises a person other than the operator of night club without knowledge of the night club without knowledge of the prover on the premises, would have been by the the court in sustaining the pure, but the court in sustaining the pure, but the court in sustaining the the diam to the machines held that a machines were not so used in that are was no relation between the sale of the diam to the sole of the sumer's claim to the machines held that a machines were not so used in that are was no relation between the sale of the diam to the sole of the summer's claim to the sole of the summer's claim to the machines held that a machines were not so used in that are was no relation between the sale

### ew Speed in Patents

ASHINGTON, Dec. 31.—A new record asposing of patent applicationa was by the Patent Office during the past is year, according to the annual re-of the commissioner of patents. A ber of coin machine applicants have were the benefit of this increased diduring the past year. The com-ioner also urges the repeal of the in-ed patent fees as provided by the Economy Act. sposal of patent applications reached

2 Economy Act. sposal of patent applications reached high mark of 100,060, the first time the office had passed over the 100,-mark. The new record was set in hing up on work in arrears, for the cal number of new applications de-der from the 1931 figure. A special ty has also been followed during the year of giving special status to ap-tions for patents likely to lead to investment of capital and the em-ment of workers. I the time of the report there were 28 applications on hand, the lowest

28 applications on hand, the lowest ber for almost five years. The office bred about 10,000 fewer new applica-s this year, but the old cases were mided in greater number, so that dur-the year the office received 242,520 indments to applications.

### h sing Penny Rainbow

Resing renny Kainbow RiCAGO, Dec. 31.—The Wailing Man-turing Company had reason for gay dis and big celebration during the leav period, according to Johnny Wat-t. The firm's penny-play twin jack-machine, especially the ball gum ther bell, has received an unusual re-hase from operators all over the coun-and the Watling firm also deserves dit, he says, for putting the first hine of its kind on the market. Due to the demand for the ball gum ther model, production is being stead-larization is entering the year 1933 the gay anticipation of turning out the wachines by the thousands.

### **Digger Boys Join Club**

Digger Boys Join Cillo NEW YORK, Dec. 31.—A new club idea in modern merchandising is being introduced by Eric Wedemeyer, importer of novelties, glifts and premium mer-chandise He has introduced the idea to his customers thruout the country and under his leadership they have formed the Viking Club. Most of his customers specialize in the operation of machines, such as the Iron Claw, Traveling Crane. Diggers and other machines of this type. All members of the Viking Club will have the advantage of receiving every week in 1933 samples of the latest im-portations in glift and premium mer-chandise. These will be mailed to mem-bers on approval free of charge. Such policy keeps the operator in touch with the latest novelties and the variety of merchandise will stimulate the play of machines.

machines

machines. In addition to the sampling service, members of the club will also receive information and suggestions as to prac-tical automatic merchandising. Recruits to the Viking Club are coming in steadily, it is reported.

### **Uses Big Storage Space**

Uses Big Storage Space NEW YORK, Dec. 31.—Assured of hav-ing a hit for the 1933 season, Nat Cohn, of the Modern Vending Company, is mak-ing arrangements for abundant storage space here to care for a tremendous stock of the new Daval Baby Reel Gum vend-ers. The firm is beginning its pub-licity campaign on this machine the first week of the new year and plans to push it extensively as a 1933 item. Mr. Cohn states that more than 500 of these machines were sold in the first few days they were displayed in New York City. He stresses the non-shakable reels, the modernistic design, positive coin release, the extreme quietness and the five-year guarantee given with each machine as the qualities which appeal to operators. He further states that facilities have been arranged now to make prompt de-

been arranged now to make prompt de-liveries of the machines and assures op-erators that their enthusiasm in this machine will not be misplaced.

### **Buying System Spreads**

NEW YORK, Dec. 31.—Retaining only its New York office, the W. J. C. Vending Company has appointed William Blatt and the Supreme Vending organization to be buyers of all merchandise and machines used by them. This move has been made by the W. J. O. Vending firm, it is reported, because it recognized

firm, it is reported, because it recognized the tremendous buying experience and power that had been gained by the Supreme organization. Mr. Blatt now buys for the eight direct branches of his firm, for the two offices of Budin's Specialties, Inc., for W. J. C. Vending Company and also for 20 smaller outlets thruout the country, according to latest reports. His own offices are sometimes called the "mad house" of Brooklyn because of the constant stream going and coming. The Supreme firm has recently acquired a storehouse right next door that serves as a warehouse and will also include the repair department. Offices and the display room remain in the original location.

### **Predicts Better Business** In Smaller Cities, Towns

CHICAGO, Dec. 31.-Jack Fischer,

CHICAGO, Dec. 31.—Jack Fischer, well-known coin-machine man and one of the Fischer brothers, was very busy of the Fischer brothers, was very busy of the Fischer brothers, was very busy of the Fischer black of the old year ex-negating his greetings to old friends and ongaan for years and also represents the Eros.' Company in Detroit. According to Mr. Fischer, 1933 is go manier cities and towns by coin-ma-hous be more attention paid to the smaller cities and towns by coin-ma-hous be the stander of the operator who devotes his time to his business, feorge, who spends too much time or the operator and who has been all or the the stander of the operator of the operator of the operator of the stander of the operator of the operator of the stander of the operator of the operator of the stander of the operator of the opera

### **Decree Is Permanent**

CHICAGO, Dcc. 31.—The temporary injunction restraining K. Wilkerson, do-ing business as the Brunswick Manufac-turing Company and also the Midwest Furniture Company, from infringing on the design patent of the Steeplechase machines was made permanent this morning by an interlocutory decree by Judge Johnson, according to reports.



# PIN GAME OPERATORS

CONTAINING LARGE ASSORTMENT OF NEW AND NOVEL PREMIUMS FOR HIGH SCORT PRIZES. WE HAVE JUST THE ITEMS YOU NED TO RENEW THE PLAY ON ALL FIN GAMES MORRIS NOVELTY CO., 1504 S. Grand Blvd., St. Louis, Mo 1504 S. Grand Blvd., St. Louis, Mo.

# TO OUR MANY FRIENDS and PATRONS

WE THANK YOU and express our deepest appreciation for your wonderful spirit of loyalty and co-operation during this past year. With a full sense of our obligation to you, we are prepared to meet the new year with

some real surprises. Watch Our Ads for These New Announcements. FOR A MOST HAPPY, PROSPEROUS NEW YEAR.

WISCONSIN DELUXE CORP., 1902 North Third St., Milwaukee, Wis.

TO HANDLE OUR LINE OF MINTS FOR ADVERTISING PURPOSES. Every merchant and business house as prospect. New and novel idea. Good commission to produc-ers. Write for free samples and salesmar's proposition. THE BUDBON CONFECTION VENDING CO. SIS Newark Ave., Jersey City, N. J.

SALESMEN WANTED

This permanent injunction covers the design patent of the Steeplechase ma-chine only, and it is reported that pro-ceedings are still under way to protect the mechanical patents of the machine. According to the inventor, this and other experiences have shown that action on design patents can be secured in the courts with much greater speed than on mechanical patents. The Steeplechase machine is protected by both design and mechanical patents, and the manu-facturers state that these patents will be protected against all infringements.

### DRAMA PERKS-

(Continued from page 5) ing to it in satisfying numbers. Because of the heavy demand for seats there were four matinees. The Good Earth, American Theater

The Good Earth, American Theater Society Chinese drama at the Erlanger, opened to a packed house December 26, and has had excellent patronage all week. The Family Upstairs, newcomer at the Garrick, received very good notices and is getting a fair play. The Left Bank, at the Harris, in spito of unfavorable notices from most of the critics, has had fairly good attendance. Springtime for Henry, at the Blackstone, is doing well enough to continue until January 7, when it will go on tour. Its itinerary has not yet been definitely de-cided. cided.

cided. Ed Wynn, in *The Laugh Parade*, con-tinues to draw weil. The engagement at the Grand Opera House will close January opening in Kansas City January 15. *Show Bcat*, with Helen Morgan, comes into the Auditorium Theater January 5, and Guy Bates Post, in *The Play's the Thing*, begins an engagement at the Blackstone on the same date. In the cast with Post are Katherine Standing, Roy Murdock, Roger Quinlan, Richard Lloyd, Edgar Jepson and Don Willson.



If measures affecting radio, and these in-clude almost everything under the sun in the way of suggested legislation, should happen to become law, the result would be to cause chaos, some observers believe. But few of there, if any, as suggested have any chance at this session

Murdock, Roger Quinlan, Richard Lloyd, Edgar Jepson and Don Willson. **SADEO LECISLATION** (Continued from page 5) Tore costly, and today it amounts to momenting like \$800,000 a year. With the million-dollar mark in sight Dilb de District of Columbia Court of Ap-peals, as now provided. But this pro-posal is certain to meet with stiff oppo-soil at the thouse or the Senate. There is one vacancy at present on the radio or the party in power to have a major-tity of the body.

The Billboard

The Billboard



60

## The Coin Chute -By SILVER SAM-

The penny cigaret vanders seem to be that remain in Texas into the associa-headed for a new wave of popular inter-tion for further protection. est. These machines had a period in the limelight in 1930, and we can well How a little publicity to an idea the limelight in 1930, and we can well hope that the more recent machines will show a higher degree of perfection from the start. Perhaps no single type of vending machine has yet been intro-duced which appeals more to the imag-ination than the permy clearet vender. Yet the local license requirements in various cities will block their progress in many places, even if we get good machines.

Aspirin venders have had something of the same trouble in meeting legal restraints. The aspirin machines have had State regulations to comply with, whereas the cigarct machines find their greatest trouble in meeting the local regulations found in practically every city. There still remain, however, a number of States and cities where both aspirin and cigaret venders can operate successfully, and these machines are proving to be the foundation of many a successful vending business.

It is noticeable that the newer firms that have entered the realm of manuthat have entered the realm of manu-facturers are growing up from jobbing circles. This seems to be a more logical process, just as large operators some-time decide to become jobbers. In the days of the pin-game boom, manufac-turers came from everywhere, but largely from cabinet and furniture circles. They helped to nationalize the amusement machine idea in a few short months and then most of them left the coin-machine business because they thought it was unprofitable.

While jobbers are graduating into manufacturers, there is also a very slow movement by which established manu-facturers are beginning to job or distrib-ute machines made by other manufac-turers. The idea of a manufacturer also distributing the products of another manufacturer has always appealed to me. An established manufacturer can be much more selective in the machines he decides to distribute than the average jobber. In that way he can help to widen the markst for a few really good machines. machines.

It has all been a quict movement by which coin machines have gained a big place on the ships and boats that ply place on the ships and boats that ply the oceans, lakes and hays here and in Canada. The Chester-Pollard Company was active in the beginning of this movement several years ago, to secure locations for its blg de luxe upright cabinet games. Not every operator can be close enough to the water to think about such locations or concessions-and not all the boats are taken yet by any means.

The declaring of the vending-machine tax in Texas as invalid is the result of a long and very energetic fight on the part of the organized operators in that State. The attorneys in the case deserve much credit also. This victory should serve to bring any straggling operators

How a little publicity to an idea catches hold of the imagination and spreads! The growing interest in razor-blade venders is an example. I have been trying to analyze the underlying reason for it all. Just a small para-graph appeared in our news columns more than two months ago, and the interest has shown a steady increase ever since. If these machines make good this should be a real victory for vending machines. But why didn't the interest grow so steadily more than a year ago? Then the Ammco blade vender was being introduced by full-page advertisements in large city dnilles—certainly enough publicity to catch the imagination.

There was a great deal of interest for a short time, but for more than one reason it was short-lived. I have a deep feeling that vending machines in gen-eral have not yet reached those stand-ards in mechanism and cabinet design as to keep interest in them allve. But is to be sold that a few firms and inventors have used the depression pe-riod to improve their machines to a remarkable degree. We should soon hear from them.

Whatever is said for or against the pin games is not likely to affect their future one way or another. The whims of the public are most likely to be the deciding factor. As long as the pin games pay on locations there will be plenty of operators to place them out. But differences of opinion help to spur the search for new ideas, and one of these days there may be a new idea that will swamp the pin games in its advance.

The last several weeks have witnessed new popularity for the counter games and particularly those with a chance appeal. Some felt that they might disappeal. Some felt that they might dis-place the pin games. My guess is that they have merely been filling up a va-eant field which the pin games could not cover. The field for both should be permanent and have little effect the one upon the other.

An incident of considerable signifi-cance was reported in the news columns last week. A druggists' association in California went to the authorities to get definite information about the legality definite information about the legality of pin games. It is also significant that in many places, when locations faced legal action because of coin machines, the operators came to the defense of the locations. For the good of the industry, it may be well for operators to make plans beforehand as to what help they would give locations in case of legal difficult about meablurg. difficulty about machines.

A new advertising agency sends its greetings to the trade and announces its plans to offer service to manufacturers in marketing their machines. This is the Gelles Advertising Agency. Inc., in New York. The Byrde, Richard & Pound Agency also has catered to the trade by establishing an automatic department. In Chicago the Frankel-Rose Agency has had extensive experience in planning the advertising matter for a number of manufacturers.

It is interesting to note that more news of coin men in St. Louis is now getting into the papers. I have had the feeling for a long time that here is a great city which is not making its mark in the coin-machine industry, but maybe it was merely that they were keeping silent about it. The National Sales Ma-chine Company has been prominent for several years in vending-machine circles. Late news reports mention the Bennett Games Company as having entered the Games Company as having entered the business of manufacturing a new game, coming up from the business of a distributor.

Citics can get a reputation in the coin-machine business. New York for the last few years has been the great wending-machine center and also the hub of the jobbing universe; Detroit has long had a reputation for vending and merchandising machines: Youngstown has fallen into the background since the passing of the pin-game boom; Colum-bus is known as the capital of the pea-nut and ball-gum-vending kingdom; Chicago is the great center of amusebus is known as the capital of the pea-nut and ball-gum-vending kingdom: Chicago is the great center of amuse-ment machines of all kinds and fre-quently claims to be the center of the coin-machine world; Texas as a State is

sometimes considered as a kind Southwestern coin-machine empire itself; Los Angeles is the active cent of coin-machine affairs on the Pace Coast, but that does not mean the other Coast citles are not also active the buciness the business.

There are several other cities with reputation in the industry also. J Calcutt has engraved the city of Fa etteville, N. C., on the coin-machine me to stay, no doubt. There is the Nation Automatic Machines Company in Minn-apolis, as well as some well-known jes bers. Kansas City periodically has manufacturer or two to rise into ti limelight, and so on.

The arguments for the pin games s The arguments for the pin games si continue. In one week we have or manufacturer declaring his full a lasting faith in the permanence of t pin games, and two others announce new games "not pin games."

### PROSPECTS

How does the coin-machine industr stand at the beginning of 1933? would be interesting if an accurate a swer could be had to that questia now does the coln-machine liduits stand at the beginning of 1933? would be interesting if an accurate a swer could be had to that questin Among the many members of the tra-ther: will be as many differences opinion. With respect to machines the are three tendencies recognizable at th moment before the new machines if 1953 have all been announced. The is the tendency among manufacturers stick to the pin-game principle and su build pin games; there is the tenden to try to find a new idea that is "m a pin-game," and there is the tenden to try to find a new idea that is "m a pin-game," and there is the tenden to try to find a new idea that is "m a pin-game," and there is the tenden to try to find a new idea that is "m a pin-game," and there is the tenden to build the small counter games an eater to that market. The greatest si gle factor in the trade, for three month at least, will no doubt be the annu-trade convention and show in Februan The approach of the convention wist imulate inventors and manufacture to get their newest ideas ready. Even week from now until the show is su now machine or idea. The increasin momentum as the show draws he should prove helpful to the entire trad. The best policy would seem to be to g into the svim and make the best of An extra amount of favorable public will gather about the idea of the sho and is possible for both manufactures and operators to cash in on this. The year 1933 begins with the organizations most cases have found themselves fa in full swing. Present organizations most cases have found themselves fa ing many problems, so that activity p upon activity. It is an interesting cha-ter in coin-machine history as the organization movement. Apparently there is a period of go

organizations take place, and one we ders if 1933 will indicate the end of the organization movement. Apparently there is a period of gos feeling prevailing thruout the trade 1933 begins. The wave of complain which operators made against manufa-turers seems to have subsided somewh as both manufacturers and operatio while the question of infringements still a disturbing factor in manufact ing circles, the tendency to copy is m nearly so prevalent as it was in the time of the pin-game boom. More a tention to patents and a few infring ment decisions against guilty partles at the copying evil will be reduced to minimum. The majority of the State Legislatur are meeting during the carly part 1933 and that remains as an element uncertainty for the time being. It notable, however, that the trade in gained some favorable decisions in the higher courts in the last few mont and the more of these decisions gains the better armed coin men and the attorneys will be or curure cases. Li gation is always expensive, but appi-ently it will be necessary to carry number of these cases into the high courts and decisions obtained there is fore the exact status of coin machine and the determined.

fore the exact status of coin machine can be determined. Little indication has come to the st

can be determined. Little indication has come to the si face as yet as to what interest the m chandising and vending-machine peop are going to take in the national tr show. It would seem that the vending machine people have an opportunity enter into the show in full style ai thus indicate that vending machines still very much alive. Vending machines still very much alive. Vending machines still very much alive. Vending machines the sublicity, and there are enou-vending-machine manufacturers in in country to make three conventions the size of the 1932 show. Conditions would appear to indice prospects for a very successful tra-show and the consequent stimulation business that will precede and follow if there are any danger signs, they appear in the uncertainty of what the State Legislatures might do with respec-to coin machines, and also in the con-





# January 7th New Counter Game Write

Automatic Novelty Works 2712 Montrose Ave. Chicago, Illinois

Dancing Valentines a real soles punch made up as Mickey and mouse Appropriate verse with full direc-on each envelope. Attractive display card used with each gross. An ideal valentine and resume toy. Price. 60e per Dozen. 55.00 per Single Sample. 186; Fair, 26:, posspial-ne, 0.

Irin Pure 5-Grain, stamped 85c per M; in 10.000 Lots, 80a per M. Frinted Aspirin Bags, les Sl.00 per M. Two-Color Aspirin Display OUCOTE, Box 243, Louisville, Ky

tinued general effects of the depression, Everybody is hoping, of course, that 1933 will soon show a general improvement of all business, knowing that the com-machine trade will share in the im-provement of all business.

EASTERN CHATTER We sure have had one hectic pre-Christmas week. The arrival of many new machines for the opening of the 1933 season. The arrival of many gifts for all the men and their many beau-tiful secretaries and stenographyrs. The usual imbibling of that liquid fiame by some of the men here. Many of the out-of-town manufacturers who came along with their products to personally present them to the Automatic Jobbers' Association. The opening of some new branches, the incorporation of another firm . . well, it was one hectic, dizzy week. Week

firm . . . well, it was one hectic, dizzy week. From Chicago came Meyer Gensburg, of Genco, Inc., to speak before the Automatic Jobbers' Association, Inc., on merchandising and delivery of the Jig-gers Sr. and Jr. Also from Chicago, Ed A. Ginsburg, of the Universal Novelty & Manufacturing Company, with the new Handicap and Shamrock machines, which seem to have made an instan-taneous hit. From Winooski, Vt., came jovial Ar-thur Cohane and his new Flash ma-chine, which also looked good to many of the jobbers and operators here. From Detroit came Sam H. Pollack, of the Green Company, and his Dilly Dally machine, along with a new counter game called Karo (which means dia-monds in Greek, if you never knew that before), and from Syracuse, N. Y., came Tom J. Singleton to present the Home Run machine made by Atlas Indicator, of Chi.





HERE'S the LITTLE DUKE! You've Never Seen a Machine With Better Looks. And-WOW, What a Money Maker-TRY ONE AND BE CONVINCED.



We have All Kinds of the deal of the stand sizes in the order, balance of the stand back where the stand sizes in the order the stand sizes in the order the stand size of the stand of the

MOSELEY VENDING MACHINE EXCHANGE, Inc., 3822 CHAMBERLAYNE AVE.



### **Delivery Plan Arranged**

NEW YORK. Dec. 31.—Meyer Gens-burg, of Genco, Inc., Chicago manu-facturer of the Jiggers game, came here recently to discuss various merchandis-ing problems with the members of the Automatic Jobbers' Association. For three full days, according to some of the distributors here, there was not a Jiggers machine among the jobbers in town. Mr. Geneburg is becoming rather a fre-

machine among the jobbers in town. Mr. Gensburg is becoming rather a fre-quent visitor to the Big Town and on this trip he has promised the jobbers complete relief on the delivery situation. Together with the jobbers, a plan has been worked out whereby allowance will be made for delivery factors and daily ahipments are to leave the Genco factory to arrive at the Bush terminal. Here they will be warehoused and the au-thorized members of the jobbers' associa-tion can call for machines and have them delivered to their door. Mr. Genaburg expressed himsolf as

Mr. Genaburg expressed himrelf as highly pleased with the reception that had been given by jobbers and operators to the Jiggers game. He also stated that the new Jiggers Senior model has been getting a wonderful reception wherever shown.

### **Detroit Firm Shows Game**

NEW YORK, Dec. 31.—Sam H. Pol-lack of the Green Company, Detroit, ar-rived here the day before Christmas to acquaint New York jobbers and opcracquaint New York jobbers and oper-ators with their new machine, Dilly Dally. According to Mr. Pollack, the new game has been thru some intensive experi-mentation and tests and has dem-onstrated Its reliability and earning power

william Blatt, of the Supreme Vending Company, placed immediate orders for machines to be sent to all the branches of the Supreme system. Other jobbers in this section also expressed enthusiasm about the game, and well-known firms like Bromberg, D. Robbins and Irving Manufacturing & Vending have already placed orders for machines.

placed orders for machines. The game is described as being be-tween a small table game and one of the large de luxe tables and it is priced ac-cordingly. It has the latest modernistio trimmings, with ebody cabinet. The play is said to be easy and familiar to all players of pin games, while it also in-corporates many of the newer features of skill control of the high scores, which is and to give if an appeal for repeat is said to give it an appeal for repeat

### **Price and Play Appeal**

CHICAGO, Dec. 31. — "Operators are realizing the necessity of increasing their holdings and installing additional games to boost their earnings," according to Harold M. Schaef, energetic young presi-dent of the Northwest Coin Machine Company. This was his guiding star, he says, when he produced the Churchill Downs machine, a type of horse-race machine that permits widespread place-ment, and which has been offered by this firm at a surprisingly low price. It is claimed that Churchill Downs is

It is claimed that Churchill Downs is the only upright horse-race game to usc pins. Coins of various denominations are dropped thru a choice of three chutes on top of the machine. Caroming from pin to pin, they may land lito one of three pockets, where they are held until released by the location owner. A fool-proof device permits the operator to determine the actual number of coins that have settled into each pocket. Play-ing appeal and low price make this a dandy game for operators, the makers say. It is claimed that Churchill Downs is say.

### Loopholes

"Please advise thru The Billboard

"Please advise thru The Billboard machines in locations where the is no license to sell tobacco. What ourse do other operators take in othis respect?" (From a Massa-chuer is my understanding that the isense tax must be paid on cigared in locations that do not already of any loopholes for getting of any loopholes for getting others with respect to local license the information on to our friend. The manufacturers of the machines oparticular cities, since they are parallar cities, since they are usually acquainted with the various





25% deposit required on C. O. D. pments—no exceptions. Write for ces on any other items you are in-rested in.





# **Texas Operators Win Long Tax** Battle by High Court Verdict

FORT WORTH, Tex., Dec. 31.—A de-fective caption was given by the Texas Court of Criminal Appeals as ground for invalidating a section of the omnibus tax law passed at the regular session of the 42d Legislature, according to an Associated Press dispatch. The section invalidated was an attempt to levy an occupational tax on the operation of coin-vending machines. The defeat of this tax comes as the result of a long and relentless fight waged by the Texas Coin Machine Operators' Association. The caption did not set out effectively

Coin Machine Operators' Association. The caption did not set out effectively the purposes of the bill, the court held, in ordering the prosecution of I. W. Turner, of Fort Worth, dimissed. Turner had been charged with operating a cig-aret vending machine without paying the occupational tax. He took the case to the Court of Criminal Appeals on a writ of babeas corpus, and this case became a test case in the State for the organized operators. That portion of the law held void was Subdivision 23 of Article 7047 of the revised statutes of 1925. The caption failed to recite that one

The caption failed to recite that one of the purposes of the act was to levy a tax on vending machines, the Appellate Court held, and also ruled that the amendment to tax the machines con-tained new substantive matter and was not perturnent nor germane to the sub-ject matter contained in the original article article

ject matter contained in the original article. A graduated tax on vending machines was levied in the amendatory act, an annual tax on machines operated with a coin in excess of 5 cents; \$5 on machines that used 5-cent pieces and \$1 on ma-chines that used pennies was proposed. The court held that the amended sub-division was "legislation on a subject not expressed in the caption of the bill and therefore is vold." "Nothing appears in Subdivision 23 (the original act) relative to coin ma-chines and it deals with an entirely dif-ferent subject," it said. Under the decision no tax can be levied on any kind of a vending ma-chine a classified in the statute, the list including electric pianos and phono-

list including electric pianos and phono-graphs, weighing machines, target pis-tols, miniature golf, baseball, race track, stereoscopic, gum, candy, cigaret, hand-kerchief and sandwich machines.

stereoscopic, guin, candy, cigate, hald-kerchief and sandwich machines. Altho the occupational tax law as ap-plied to vending machines was not held invalid until December 21, the tax col-lector had been restrained by a court order for more than a year from collect-ing the tax in this county. The recent decision was entered in the case of I. W. Turner, whose appeal from the County Court here was taken to the Appellate Court November 7. The writ of injunc-tion was issued in the District Court September 21, 1931, on application by Coin Men C. F. Souter, A. F. Wright, C. V. Smith, F. C. Ewing, C. E. Winn and J. D. Wilson. The dismissal of Turner's case was made December 21, and the next day the Texas Coin Machine Operators' Associa-tion sent the following notice to all

### **Agency Celebrates Year**

NEW YORK, Dec. 31 .- Byrde, Richard & Pound, advertising agency, will soon be celebrating the first year's existence of the Automatic Division of their busi-ness. The automatic division is in charge

of the Automatic Division of the incharge of William Gersh and claim is made that this was the first agency in the country to establish a special department aevoted to the coin-machine industry exclusively. In the space of one year, the agency reports that it has many large accounts in the East and has also added some important accounts in other sections of the country. All accounts are being handled thru the New York office. Tho agency is also the originator of the Job-bers' Blue Book idea and announces that the volume will soon be going to press. It is being heid open at present for some jobbers who have not yet reported. The agency ha also created a market-ing chart for the use of its clients, as well as a complete list of all the jobbers of the country. This service is rendered

well as a complete list of all the jobbers equipp of the country. This service is rendered free to the agency's clients. Mr. Gersh made a month's tour of the country recently and has gathered in-formation about trade conditions as he found them, which is available to clients of the firm. He has been connected in a advertising and merchandising ca-pacity with this industry for some time.

chines has been declared vold by the Texas Court of Criminal Appeals. A meeting will be held at the Westbrook Hotel at 8:30 pm. Thursday, January 5, 1933, Fort Worth, Tex., in the interest of the coin-machine industry and to strengthen out organization so that we may effectually discourage further at-tempts to tax machines. Do not fall to be present. Our attorneys advise taxes paid under protest may be re-covered by civil action. Write secretary for instruction on recovery of taxes." The notice was signed by F. C. Ewing, p. O. Box 832, Fort Worth, and by At-torneys J. C. Duvall anc A. W. Dawson.

### New Jersey Group Will **Help Its Members Only**

NEWARK, N. J., Dec. 31.—Police Chief Joseph McConnell of Orange, N. J., Issued a statement to The Daily Courier of that city, December 21, that his men wers being instructed to warn proprietors of all places having amusement games that they will have to get rid of them to avoid prosecution for having gambling devices in their possession. The drive got officially under way by fining Victor Quinlan, colored, a store-keeper in Orange, S50 in the police court, on the charge that he is alleged to have officed a \$2 weekly prize for high score. Chief McConnell says: "Whether or not prizes are officed, I NEWARK N. J. Dec. 31 --- Police Chief

on the charge that he is alleged to have offered a 52 weekly prize for high score. Chief McConnell says: "Whether or not prizes are offered, I believe the machines are illegal because opent, except the right to knock the balls around. Their popularity would drop considerably if prizes were not of-fered and there was not some kind of ambling connected with them." "We will not take this opportunity to dispute the chief's claim that amusement given in return for the nickels spent except the right to knock the balls around." says an official bulletin sent to members from the headquarters of the New Jersey Automatic Merchandisers' Association, at 1126 Broad street. "Mem-bers of this association are familiar with this condition and in order to obtain the backing of this association are familiar where by the Orange police can distinguish be-viewed members and nomembers who brazeniy offer prizes on their machines. We are confident with our many court victories, which have been rebukes to impetuous police officers, that the amuse-ment game is in itself not a gambling device. Chief McConnell has no doubt consuited the town coursed and we presume will not molest games that are properly and legally conducted."

### May Take Case to Court

DULUTH, Minn., Dec. 31. — A drive against pin games, as well as other forms of alleged gambling by means of ma-chines, has been ordered by Police Chief R. E. Donaldson. Store owners have been notified to remove all coin-operated ma-chines or they will be selzed and destroyed. According to Donaldson, the order way

According to Donaldson, the order was According to Donauson, the order was given following a large number of com-plaints from parents of school children. One parent, it was said, stated that his son had played \$7 in cash into one of the machines the machines.

the machines. Operators of the machines describe them as games of skill and not chance. Indications are that court rulings will be sought by the operators as to whether or not police can order the removal of the machines.

### **Agency Gets More Room**

CHICAGO, Dec. 31. — Confident that business conditions are definitely on the upgrade, Frankel-Rose Company, on January 1, will double its office space by moving to new quarters in the Ameri-can Bankers Building. The new year will find the firm completely settled and equipped to continue its services, ac-cording to announcement. This agency is well known in the coim-machine industry, having been engaged in the creation of publication and direct-mail coin-machine advertising since the early days of the business. Among their accounts are numbered some of the leading manufacturers and jobbers in the trade.



Advertise in The Billboard-you'll be satisfied with Results

The Billboard

Sp



The Billboard

65





ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS





# 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—but orders will be few for those concerns who do not make a determined effort to get the business.

Obtaining a profitable amount of this business depends upon the number of times your sales message reaches potential buyers. Right NOW, when owners and managers are planning for the 1933 season, is the time to tell them all about what you have to sell. They are in a buying frame of mind—so take advantage of the opportunity—by advertising in The Billboard.

To the new manufacturers with limited capital, the complete and thorough coverage by one publication—The Billboard—assures effective, economical contacts with purchasers. And, of course, the small or large firm of long standing appreciates the economy of this direct sales attack, too.

The extensive interests of show people as well as the interlocking business relations of the various divisions of the amusement field require that your message be brought to the attention of all concerned, and The Billboard does just that with its large circulation. Merchandise, supplies and equipment for the theater, movie, auditorium, rink, radio, circus, fair, carnival, park and pool can be profitably and economically advertised in The Billboard hecause of its thoro coverage which reaches all the overlapping interests. Individuals, too, such as concessioners, pitchmen, streetmen, demonstrators, agents, salesmen, distributors, coin machine operators and performers, can be reached and sold with the same medium, for The Billboard is their trade paper.



# Branch Offices:

NEW YORK OFFICE 251 West 42d Street. Wisconsin 7-6671, 7-6672.

CHICAGO OFFICE 6th Floor Woods Bidg. Central 8480.

PHILADELPHIA OFFICE 7222 Lamport Rd. Madison 6895.

KANSAS CITY OFFICE 424 Chambers Bidg. Harrison 2084.

8T. LOUIS OFFICE 392 Arcade Bidg. Chestnut 0443.

BOSTON OFFICE 194 Boylston St. Kenmore 1770.

MAIN 5306



MAIN 5307