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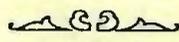
**The Authority of
Show Business**



ALL THE NEWS

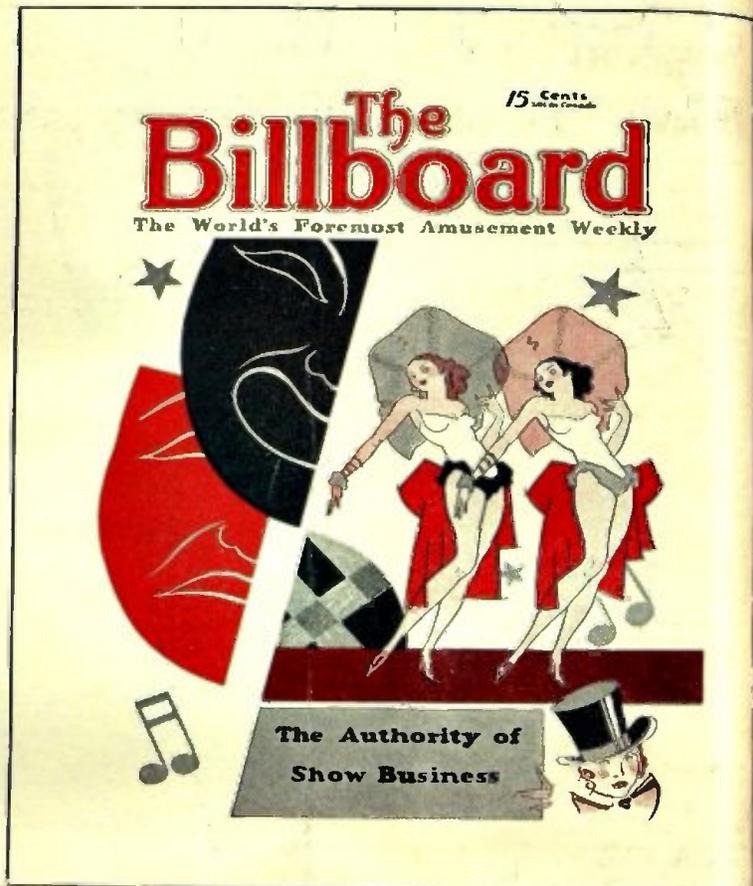
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Brock Pemberton

EVERY WEEK

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Several Fairs Book "Flesh"

Some key Eastern spots already pick grand-stand layouts—budgets par for most

NEW YORK, Jan. 16.—Many fairs in Eastern territory have already selected their grand-stand programs for the coming season, and the greater portion of them are maintaining last year's budgets for acts.

It is noticeable that flesh is being relied upon heavily as a principal factor in revenue producing. Many events are strimming either moderately or radically, as justified by local conditions, in other departments of fair operation, with a view toward keeping living attractions on a high plane in the budgetary system.

In effect, money is being invested in the potential money getters, with traditional departments undergoing retrenchment because they lack the pay-gate appeal. Developments in State legislatures with respect to State aid for fairs may ignite the spark for financial switching from now until the much-discussed question is settled.

Fairs, however, with some exceptions, appear determined to build up grand-stand business thru strong features without awaiting the disposition of legislative aid.

On the Wirth & Hamid Fair Booking contracted list Allentown (Pa.) Fair retains its previous budget with a program that includes a Schooley revue, Fuji Troupe, Tom Lomas, Gardy and Macson, Four Queens of the Air, Stephani Sisters and Winston's Water Lions and Diving Nymphs. Middletown, N. Y., increasing, has booked the Winter Garden Revue, Royal Chin Lee Troupe, Flying Columbians, Gardy and Macson, Three Willies, a band and others. London, Ont., Can., increases 10 per cent and has selected a Schooley revue, Fuji Troupe, Castellon, Huetrel Family, others. Ottawa, Ont., Can., adding slightly, has picked a Schooley revue. Fuji

(See SEVERAL FAIRS on page 59)

Larry Boyd Quits Post

Vice-president Boyd-Wirth resigns after illness, Phil Wirth continuing as head

NEW YORK, Jan. 16.—Larry Boyd has resigned from Boyd & Wirth Attractions, Inc., outdoor booking agency here, of which he was vice-president since its inception as Larry Boyd & Phil Wirth, Inc., in October, 1931. It became known last week.

The resignation was categorically denied by Phil Wirth, president of the firm, after Mr. Boyd had announced it to friends and official sources, Mr. Wirth later issued a laconic statement confirming the fact, which had been widely circulated around town. The statement read:

"On account of ill health Larry Boyd has resigned as vice-president of the firm of Boyd & Wirth Attractions, Inc. However, the firm will continue in business, with Phil Wirth as president, and within the next two weeks a new officer and director will supersede Mr. Boyd."

Mr. Boyd has no definite plans for the future in mind, but will announce something soon, he said. He stated that he owns no stock in the firm. Boyd, who has been connected in an executive capacity

(See LARRY BOYD on page 60)

Midnight Burly De Luxe!

NEW YORK, Jan. 16.—The extra super-feature special of the movies now has its counterpart in burlesque. Midnight shows with two complete burly troupes for the price of one is the vogue.

In Brooklyn the Raymonds announced that the Empire Wheel show at their Star, plus added attractions, would join the company at the Gayety in a monster Saturday midnight show. Not to be outdone, the Minskys immediately made plans for big midnight shows at the Minsky Brooklyn, adding to the local troupe the show from the Apollo in Harlem.

In Philadelphia, Issy Hirst, due to Sunday closings, has inaugurated a Sunday midnight show wherein he brings the Bijou Empire Wheel troupe and added acts over to join the company at the Troadero.

Murray Lines Up With Sheesley Shows; O'Brien, Rice Also Join

CINCINNATI, Jan. 16.—The Billboard has been advised that three prominent outdoor showmen, each with many years' experience in the amusement field, will this year be associated with the Greater Sheesley Shows, for nearly two decades one of the outstanding collective-amusement organizations. The showmen concerned are J. L. Murray, William Jennings O'Brien and W. H. (Bill) Rice.

Mr. Murray has for years been connected with Johnny J. Jones Exposition as a major concession and attraction operator prior to the death of Johnny J. Jones, December 25, 1930; in 1931 a directing manager Johnny J. Jones Exposition Shows and last year part owner and general manager of the operating com-

Shubert Corp. To Go Feb. 17; Assets Wiped Out by Debts

\$15,000,000 is owed by theater corporation — UBO will continue operation—Lee Shubert is seen as boss again by virtue of \$300,000 receivership certificates

NEW YORK, Jan. 16.—Considerable speculation abounds concerning the outcome of the sale of the Shubert properties authorized by Judge Francis O. Caffey last Monday. No definite day has been set, but it is understood that it will take place immediately after the receivers have completed an inventory. After that a reasonable time must be given to allow for a series of advertisements in the dailies to announce the forthcoming auction. N. David Thompson, representing the Irving Trust Company, co-receivers, expects

that the sale will be held about February 17. At that, the sale may not be consummated. Judge Caffey has the right under the State laws to reject any or all bids within five days of the sale. In this event, the receivers will be authorized to continue the business under the same conditions now prevailing. The probability of the court's refusing to sanction the sale is deemed by those familiar with theatrical realty conditions to be extremely strong. They point out that the possibility of anyone, either of theatrical business or banking circles, offering to buy properties for cash is far-fetched. The only possibility remains Lee Shubert and, as reported here last week, Martin Beck, altho the latter refuses either to affirm or deny his interest in the matter.

At the hearing before Judge Caffey last Monday, Lee Shubert was given permission to offer his resignation as co-receiver, so that he could become a bidder for the properties. William Klein, attorney for Mr. Shubert, explained that Lee and J. J. were formulating a reorganization plan.

Little if any money will be realized by the holders of the 6 per cent debenture bonds, which total \$6,450,000. The first money obtained thru the sale will go to the holders of receivership certificates amounting to \$300,000, understood to be held by Lee Shubert personally. However, there is some doubt as to whether the

(See SHUBERT CORP. on page 59)

NVA Fund Drive Starts Soon; Plenty of Difficulty Expected

NEW YORK, Jan. 16.—Within the next couple of weeks the directors of the NVA Benefit Fund will start the ball rolling for the 17th annual NVA Drive, probably April 16 to 22. As soon as Pat Casey returns from the Coast he is expected to call a meeting of the board of directors, consisting of himself, William J. Lee, Henry Chesterfield, Sam Sorbner, Moe Silver, Leslie G. Thompson and Sam Dembow, the last three representing Warner, RKO and Public, respectively. The board will set a definite date for the drive, map out the campaign, set up the committees and start contacting the circuits for co-operation.

It is expected that the drive will be conducted along the usual lines, the circuit houses passing the basket and benefit shows being put on here and perhaps in a few other cities. Last year, as in the year before, 2,100 theaters participated in the drive, altho the campaign was

pushed in lukewarm fashion and the funds raised were far below the figure necessary to run the NVA another year. The result was drastic economy in all branches of NVA activity all year, and it is no secret now that the budget is almost exhausted and new money is needed badly.

Since no new money-raising schemes submitted thus far have been accepted for action by the NVA, the usual plate passing in theaters will have to be repeated. The big hitch this year, however, will be getting the co-operation of theaters. Last year the theaters plunged the drive in a half-hearted manner. This year centralized circuit operation is giving way to decentralized control, and it will be even more difficult to whip the theaters into line. Whereas in the past the endorsing of the drive by five or six big circuit heads practically insured its

(See NVA FUND on page 60)

AF of M To Try for Living Music Day in 100 More Cities and Towns

NEW YORK, Jan. 16.—Encouraged by the unexpected success of the Living Music Day Campaign in 110 cities and towns, the American Federation of Musicians is pushing the drive to induce at least another hundred towns to adopt the idea. Thus far every large city except four—Chicago, St. Louis, Buffalo and New York—has tried the idea with success, while San Francisco is putting on its third Living Music Day Celebration and St. Paul its second. The drive is bringing the musicians' locals plenty of publicity and good will, the A. F. of M. planning to make these days an annual event of as many of its 700 locals in this country and Canada as possible.

President Joseph N. Weber has just issued a 47-page manual instructing locals how to stage Living Music Day celebrations. The manual includes promotional instructions, letters from newspapers that had tied up with locals in promoting the celebrations, reproduced pages from Living Music Day supplements of newspapers and editorial material. Harry R. Calkins put it out.

The Music Day celebrations were particularly successful in San Francisco, St. Paul and Des Moines. The mayors of San Francisco and Des Moines issued proclamations setting aside certain days for the celebrations, while in other cities officials and civic leaders attend.

(See A. F. OF M. on page 60)

Kaplan Loses; 306 Must Pay

Judge declares Kaplan's rule despotic—continues to fight IATSE—latter firm

NEW YORK, Jan. 16.—Sam Kaplan and his followers were sharply rapped last week when Supreme Court Justice McCook ruled that Kaplan "ruled with an iron hand" and said that the fact that he used an armed guard to protect his interests "tended to preserve his control, discourage opposition and intimidate dissenters." The suit brought by Nathaniel Doragoff, who was awarded \$2,000; Ernest Gieseman, \$3,000; Charles McDermott, \$3,000, and Samuel Simon, \$3,000, on the claim that Kaplan had not permitted them to take jobs as operators because of their opposition to his policies, was retried yesterday after the first hearing was declared a mistrial.

Justice McCook also decided that Kaplan and other officials of the local had failed to make a quarterly accounting of the union's funds as required by the constitution, and directed that such an accounting be filed. Since the four members sued Kaplan as president of the union, the local, now in receiver-

(See KAPLAN LOSES on page 60)

Acclaim Builds For New Opera

Feeling also grows that "Emperor Jones" may not fit into permanent rep

NEW YORK, Jan. 14.—In the week since the world premiere of the work at the Metropolitan here last Saturday afternoon, the critical and popular acclaim that greeted Louis Gruenberg's operatic treatment of Eugene O'Neill's *The Emperor Jones* has swelled in volume. The opera was presented in Philadelphia during the week, has been scheduled for Brooklyn, and was given for the second time at the Metropolitan last night. But while popular acclaim increases as the work is making the rounds, there is a growing tendency to credit the piece chiefly as an overwhelming personal triumph for Lawrence Tibbett, who sings the major—and, in fact, practically the only—role, and a minor triumph for Jo Mielziner, who designed and painted the immensely effective settings. As for the Gruenberg music, it is felt in some quarters that it will not live—at least in operative form—and that the chances of its taking its place in permanent operatic repertory are slight. Altho Gruenberg was presented with the Bispham Medal behind the lowered curtain last night before his opera started, there were various of the Metropolitan di-hardards who walked out on the work.

What Gruenberg has done is, primarily, to provide a musical setting for the play, rather than do an operatic version of it. Many of the lines are spoken, some of them half-spoken and half-sung, and others—practically all the others—given as recitativo. There are side panels on the stage containing half-naked Natives, who act as a sort of Greek chorus during the scene changes, while the pounding, thumping, discordant music goes on. Except for them, and for Marek Windheim, as Smithers, and Pearl Besuner, as the native woman, Tibbett has the opera to himself. Hemyley Winfield dances as the witch doctor.

The opera follows the play implicitly. The incessant drum-beat that was a feature of the legitimate stage version is used here as a basis for most of the music, with the discords and the primitive savagery built up from the fundamental tom-tom. Gruenberg has succeeded admirably in conveying the spirit of the work in his score, but what he has written is, essentially, a tone poem with several voice parts, rather than an opera. Mood is, perhaps, the dominant factor in a tone poem, and, since *The Emperor Jones* is entirely founded on a single mood (that of fear) the result is, so far as the music is concerned, wearisome and at least superficially repetitious.

The interest, as far as could be ascertained last night, after the excitement of the world premiere had worn off, lay in the words (all of them clearly caught), in the action, and in the magnificent playing of Tibbett that blended words, action and music into a unified whole. It was, it seemed, still O'Neill's *The Emperor Jones*, rather than Gruenberg's, which kept the audience spellbound.

At both presentations at the Metropolitan *The Emperor Jones* was preceded by *Pagliacci*, offering an interesting contrast between the florid old style and the modern.

Paris Christmas Biz Big

PARIS, Jan. 9.—Record-breaking houses were the general rule for the theaters, music halls, circuses and picture houses of Paris both on Christmas and New Year's eves. Several houses doubled prices both nights, and the majority of the others augmented prices of the better seats. Christmas Eve receipts of the leading houses were: Rex (open all night), 191,000 francs (\$7,640); Casino de Paris, 99,363 francs (\$3,975); (double prices); Mogador, 90,166 francs (\$3,607); Folies Bergere, 87,133 francs (\$3,485); Opera, 61,068 francs (\$2,443); Chatelet, 60,418 francs (\$2,417); Bouffes Parisiens, 50,713 francs (\$2,028); Opera Comique, 43,198 francs (\$1,728); Gaite Lyrique, 43,075 francs (\$1,723); Empire, 41,000 francs (\$1,640); Nichodese, 40,835 francs (\$1,633); Comedie Francaise, 37,829 francs (\$1,513); Sarah Bernhardt, 37,368 francs (\$1,518); Palais Royal, 34,036 francs (\$1,361); Theater de Paris, 30,041 francs (\$1,202); Porte Saint Martin, 27,000 francs (\$1,080); Capucines, 26,000 francs (\$1,040); Scala, 28,000 francs (\$1,040).

New Idea in Programs

PARIS, Jan. 9.—The new Jacques Haik Theater, the Rex, is offering patrons a novel program printed on transparent onion-skin paper, which permits spectators to read the program, even when the auditorium is in darkness, by simply holding the paper against the light from the screen or stage.

Porter on Coast For RCA Victor

HOLLYWOOD, Jan. 16.—J. R. McDonough, president of the RCA Victor Company, of Camden, N. J., today announced the appointment of O. Harold Porter as vice-president in charge of the company's West Coast activities, with offices here. Mr. Porter was formerly vice-president in charge of the Pacific Coast activities of the Radio Corporation of America.

According to the announcement, Mr. Porter's new duties will include the supervision of the RCA Victor Company's operations in connection with Photophone sound-on-film recording and projection equipment, sound-on-disc recording for motion pictures, the production of Victor records of song hits from motion pictures and of outstanding Coast orchestras and soloists, and electrical transcriptions for broadcasting purposes.

Another Anti-Foreign Bill

WASHINGTON, Jan. 14.—Another senator is taking it upon himself to aid the theatrical profession. United States Senator Copeland from New York has proposed a bill to exclude all foreign artists except outstanding stars. Bill has not met with approval from the profession itself, which believes that the present Actors' Equity restrictions are sufficient.

Leases Great Lakes, Cleveland

CLEVELAND, Jan. 14.—The Great Lakes Theater here, which has been operated for some time on a movie and flesh feature basis by Bert Todd and associate, has been leased for the next five years from the Cleveland Trust Company by Max Lefkovich. The latter heads a chain of neighborhood houses here. Theater will be renamed and remodeled, but the future policy has not been announced. New management takes it over tomorrow.

Locals Elect Officers

OKLAHOMA CITY, Jan. 14.—Local 380, motion picture projectionists, elected the following officers for 1933: Tom Nash, president; G. C. Adams, vice-president; Berlin Parks, secretary; J. O. Buckles, treasurer; Jack Peyton, sergeant at arms, and Hy Berling, business agent.

ENID, Okla., Jan. 7.—Local 812, stage employees and motion picture projectionists, named the following officers to serve during 1933: George McCann, president; Bill Ott, vice-president; Mutt Wise, secretary, and H. G. Creekmore, business manager.

Four theaters here, owned by the Griffith Amusement Company, of Oklahoma City, still remain on the unfair list of the union.

Saturday Commercials New Low As Sunday Gains; Midweek Leads

NEW YORK, Jan. 16.—Altho Saturday has long been the bugaboo of sponsors and stations, commercial programs for this day on the National Broadcasting System network has taken a severe body, with but five such programs listed. The day in question had 23 at the close of last season just before the hot weather came in. A few accounts have passed up the night, such as Pepsi-dot, when it had two programs on, and others have switched to other nights or networks.

Wednesday was heading the list with the largest number of sponsors using the day at the tail end of last season when NBC had no less than 40. Currently there are 29. Tuesday was a close second with 37 and now has 25. Thursdays now show 22 sponsors as against 34 late last season. Sunday, which showed 16 at the same time of the season, now has 21, a decided increase. Friday, which had 31 accounts as of May

Agent Shakeup Won't Pan Out

Stay as is when RKO moves to Radio City—Beck wants them in Palace

NEW YORK, Jan. 14.—There will be no shakeup of RKO agents when the circuit moves over to its Radio City Building next Saturday and Sunday, despite the many recent rumors to the contrary. This was definitely indicated by Martin Beck this week in several confabs he had with Maurice H. Rose, president of the Artists' Representatives Association. However, the agents themselves are considering plans to relieve any congestion which might prompt Beck to change his mind. Beck indirectly informed the agents that they should segregate in the Palace Theater Building, offering certain concessions, which he is able to do inasmuch as he is owner of the building.

While Beck stated that he is not thinking of throwing out any agents or boiling the number of agency franchises down to a particular number, Rose is working with the agents on plans to relieve congestion. It is most likely that the agents will revive the one-man ruling on the floor. Beck is setting aside agent space on the booking floor which will contain about 10 desks.

Rose has been informing the agents that it is Beck's wish that they all make their offices in the Palace Building, with the idea that its tenants be exclusively circuit agents. In this direction he said he would be glad to set aside a space, probably the sixth floor, in the building as a clubroom where the ARA could hold its meetings and the members could indulge in social activities. The renting agents of Radio City have been approaching agencies in attempt to sell them space, but so far there have been no takers, with the exception of Nick Agneta, who is taking part of an office in the new RKO Building.

The RKO agents have been deprived of their season passes to circuit houses, eliminating the 200 passes formerly held by them. However, they will now be admitted to theaters playing their acts by sending in for the manager, who will okeh them on instructions from Beck.

'Bull' Montana Leaves Australia

SYDNEY, Dec. 14.—Louis (Bull) Montana, ugly man of the screen in its silent days, left on his return to America, via New Zealand, last week. Under the management of Dr. Lewis, who proclaimed himself as an authority on motion picture matters, "Bull" was singularly unsuccessful in a couple of wrestling bouts.

Owners Do Own Projection

ELKHART, Ind., Jan. 14.—Since its opening Christmas Day the Band Box Theater here has been picketed by members of the motion picture operators' local. E. W. Stuckman and Loren Lerner, the owners, have been doing all projection work themselves. The Band Box is a 200-seater, designed for second-run pictures.

15 last, now has 24, while Monday has also come to the front, now boasting of 27, compared to 19 in May.

New figures mentioned above as being current are actually as of the week of January 23, and include all new accounts recently acquired and those that are expected to go on during the coming week. Trend at present is toward longer programs than last season, when the 15-minute period was at its peak. Thus, while there are less accounts or sponsors, the network is selling as much time. Number of accounts last June were 212 as against a possible 153 at the present time.

Columbia Broadcasting System nights are running almost in the same comparative average as to daily programs, but has lost its early evening sock which it had a strong sequence of 15-minute programs by stars then very attractive to dial turners.

Ironic

NEW YORK, Jan. 14.—At yesterday's meeting at the offices of the League of New York Theaters they were discussing the sad financial plight of the theater.

At the height of the discussion Leo Shubert declared that he was sorry, but that pressing business called him away.

He had to attend a conference with his coreceivers.

Fox Theater Companies Renewing Receiverships

NEW YORK, Jan. 16.—The bondholders of Fox Metropolitan Playhouses Corporation will apply for a renewal of its receivership another six months Wednesday before Judge Maek in Federal Court. The Irving Trust Company is receiver and Simon H. Fabian, vice-president of the company, is receiver's agent.

In the meantime the reorganization of the company is being held up by lack of money. It is reported a half a million dollars is needed to reorganize Fox Met into a new company. The reorganization plan being worked out by bondholders and creditors must be okeh'd by the Fox Theaters Corporation, which controls 100 per cent of its stock, and by the Skouras and Randforce circuits, now operating the bulk of the theaters involved.

Fox Theaters Corporation, on the other hand, was granted a six-month renewal of its receivership Tuesday in Federal Court. William E. Atkinson and John P. Sherman continue as receivers.

Flesh and Blood in Australia

SYDNEY, Dec. 14.—Altho few companies of legitimate players are making for outstanding financial success, there are at least two or three which look like getting fairly good money. Autumn Orocus, with Theo Shal (Venezian star), is one of these. Margaret Rawlings is another whose company, at present giving *Mr. Pygmalion* at the Criterion, is making a bid for nice patronage in a play written by Australian Harrison Owen.

At Her Majesty's a revival of *The Chocolate Soldier* sees Gladys Moncrieff in the stellar role. Next week there will be a repeat season of *Blue Roses*, in which Cecil Ritchie and Madge Elliott will have the leading roles; Gus Bluet, popular comedian, makes his reappearance in this production, he having signed another J. C. Williamson contract.

Dame Sybil Thorndike is presenting *The Silver Cord* at the King's Theater, Melbourne. Gilbert and Sullivan revivals are in order in that city; Nellie Bramley is presenting weekly changes of comedy-drama at the Palace; whilst the Connors and Paul revue company is at the Tivoli; also Ward and Sherman (Americans) at the Bijou. At Adelaide the most pretentious stage attraction is that provided by the Jim Gerald company at the Tivoli.

Asheville Aud Stays

ASHEVILLE, N. C., Jan. 16.—The Asheville City Auditorium, the raising of which city council has been considering, following reports of special committees to the effect that the building is a fire menace, will be left standing temporarily while the council awaits a bid from S. Grant Alexander, Asheville architect, on the repairing of the structure.

Action by the city council to postpone the raising of the building came as a result of recommendations from the Women Citizens' League members, who pointed out that, according to Mr. Alexander, the building could be made to conform to city and State fire regulations at a cost of \$6,500.

3 French Film Firms Fail

PARIS, Jan. 9.—During the last few days three more film firms have been forced into bankruptcy—Les Films Cosmograph, capitalized at 2,000,000 francs (\$80,000); Societe Star Films Edition, with capital of 1,500,000 francs (\$60,000), and the Societe Francaise de Gestion Cinematographique "Sonoria-Film," capitalized at 150,000 francs (\$6,000).

Russia Founders Theater School

MOSCOW, Jan. 9.—The educational department of the Russian Government has decided to found a school in which stage management, music and theatrical management will be expounded. Among the instructors will be Meyerhold and Tairov.



FOR every story of despair and defeat during the present crisis there is one to match it of enterprise and courage exercised by a showman to overcome adverse conditions. It is comparatively easier to close theaters when losses have piled up than for a kindergarten to cut paper dolls. The showman who is the first to reach the tape in the grueling race of today is he who grimly sets his jaw and puts on his old thinking cap, determined at all costs to sink or swim with his ever-guiding principle, "The show must go on."

Every dark theater in the country tells a story of greedy Big Business taking it on the chin, or maybe of an independent manager turning yellow. The easiest way to solve the overcasting problem is to close down a number of the houses that clutter up the box-office lanes. The more effective way, the way that will eventually redound to the advantage of the amusement industry, is to look upon each and every house as a problem separate and apart from the others. The smart showman, he with Spartan courage and faith in the future, doesn't take the easiest way out. He accommodates his policies to the times, trims down admission scales to meet the purse of his public and serves amusement that will attract the greatest number consistently.

As we trekked thru the Middle West last week again and again we encountered inspiring examples of house managements in various fields meeting adversity face to face and emerging victorious. Evidently we will not break away from this depression as a man (See SUGAR'S DOMINO on page 8)

'Queen's Husband' Big Draw

SARASOTA, Fla., Jan. 14.—The Playhouse of Sarasota, under direction of Walter Young, gave *The Queen's Husband*, by Robert E. Sherwood, on January 11 to a capacity audience. The scenery was beautiful and appropriate; the ladies in lovely gowns and men in resplendent uniforms; the audience thrilled by realistic sounds of battle by mob. On January 25 a laboratory play, *Pearls and Sanddust*, by Hester Ringling Sanford, will have Jenny Runey as star; February 8 *Outward Bound*, by Sutton Vane.

'Robin Hood,' 'Face Music' Open Big in Windy City

CHICAGO, Jan. 16.—*Robin Hood*, first offering of the Chicago Operetta Company, opened "sold" Sunday night at the Civic Opera House to an audience of about 2,500 and was received with marked enthusiasm. Charlotte Lansing, Lorna Doone Jackson, Greek Evans and other principals scored splendidly. Show ran quite long, the last curtain being rung down at exactly midnight. New company, organized by David Erwin Russell, has made brilliant start. *Face the Music* opened Sunday night at the Grand Opera House to a packed house and went over with a bang, taking its place as the most tuneful show of the season.

Five More N. Y. Shows Lower Admission Prices

NEW YORK, Jan. 16.—Five more shows climbed on the lower-price band wagon over the week-end, and two of these are supposedly in the hit class. Beginning today *Walk a Little Faster* will have a \$2.75 top; *Gay Divorce*, \$3; *Another Language*, *Foolscap*, \$1.50. George M. Cohan opens in his *Pigeons and People* at a \$2 top. All shows are carrying large ads in the dailies ballyhooing the price cuts.

\$46,000 Is Lopped Off Radio City's Overhead

NEW YORK, Jan. 16.—In the two weeks that RKO's theater operating department has taken charge of the affairs of Radio City's International Music Hall the sum of \$46,000 was pruned from the original cost set by S. L. (Roxey) Rothafel. However, the theater is still (See \$46,000 IS LOPPED on page 58)

Majestic, Los Angeles, Returns to Burlesque

LOS ANGELES, Jan. 14.—After trying 12 acts of vaudeville for a full week the Majestic goes back to burlesque today, opening with the *Scandals of 1933* and a stock company of 50 people. House has been the only home of burlesque on Los Angeles' Broadway and went to vaudeville two weeks ago when burlesque patronage started to slip. After a week Sam Goldberg darkened the house in preparation for the opening of the new company. Prices of 10 cents and 25 cents will prevail.

Marshall Taylor With Arthur

NEW YORK, Jan. 16.—F. Marshall Taylor, district manager for the Central New York Theaters Corporation, a Skouras company operating the up-State Fox theaters, has resigned and is joining the Harry Arthur Circuit in New England. Charles A. Caballero has taken over Taylor's duties. Taylor was division manager of the up-State houses for Fox and continued when the Skourases stepped in.

'Left Bank' Closes

CHICAGO, Jan. 14.—*The Left Bank*, George E. Winick's show at the Harris, closed last Saturday. Business during the first two weeks was fair and it was decided to extend the engagement a week. The third week's business proved disappointing. The company returned at once to New York, transportation being paid out of the Equity bond.

Paul Ash for Chi Palace

CHICAGO, Jan. 14.—Paul Ash will open a week's engagement at the Palace Theater Friday, January 20.

Sunshine Pix Starts

MIAMI, Fla., Jan. 16.—Director Robert Hackett of the Sunshine Comedy Productions Company announces that production of its first two-reel musical comedy is now under way, the title being *Putting It Over*, the scenes laid in tropical backgrounds. Principals in this sound picture are Louise Leonard, ingenue; Waldo Frank Perez, leading man; George Austin Moore, Louis F. Zimmerman and Eva Bellinger as the comedy relief.

Stadium, Woonsocket, Is Dark

WOONSOCKET, R. I., Jan. 14.—Stadium Theater, Public first-run house, has gone dark, following meeting of Public officials. Theater has been "in the red" for some time, and expiration of the union contract is an added reason for closing at this time. House has been in continuous operation since its opening in September, 1926. Joseph S. Borenstein, local manager, says Public will transfer its first-run policy to its smaller Bijou, recently reopened after being dark since last spring.

FREDERICK BROS.' Muehl Corporation, Kansas City, Mo., reports a good holiday business, having had 26 bands working the latter part of December.

Union Refuses Empire Wheel's Request To Cut Out Carpenters

NEW YORK, Jan. 16.—The International Alliance of Theatrical Stage Employees and Motion Picture Operators has refused the request of the Empire Burlesque Association, which sought to do away with the necessity of carrying a carpenter with each of the Wheel shows, with the result that a meeting of practically all of the Greater New York burlesque operators is in progress, apparently devising ways and means for using themselves as a combine for mutual benefit. Meeting is still in progress at the time of going to press and it is understood that all of the burly operators are ready to sign papers making themselves more or less under the leadership of a local "czar," which will probably be I. H. Herk, head of the Empire Wheel. Those present at the meeting include Joe Weinstock, representing the Minsky-Weinstock interests; the Raymonds of Brooklyn and other operators and house managers. Herk may go thru with a plan in concert with other operators to go non-union. Officially, the IATSE states it has no knowledge of this contemplated

Irving Mills Busy On European Trip

NEW YORK, Jan. 16.—Irving Mills, of Mills-Rockwell, Inc., returned to his desk today after a six-week trip to England and the Continent. Many important business deals were consummated by Mills, the outstanding one being the arrangement whereby Jack Hylton, best known English musical director, will represent the Mills-Rockwell concern in England and other foreign countries. All (See IRVING MILLS BUSY on page 58)

Green After 25 Houses For New Legit Circuit

NEW YORK, Jan. 16.—Morris Green is negotiating for 25 houses in key cities throughout the country for the purpose of creating a legit circuit. The organization will be called the Union Theater League, and a board of producers, playwrights and directors is being formed to assist in an advisory capacity.

The new group intends to inaugurate an entirely new method of securing subscriptions, and to this end has already made tentative appointments of field secretaries. Announcements are being withheld for the present, according to Green, because final contracts have yet to be signed.

Loew Books Ed Wynn

NEW YORK, Jan. 16.—Loew has booked Ed Wynn in his show *The Laugh Parade*, now touring the road. A condensed version of the show will go into the Metropolitan, Brooklyn, February 17, and probably follow with the Capitol the week after.

Alonzo, Poli After Theaters

NEW YORK, Jan. 16.—P. Alonzo, with the Poli Circuit before it was sold to Fox and George Poli, nephew of S. Z. Poli, who is now in retirement, are in the market to buy theaters. Alonzo will arrive here Wednesday to resume negotiations with indie theaters. It is reported that they are dickering for a string of Brooklyn houses and that they are backed by S. Z. Poli money.

Changes in FWC Staff

LOS ANGELES, Jan. 14.—Fred L. Metzler has been appointed treasurer of Fox West Coast, with headquarters here, succeeding L. A. Woolams, who in the future will represent the Chase banking interests. J. N. Schmitz, who has been acting vice-president and assistant treasurer, returns to the New York offices to represent PWC there. Metzler has been controller for Paramount-Public Corporation for the last 10 years.

English Actress Loses Eye

TORONTO, Jan. 14.—Marion Dawson, noted English actress, lost her right eye when it was struck by an exploding firecracker. She is the wife of George Horrocks, Scarborough Corporation entertainment manager, and was to have taken the star part in the January pantomime in Nottingham.

Music Firms Suffer Blow

Hold bag when McCrory Stores Corp. files voluntary receivership in bankruptcy

NEW YORK, Jan. 16.—Voluntary receivership in bankruptcy filed in Federal Court here by the McCrory Stores Corporation, operating 244 stores, many of them with sheet-music counters, came as an unexpected blow to the music-publishing industry, which considered McCrory Stores one of its best customers. Federal Judge Robert D. Patterson appointed the Irving Trust Company receiver and music houses are taking a hasty audit to find out how much they (See MUSIC FIRMS on page 58)

F&M Begins Work On New Unit Plan

NEW YORK, Jan. 16.—Fanchon & Marco began extensive preparations last week on its new unit plan announced several weeks ago when Mike Marco, Jack Partington, M. D. (Doc) Howe, Harry Singer and Jack Radcliffe arrived here from a preliminary meeting in Chicago. March 1 is set as the date when the circuit intends servicing theaters all over the country with its new setup, which comprises five grades of units, ranging from a \$1,600 show to a higher priced de luxe unit.

Between now and the next six weeks the circuit will line up a high-pressure sales campaign, which will include the production of a sample of each type of unit to be put on display for interested circuit and indie operators. In addition complete information is being drawn up as to what the exact cost of the units would be, in addition to how they would be railroaded, advertised and the like.

Marco will work with his men here for about another week and then "journey back to the Coast with How."

San Carlo Opera for Antipodes

SYDNEY, Dec. 14.—Lawrence Power, formerly of Adelaide, is here as an advance courier of the San Carlo Grand Opera Company, which will commence a season here in March. Mr. Power came here by way of the Philippines.

FOR SALE CHEAP
50 Ladies' Riding Habits, new, in all sizes—Tweed, Whipcords and Oxford.
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8 West 66th Street. NEW YORK CITY.

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PERFORMERS (Men and Women)
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HALTON POWELL, Keokuk, Ia.

WANT
Marathon Promoter looking for good location. Northtown Auditorium, seating 4,000, burned down away January, 1932. Million people to draw from. Thousands of Marathon fans. Only location within radius of 50 miles. F. LEICHTMANN, Northtown, Pa.

WANTED—To join on wire. Musicians, Chorus Girls, Specialty People all lines, also A-1 Advance Man with car. No advance. Salaries must be low. VARIETY REVUE, Hits Theatre, Elizabethton, Tenn., all this week.

WANTED Two Dancers, Waitress-Maid, Residential Club, Room, board, salary. Good home. COMMODORE MACINTYRE, 37-06 80th St., Jackson Heights, N. Y.

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Or money refunded. Send 10 cents for trial package. Health Builder. B. GRIGEN, 6584 N. Maplewood, Chicago.

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

Roxy Reported Set To Return To RC Helm; New Policy O.K.

With support of Rockefellers and Aylesworth, Roxy said to be ready for active charge on return from six-week vacation—Music Hall's \$89,000 gross for week

NEW YORK, Jan. 14.—S. L. (Roxy) Rothafel, still under the doctor's care and not due back to work for at least six more weeks (during which time he will take a sea voyage), will again be the big boss of the Radio City theaters on his return, according to a report which emanates from sources close to the Rockefellers and M. H. Aylesworth. Since the opening of the new theaters and the start of Roxy's illness, his power has been held by RKO's executive cabinet, headed by Harold B. Franklin, which effected numerous economies and switched the policy of the Music Hall. At present Roxy is supposed to be a member of the executive cabinet and a figurehead in the affairs of the two theaters, with all the power delegated to Franklin. Since the start of his illness there have been reports that Roxy would resign, giving his sickness as the reason. Since his absence several of his appointees, S. Jay Kaufman and James H. Turner included, were let out. Roxy is said to hold a five-year contract which has three more years to run.

If Roxy does resume as active head of the RKO Roxy and Music Hall, he will still have the executive cabinet as consultants. At the same time he will proceed in the direction set up in the last two weeks by the cabinet, which involves the curtailing of expenses, including numerous savings in personnel and production costs. In attending so thoroughly to Radio City these last two weeks, the cabinet sacrificed attention it usually gives to the whole circuit and the feeling is that it can no longer afford to spend so much time on the project.

With the switch of the Music Hall's policy from straight flesh to a combination picture and stage program and its reduction in box-office prices, the theater has shown exceptional results on its first week. Up to today the house has been playing to capacity audiences and it is expected that the first week in the policy change should bring a gross of approximately \$89,000. At the same time the RKO Roxy continued to do well with its original policy.

The current show at the Music Hall changes this Wednesday, after a week's run. The new feature picture coming in is Warner's *King Vacation*, with George Arliss. Stage show is being readied at present, and so far the Arnaut Brothers, Jordan and Woods and the Three Swifts have been booked. The New Roxy changes its original show this Friday, after a three-week run. The picture will be Fox's *Hot Pepper*, with Victor McLaglen and Edmund Lowe.

For the time being, Leon Leonidoff is supervising the production of stage shows for both theaters, with Russell Markert and Florence Rogge assisting. However, an attempt is being made to have the shows at the New Roxy put on by Fanchon & Marco, with Jack Partington, F. & M. vice-president, taking over the job. Clark Robinson, of the Old Roxy, is now on the Radio City production staff as art director, taking the place of Robert Edmond Jones, who resigned Monday.

Gulliver To Form Own Circuit

LONDON, Jan. 3.—Charles Gulliver, veteran vaude managing director, formerly head of the now defunct London Theaters of Variety Circuit and more recently with Moss Empires, will run a vaudeville circuit of his own, probably starting at the end of the current month. He has lined up six theaters, including four in London, and will present full vaude programs at all of them as soon as necessary arrangements have been completed.

Berinoff and Charlot Score

LONDON, Jan. 3.—As a result of their successful showing at the London Pavilion last week, Berinoff and Charlot, American stage team, have been given a further string of dates at this West End theater. The act has already played six separate return engagements at this house, which constitutes a house record.

Sidewalk Wisey

NEW YORK, Jan. 14.—One vaude agent approached another this week and piped: "I see you've got several outstanding acts." Surprise registered on the other's face and prompted the followup: "Yeh, several acts out standing in front of the Palace."

Stoll Finances Are Rocky

LONDON, Dec. 29.—No dividend is again being paid to the shareholders of the Stoll Theater Corporation. Formed in 1928 to merge the many interests in which Sir Oswald Stoll is concerned, the capital at that time was £2,102,416 (roughly \$10,800,000). The corporation paid a dividend of 6 per cent in its first year, but since had paid nothing, and profits have been steadily decreasing. For the year to September 30 last they amounted to only \$110,000, and this despite the long runs of popular productions at the London Coliseum and the Alhambra. Again no dividend is being paid. Investments in subsidiary companies and loans to them stand in the balance sheet at over \$12,000,000, but the auditors say this valuation is at cost, altho no provision has been made since the acquisition of the shares for continuing losses incurred by certain of the companies.

It is also stated that the auditors' reports on the balance sheets of the subsidiary companies contain qualifications in 10 cases as to the valuation of investments and loans, in six cases as to treatment of the sound projector apparatus, and in one case as to depreciation. The corporation has been a distinct disappointment to the shareholders, whose 45 shares now stand at \$1.

LONDON, Jan. 3.—At the annual general meeting of the Stoll Theaters Corporation, which was held in London December 31, lively scenes ensued when the shareholders raised the question of the year's profits and the advisability of paying a dividend. Sir Oswald Stoll was badly heckled and the meeting broke up in disorder.

British Censors Drive Vs. Dirt

LONDON, Dec. 28.—Following the prosecution of a prominent English revue producer and a well-known comedian for having introduced indecent material and a lewd scene in a touring revue, the British censors and members of the Lord Chamberlain's office are making a drive against "dirt" in London and the provinces. According to English law, all sketches, skits and plays have to be read and passed by the Lord Chamberlain's office before sanction is given for the pieces to be performed in public. Any deviation from the authorized script renders the culprits liable to prosecution. In view of the prevalent habit of revue comics and producers to insert "blue" material not in the original script, strong measures are being adopted.

Hal Jerome Comes Back

LOS ANGELES, Jan. 14.—After a year's illness, and bedridden most of that time, Hal Jerome, comedian, opened at the Paramount Theater here today. He is headlining the bill and scored decisively on his opening. Jerome is still assisted by his wife and partner, Gloria Gray.



YVONNE LORETTA, daughter of Mr. and Mrs. Doc M. Irving, who comprise the well-known mental act billed as Princess Yvonne. Altho only 29 months old Princess Yvonne Jr. already has learned from her mother and dad to look to "Billy-boy" for all the questions and answers on show business.

Beck Has Orpheum Plan Up His Sleeve

NEW YORK, Jan. 14.—The Orpheum Circuit may not be a problem any longer to its stockholders and to RKO, current operator, if Martin Beck puts across a plan which he refuses to reveal to anyone, including RKO officials. He said he had a solution to the Orpheum question before he left today for San Francisco, where he will address a meeting of the Coast branch of Orpheum stockholders.

The circuit is the biggest loser of the many theater chains which RKO is operating, and the latter is anxious to be relieved of it. It is unlikely that the Orpheum will again be operated independently, altho there was a report of this some months ago. Beck's plan probably concerns a new working agreement.

Several weeks ago Beck journeyed to Chicago to address a meeting of the important stockholders in that city.

Para-Astoria To Import Acts

LONDON, Dec. 28.—It is reported that Paramount-Astoria will import its own acts and attractions from America and the Continent into England. Among other properties, Paramount owns nine of the largest picture theaters in England and uses "flesh" in all of them. At present the newly merged Moss Empires-GTO concern with its strongest opposition.

Cleveland RKO Changes

CLEVELAND, Jan. 14.—J. H. Franklin, recently sent here by RKO, has instituted changes in the local system. Vaudeville, which was recently transferred from the Palace to the Hippodrome, will be discontinued in the latter house in two weeks and will probably be brought back to the Palace again. Maurice Spitalny and Orchestra have received a two weeks' notice, but will probably be retained and transferred back to the Palace. Doc Elliott, former manager of Keith's East 105th Street Theater, has taken the managerial post at the Palace. Adam Sholtis is the new manager at the east side theater.

Nonstop Sunday Concerts

LONDON, Dec. 28.—Nonstop craze has invaded the concert circle in London. The London County Council has given permission to the Leicester Square Theater to run a series of nonstop concerts, commencing Sunday next. To conform with the regulations, specialty acts and turns using props and makeup will not be permitted to play. The acts will be confined to singers, instrumentalists, comedians and impressionists.

Sid Rheingold Is Sentenced

Given 60 days in workhouse for running employment agency sans license

NEW YORK, Jan. 16.—The sentencing Wednesday of Sidney Rheingold, indie booker, to 60 days in the Workhouse for running an employment agency without a license is probably the first time a booker was ever sent to jail on such a charge in this city. The case had been dragging since April 2, Rheingold having won five postponements of trial and three postponements of sentence. When the case had last come up, the Court of Special Sessions set Wednesday as the date for consideration of a new trial or the handing down of a sentence.

At the Wednesday session Rheingold's counsel asked a motion for a new trial, but was denied. Presiding Justice Nolan and Justices Featherstone and Voorhis heard the testimony of Inspector Frank Donovan, of the License Department, and then sentenced Rheingold to 60 days in the Workhouse. Albert Aldine, of Aldine and Wright, was in court to testify, but was not called. Rheingold's counsel then attempted to make a motion to appeal from the trial and this was also denied.

Rheingold's sentencing climaxes a series of clashes with the License Department. In his first jam, he escaped prosecution by agreeing to get a license. He did not do so, and on May 26, 1931, he pleaded guilty to running an employment agency without a license and paid a \$150 fine. This third jam began back in March when Albert Aldine complained he paid Rheingold a \$12 fee for two days at the Strand, Oswego, N. Y., and that the theater refused to play him when he arrived there.

The penalty for running an employment agency without a license is a maximum of one year in jail or \$250 fine, or both. In most cases where bookers are haled into court by the License Department the case fails to be carried thru. Most of the time the booker straightens out his trouble with the complaining act and the act withdraws its charge. There are many agencies that operate outside of the jurisdiction of the License Department by booking net or by using certain subterfuges keeping them out of the employment agency classification. However, they usually weaken and accept advance fees or exact commissions in some form or another, thus enabling the License Department to prosecute.

9 Weeks Forestalls Dave Harris' Suit

NEW YORK, Jan. 14.—Dave Harris threatened suit against RKO for bookings he alleged were due him was settled this week when the circuit gave him nine weeks, opening today in Kansas City.

Harris was dickering with the circuit's booking office for some time to give him make-up dates for those he did not play on an old contract he had. Until the nine weeks were given him Harris had already turned the matter over to his attorney.

Vaude Pair Losers in Fire

LUDINGTON, Mich., Jan. 14.—Plans of Swift and Swift to get back into the game with a new act received a setback Tuesday, when fire broke out in their home, destroying new show equipment and furniture and doing \$4,000 damage to the house. Fred Swift has been recuperating here from an illness, aided by his wife. With his health back, they spent the last two months refurbishing their equipment.

Vaude in Easton, Pa.

EASTON, Pa., Jan. 14.—The State has added vaudeville to its picture fare and the new policy is getting a good play. Popular prices prevail.

W&V Gives Up Flesh Policy

Comerford also quits—six try, but fold — bigger grosses not enough

NEW YORK, Jan. 16.—The Wilmer & Vincent Circuit is thru with flesh and will stick to straight pictures indefinitely, feelers-out in five houses having failed. Four years ago the circuit had a vaude spot in each of the seven cities in which it operates houses, but has since been dropping flesh steadily. This season it attempted to restore vaude at the State, Harrisburg, the State, Easton, and the Colonial, Allentown, and also reopened two dark houses, the Lyric, Richmond, and the Colonial, Norfolk, with a musical road show. All of the experiments were unprofitable, Norfolk and Richmond going dark again, and the three vaude spots returning to straight pictures.

According to Joseph D. Eagan, general manager, the circuit tried out three units—Singers' Midgets, Moran and Mack, and Jack Dempsey—this season, booking each for the three full-week stands. Each house has a 50-cent admission top and this was not increased when vaude was added. In practically every case, the increased gross did not cover the cost of the vaude. If vaude cannot draw when the price scale is not raised over the straight-picture scale, with the show a name attraction, and when flesh has been out of the house several months, then further experimenting with vaude is useless, says Eagan. The Jack Dempsey unit closes at Allentown next week and also ends the vaude experiment.

The musical road show, *Broadway Rhapsody*, with Gene Austin, played Richmond the week before and did poor business. It moved to Norfolk the first four days last week and did so well that it returned for one day, Saturday. You never can figure flesh shows, says Eagan, whereas you at least can anticipate what films will do fairly accurately.

Vaude is out of the Comerford Circuit indefinitely. The resumption of vaude by the Strand, Hazletton, Capitol, Pettaville, Capitol, Scranton, and Penn. Wilkes-Barre, is improbable this season. No shows went in last week, and Pally Markus was not penciled in any for the future. Six Comerford theaters tried vaude the holiday weeks, two of which—the American, Shenandoah, and the Strand, Williamsport—returned to all-film policies after the first bill. Markus is still booking Fay's in Providence and Philadelphia, and a few indie spots.

Kitchen Pirates Leaving

LONDON, Jan. 3.—The Kitchen Pirates, adagio novelty, with Peggy Taylor and Gary Leon featured, closed a successful and lengthy English vaudeville tour at the London Palladium on New Year's Eve. They sail tomorrow, January 4, for New York to open later in the month at a Loew de luxe house and to play an American season, after which they will return to England with an entirely new routine in September. In addition to being a sensational success in vaude in England the act was the highlight of the musical *Out of the Bottle* at the London Hippodrome.

Big English Theater Deal

LONDON, Dec. 30.—The Shakespeare, Liverpool, well-known English vaude house, has been purchased by the Liverpool Varieties, Ltd., the present tenant. The owner, Robert Arthur Theaters, Ltd. Under the new ownership a considerable amount of money is being spent on improving and modernizing the theater to make it one of the most up-to-date in England. Horace Collins, managing director of Liverpool Varieties, Ltd., will continue to control the house, and there will be no change of policy or management.

New English Vaude Spot

LONDON, Dec. 30.—The Urban District Council of Rhyll, Welsh Coast resort, has decided to carry out a scheme of complete reorganization of its Promenade Pavilion at an estimated cost of \$20,000. They intend to run a vaudeville show with an average net of \$1,500 weekly. A further \$1,000 will be spent in lighting improvements.



MIACAHUA, Brazilian wire wonder, who is again playing for RKO, and current this week at the Albee, Cincinnati. Formerly with various American circuses, Miacahua played fairs for the first time last season. She will return to the fairs in 1933.

New Stage Policy For the Old Roxy

NEW YORK, Jan. 14.—The Old Roxy execs made a sudden decision Thursday night to institute a new type of stage show, starting this Friday, which will be of considerable saving to the theater. It will be a glorified vaude show of five acts, not involving the heavy production of old. This change to a vaude show follows the many recent rumors that negotiations were under way by outsiders to take over the house and put in a grind vaudefilm policy.

With this change of show there will be a drastic change of the present production personnel. The house orchestra will be curtailed to a normal de luxe size, while the 32 Roxettes, the singing ensemble and other permanent production people are expected to be eliminated. The new show will include a prelude, four acts and a flash made up of the people doing the prelude.

Frank Cambria continues to supervise the stage shows, while Harry Hollander works in with him. Pancho & Marco still will furnish the acts, which are limited to an extremely low budget for a de luxe.

Florence Desmond for America

LONDON, Jan. 3.—Florence Desmond, English film artist and noted vaudeville and cabaret entertainer, has been booked for a tour of American de luxe picture theaters at a salary reputed to be in the neighborhood of \$2,000. She has recently reached the status of a headliner in English vaudeville on account of her brilliant impressions of noted film stars and international stage favorites. While in America she will appear in pictures in Hollywood. She sails early in February.

Keith Wilbur in Revue

LONDON, Dec. 28.—Keith Wilbur, New Zealand entertainer and mimic, who returned from his second successful American vaudeville tour some months ago, is making his first appearance in revue this side. He opened as a featured attraction in a new show, *San Faire Rien*, which had a successful premiere at the Birmingham Empire this week.

Baltimore Hipp Bookings

BALTIMORE, Jan. 16.—Rappaport's Hippodrome, booked by Eddie Sherman, has lined up a string of names this and next month. The condensed version of *Vanities* is booked for next week; Kate Smith, holder of the house records, returns week of February 3; Helen Kane and Roscoe Ates open week of February 17, while Amos 'n' Andy are booked, but no date has been set. The Cantor-Jessel show will play the house at the tail end of its one-nighter tour.

Pitt's Burly to Vaudefilm

PITTSBURGH, Pa., Jan. 14.—The Academy Theater here has discontinued burlesque and has instituted a new policy of vaudeville and pictures with a weekly change of programs. This is the only theater downtown offering a combination program.

Three Dayton, O., Houses Showing Vaude at a Dime

DAYTON, O., Jan. 14.—The deprived of RKO vaudeville Dayton is getting entertainment of this type and of a sort in generous quantities. Three houses are advertising "five acts of high-class vaudeville" and a feature picture for nothing more than a thin dime.

One of these houses is the Lyric, former burlesque home, taken over last year by A. J. Cooper. The others are the Rialto, which house paved the way for this style of entertainment here, and the Ohio, the latest recruit.

The vaudeville is local talent to a considerable extent and the pictures are second-run, but considerable business has resulted with doubtful profits. Newspaper advertising is not heavy for any one of the houses, however.

Dows Land Four And Drop a Pair

NEW YORK, Jan. 16.—The Dows claim four new houses: Long Branch and Plainfield, N. J., and Endicott and Johnson City, N. Y. The Paramount, Long Branch, opened Friday with five acts, Friday and Saturdays, while the Oxford, Plainfield, opened the week before with the same policy. Both houses are being run by Walter Reade, who officially takes over his former chain from Publix May 1. The Dows are also booking the Broadway, Kingston, a Reade house not included in the Publix deal.

The Endicott, Endicott, five acts, Wednesday to Saturdays, goes on the Dow books this week, while the Strand, Johnson City, Friday to Mondays, is also added. The Dows have lost two houses to Jack Linder. Linder started booking the Empire, Glen Falls, one day, and the Playhouse, Hudson, N. Y., two days, last week.

3 Out of 4 Cases Tabled At Last Week ARA Meeting

NEW YORK, Jan. 14.—Four cases were taken up at this week's meeting of the Artists' Representatives Association in RKO. Request of Joe Rivkin for a release of his act, Art Jarrett, from Weber-Simon was denied; Weber-Simon's complaint against Phil Bloom for booking Gomez and Winona in Radio City was tabled; Max Richard's request to become agent of Slate Brothers instead of Weber-Simon was tabled, and the complaint of the James Plunkett office against NBC over Frances Langford was also tabled.

Paul Durand on RKO Floor

NEW YORK, Jan. 14.—Paul Durand has again been given the privilege of the RKO booking floor as an associate in the M. S. Bentham office. This was made possible as Harry Lang switched his associate connection from Bentham to Larry Puck.

Ritz, Syracuse, In Payoff Jam

NEW YORK, Jan. 14.—The Ritz, Syracuse, booked by A. & B. Dow and operated by Nate Robbins, is on the spot as the result of not completely paying off a five-act bill that played there the week of December 31. The acts squawking for their salaries are *In Dreamy Spain*, Peggy Calvert, Guyer and Duffy, Six Franklins and Merritt and Macabe. However, Nate Robbins notified several of the acts that he would be here early next week and make satisfactory arrangements.

The version of several of the acts is that the only money they were able to get was a few dollars received as advances from the box office, and that when they applied for the rest of the money they were told the box office was attached. One of the acts went to the district attorney's office here for advice, and was told that any agent sending an act out of town was responsible for any indebtedness. This same act sent Robbins a wire to either pay up or the authorities would be notified, and received one in return that everything would be taken care of.

The Dows claim they are not responsible, as all of the acts, they allege, accepted payment for the date in the form of cash and IOUs. They also claim that they warned the acts by long-distance phone to hold up the curtain of the last performance until they received payment in full, but that the acts did not heed them. The house, is now in a straight picture policy.

Sherman Straightens Park, Reading, Rift

PHILADELPHIA, Jan. 16.—Eddie Sherman, indie booker, who dropped the Park Theater, Reading, last week and charged the house with not paying off and owing him back commissions, says the theater has straightened out, everything with him. He says he has been paid his commissions in full and that the Dean and Joyce Revue, which had been paid off by check instead of cash, had been taken care of by the theater.

Sherman says he checked up on the Fletcher Henderson Orchestra being paid \$540 instead of \$1,500 and that he discovered Henderson's original band was on a dance tour in the South and that Henderson was using another outfit. He also says the theater was advised by the musicians' local to pay the men only the union scale for the week, amounting to \$540 for the band. As for Joe Sheftell's Revue also being paid off 50 per cent, Sherman says he has been told by the theater that the revue not only appeared at an opposition cafe in the town but that the members incurred a bill that was deducted from the act's salary.

The Rudmore Theater Corporation is still running the house, which played the C. B. Maddock percentage unit last week and opens the A. B. Marcus Revue today for an indefinite run of musical stock.

London Bills

LONDON, Jan. 3.—Several American acts, new to this country, made their debut this week. At the London Palladium Lee, Lee, Lee and Lee, four boys with a melange of "hokum" comedy and novel dance steps, made a decidedly favorable impression and clicked solidly. Jerry Coe, personable young eccentric dancer and accordionist, registered strongly in a hard spot. Al Norman, pantomimical comedian, impressionist and dancer, held over from last week, again laid them in the aisles with a novel and laugh-provoking routine. Will Morris, comedy tramp cyclist, last seen here three years ago, provided another laugh fest. Two more American acts in Clements Belling, cabine novelty (second week here), and the Four Harmony Kings, colored quartet, clicked heavily for applause. Two other novelties from Central Europe, Dajos Bela and his Tzigane Band, and the Hollis Brothers, posing equilibrista, did well in a strong bill. Business good here.

At the Pavilion the Two Harlequins, novel acrobats and athletes from America, here via Germany, made a splendid first appearance, almost stopping the show. Two sensational acts in the Carlo Medini Troupe of Human Jugglers and the Andos Family, featuring a daring rope slide, were big favorites. Hershell Henlere, non-stop pianologist, and Lola Benavente, Spanish dancer, also hits.

Large and Morgner, monoped acrobats from America, made a show-stopping debut at Holborn Empire, where Reilly and Comfort, best American singing team seen here for years, had to do three encores.

Truce in GTC Vaude-Air Ban

LONDON, Dec. 30.—After a series of conferences the General Theaters Corporation has decided to lift the ban on artists who are under contract to it in regard to broadcasts. Clauses will be inserted in future contracts governing GTC's decision regarding artists and permission to go on the air. Early this week Layton and Johnstone, high-salaried piano team, and Robb Wilton, comedian, were prevented from broadcasting by GTC, but the present decision will enable Gracie Fields to be heard on the radio tonight.

LONDON, Jan. 3.—While the temporary truce between the General Theaters Corporation and the British Broadcasting Corporation still holds good with artists who held broadcasting engagements a new position has arisen over provincial pantomimes. GTC refuses to consent to the broadcasting of a two-hour relay from the Theater Royal, Birmingham, where the *Dick Whittington* pantomime is being played. The theater, a former Moss Empire house, has been recently acquired by GTC.

Nate Blumberg in New York

CHICAGO, Jan. 15.—Nate Blumberg, divisional manager of RKO, left for New York today for a conference with home-office officials. It has not yet been definitely decided whether Blumberg will continue to make his headquarters in Chicago or move to New York.

VAUDE NOTES

ALBERT SHERWIN, clown cornetist, has joined Joah Medder's Hickory Corners Band, new 12-people comedy turn being managed by Pete Mack for vaude and radio.

FRANK RADCLIFFE and Gene Rogers call Friday for Europe, opening at the Palladium, London, January 30. Booked thru Dick Henry.

BOBBY PINCUS and Roy Sedley have merged to do a new comedy turn, assisted by Catherine Rand.

EDDIE GARR is playing vaude, pending a rehearsal call for Lew Brown's new show featuring Jimmie Durante. He played the New York Paramount January 27.

CLIFF CRANE has dropped his three-people turn to do a new act with Ethel Costello. They open this week in Philadelphia.

Conditions are so bad that some agencies are even taking commissions as low as 25 cents for cheap club acts. They figure that four quarters make a dollar, and business is business! On the other hand, there are chiseling agencies that extract anywhere from 25 to 50 per cent commission on dates, work being so scarce and the acts being so willing to kick back for it. There probably is hardly an agency in the business that sticks consistently to the 5 per cent fee.

HAROLD A. BOWDEN has returned from a several weeks' trip overseas.

NICK AND LEN TROILO made a hurried trip last week from New York to Pittsburgh to attend the funeral of their sister.

HARRY ROGERS has transferred his quarters to the George Choos office in the Brill Building, New York.

AL MANDEL has switched four supers in his Rhythmettes dance flash. The newcomers are Karen Kaaber, Jean Gordon, Eve Lord and Nadine Brody.

EDDIE LAMBERT is temporarily out of vaude and working in film comedies on the Coast. Latest is *College Gigolos* for Columbia.

BOLLY WARD, who appeared in several Shubert musicals, is readying a new vaude act in which Marian Murray will be featured.

An unusual incident occurred a couple of weeks ago at the Majestic Theater, Jersey City. Morris Ginsberg and Jack Linder were partners in running the house and the contract specified that Linder should book the vaude. During a rift between the partners, Ginsberg asked Arthur Fisher to book the house and Fisher sent six acts that Sunday. Linder's six acts also arrived in confusion and then a hurried adjustment and a week later Ginsberg bought out Linder's interest, Ginsberg then giving the vaude booking to the Dows. That's indie vaude for you!

NICK AGNETA has put out Aaronson, Lane and Payne, two men and a girl radio impersonations act, at the New York Palace this week. He says this act is the same as the Radio Rogues, playing across the street at the Paramount this week, and that he has the right to the material, which is now

being disputed in court by Agnetta and the Radio Rogues.

DICK HENRY, foreign booker for the William Morris Office, says his bookings are running ahead of last year and that he is sending several acts abroad each week.

MARY GARDEN opens for Loew January 20 in Washington, with the New York Capitol following.

There are still a number of spirited vaude performers around who would actually work for nothing if they could possibly restore two-a-day straight vaude. That's what they did in working for Arthur Klein in the two weeks that he ran that policy at the Broadway, New York. Can't blame them for trying for the two-a-day, as it's plenty tough to do three, four and five shows a day.

ALLAN CORELLI is doubling between radio and vaude. He is broadcasting over WRNY Thursday and Saturday on *The Midnight Reporter* program.

ABE LYMAN received some build-up medicine last week from Jack Dempsey to gain back 15 pounds he lost during his illness. The first dose Abe took wore him down instead.

LEO CARRILLO was around the Main Stem last week and liked it a lot because of the many laughs he got.

MABEL WITHEE, Larry Puck's misus, went on the air again this week over Station WMCA, New York, using continuity provided by Alan Dale Jr.

JOE SMITH, of Smith and Dale, is spending all of his spare time at his new home in Port Jefferson, N. Y. He's got a regular estate, with beach front and all.

WILLIAM MORRIS office was offered an educated goose last week for \$350. The office is awaiting advice from Lou Holtz, expert.

BENNY DAVIS, songwriter and protege seeker, is thinking of opening a night club around New York.

JACK PEARL (Baron Munchausen) was gifted with a cigaret case from Jack Buchanan when the latter left the cast of *Pardon My English*.

DENNY LEONARD, boxer and ex-champ, is trying out vaude and opened for P&M in Port Chester and Sunnyside last week-end. He is assisted by Eddie Moran, recently with James Hall; the Crane Sisters and Kid Sullivan.

GEORGE BEATTY is now in his sixth week as emcee of the Ambassador Theater, St. Louis. Originally booked for one week, he is being held over indefinitely and is now also assisting in writing and producing the shows.

The Wilmer & Vincent Circuit planned to experiment with a 10-act straight vaude policy in some of its houses last year, figuring on a \$1,500 budget and pop prices. But when the execs began to lay out the shows, they discovered that the cost of the union men both in front and behind the stage would exceed the cost of the talent. And so the experiment was quietly shelved.

CHARLES BRYANT, general manager for Wilmer & Vincent, just underwent an operation at St. Luke's Hospital, New York.

SID HALL, vaude agent in the Bond Building, complains that he is constantly being confused with Sid Hall in the Roseland Building. Says he didn't mind getting the other Hall's mail, but when he was handed a summons intended for his namesake that was too much.

THE CANTOR-JESSEL unit will play the Paradise, Bronx, next week for Loew. Cast the same as when the show played the Paramount, New York.

EDDIE RESNICK has quit the Orchestra Corporation of America to go on his own.

FRED BIRNBACH, assistant to President Weber of the A. F. of M., leaves New York for a tour of the South next week.

The flux seems to be trailing Fritz and Jean Hubert. Week before last they got into an auto accident on the way in to New York from Washington, with Jean sustaining injuries. Not so long ago she had her hair burned off in a hairdressing shop, and shortly after that Fritz was badly hurt while doing his act on the stage of the Palace, New York.

ELKORT & GARRICK have booked Ted Healy and Howard, Pine and Howard into the Paramount Grill, New York,

opening Friday. Jean Goodner is being held over and an extra 12 girls will be added to the line.

LYNN DORE, Jack Goodman and Ann Little are in the show at the Dover Club, New York, which opened Tuesday. Florida Vestoff staged it.

DICK TYLE, of the Four Barrymores, is ill in his home in New York, but expects to rejoin the act within two weeks.

BILL ROBINSON is penciled in for Loew's State January 20, following which he will play additional Loew time for nine weeks. Lew Leslie has expressed a desire to use Robinson in a new edition of *Blackbirds*, which he hopes to put on early this spring.

LOU HOLTZ and Benny Becker have been booked by Lou Irwin for two weeks in the Floridian Club, Miami Beach, Fla. Irwin, incidentally, is readying himself for a five-week tour, which will include New Orleans, Miami, St. Louis and Chicago. He leaves February 6.

FRANCES WILLIAMS, Harry Rosenthal and Donna and McDronna are due to open this week at the Embassy Club, New York.

Martin Beck clicked with the RKO agents last week when he offered a pointer on what a good vaude show should be. A big flash was booked for the Palace, New York, but Beck objected and remarked that 30 people with little talent mean nothing, while two people with a wallop are worth everything.

ZAZA AND LORRAINE, Flora Duane, Betty Greenwood, Betty Kaye and Doris Winton are in Marty White's floor show at the new Little Ritz Club, New York.

PRIVATE C. K. SLACK, billed as "the only living man holding a Congressional Medal of Honor," is making personal appearances with the picture, *Four Aces*, at the Central, New York.

HARRY WALKER has sent another troupe to Panama. It sailed aboard the Elgroy last week.

EDDIE MEYERS has booked Cass, Mack and Owen, the Aber Twins and Horton Spurr to play the Scala Theater, Berlin, for the month beginning February 1.

LEO GOLDWATER has been selected by Nick Troilo to take charge of his radio department.

RKO's operating department, now looking after the affairs of the Radio City theater, stepped in on the booking department's ground last week in the matter of a headline for the new show at the Music Hall. After the booking office had already checked Bing Crosby for the date the operators said "no" to it, citing his recent appearance at the neighboring Capitol.

EDDIE SHERMAN'S suit against Louis Berman, Philadelphia theater operator, came up in the City Court last week and was postponed for the third time. Sherman is suing for commissions due.

JACK LEROY is angling to take over the helm of an all-girl orchestra.

New Acts Booked

Claude Alba and Company, acrobatic, at the Orpheum, New York, first half this week (Loew).

Eddie Vogt and Swanee Sisters, singing, dancing and comedy, first half this week, Gates, Brooklyn (Loew).

Dorothy Martin and Company, five people dance flash, first half this week, Boulevard Bronx (Loew).

Gregory and Raymond, singing and dancing, last half this week, Boulevard, Bronx (Loew).

Joie Carol, at the Boulevard, Bronx (Loew), last half this week.

LeMeux and Stratford, first half this week, Boulevard, Bronx (Loew).

Hylton Can't Take Home Pay

LONDON, Dec. 30.—Having completed a three months' tour of the principal Continental cities, Jack Hylton, foremost English band leader, finds that he cannot take the money that he has earned back to England with him. His two weeks' reason at Budapest, Hungary, has been one of his most successful engagements, but he has been informed by Government officials that owing to the present state of Hungarian finances no basis of exchange can be arranged and the withdrawal of Hungarian currency from the country could not be permitted. It was suggested that he take jewelry and other valuable articles in lieu of cash.

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Palace, New York

(Reviewed Saturday Afternoon, Jan. 14)

It's another vaude show at the Palace this week, with Will Mahoney standing head and shoulders over the rest and "Prince" Mike Romanoff, the freak attraction, presumably pulling them in. They are being pulled in this week. At the start of the first show today the orchestra had a comfortable two-thirds, and at the end of the layout it was close to full. The shelves weren't doing badly either. Feature picture is *The Half-Naked Truth*, with Lee Tracy and Lupe Velez (Radio).

The Wallenda Troupe opens with its sensational high-wire turn, lowered to about 10 feet or so above stage level in order to fit into the house. In the circus the Wallendas perform about two-thirds of the way to the peak of the big top and, naturally, it takes away, a little of the thrill to bring them down to earth. None the less they are sensational, and the deserved applause they got must have been about the best for an opening turn in years.

"Cookie" Bowers, who is the voice behind various film cartoons, fills deuce spot by making his vocal cords jump thru hoops. He imitates all manner of things, from barnyard animals to a mamma and her daughter going swimming in a pool, and does them all well.

Kitty Doner follows and went over nicely with various familiar routines, ad libbing all the way about the early hour and the five shows a day. It's altogether a better turn than the last one she had at Palace, and Miss Doner, as usual, is swell.

"Prince" Mike Romanoff, who has been featured in the dailies of late, is out on bond to fill the next spot. He is, of course, a freak attraction and he works in an interview skit, helped by an un billed and lovely lass, The "prince" who had a spasm of temperament just before the show and almost didn't go on, is ill at ease on the stage, nervous and self-conscious. The skit, however, is really funny, far better than most freak-act material, and capitalizes, of course, on the "prince's" great impatience. Mike takes it all good-naturedly—and so do the customers.

Aronson, Fyre and Lane, two lads and a gal, come next with imitations of radio personalities which are threadbare by this time, what with the tremendous number of acts that work the same material. It's not vaudeville stuff anyhow. The first act of the type may have been a novelty, but the second that pulled the trick made one act too many.

Will Mahoney is in next-to-shut and at this showing scored the first showstop that your reporter has seen in the Palace since it returned to vaude. It's the old Mahoney stuff, including the Mahoneyphone, but it's still grand no matter how often you see it. Mahoney cut it a bit short this time because the p.-a. loud-speakers on the sides of the stage were in the way for some of his curtain stuff. The audience clamored and clamored for more.

Fred Scarlett and his chimpanzees closed. Two of the monks go thru gymnastics and one little fellow provides the comedy relief. A novel animal turn.

EUGENE BURR.

Albee, Cincinnati

(Reviewed Friday Afternoon, Jan. 13)

Gene and Glenn, NBC ether artists, proved their extreme popularity in this territory by drawing the biggest first-show crowd this house has had since the Four Mills Brothers appeared here some six months ago. A pleasing layout this week, with all of the turns well received. Jack Sprigg and his Albee Music Masters usher in the "flesh" with a pleasing overture that drew a warm hand from the full house.

The Libonati Trio, comprising what appears to be the father, his son and his daughter, have an opening act that's easy to follow. Turn features a good brand of xylophone work by the trio, some solo hammer work by the son, Libonati and some fast and intricate stepping by the youngsters, all of which was well received. The young lad deserves credit for the showmanship displayed in "pulling" his sister thru a rough spot occasioned by the orchestra making a slight slip up on their music. A whirlwind finish sent the trio off to a solid hand.

To Clyde Hager goes the honor of pulling the longest and loudest laughs of the afternoon. His turn is a guffaw fest from start to finish. He is still doing the takeoff on a pitchman, with stripes and keister spilling on a long line of household necessities. He winds up with a pitch on a question-and-answer book, which enables him to spring a long string of riddles, a few

of them slightly blue, but all of them surefire. Bowed to a grand finish hand, Vanessa, dancer with a flair for the classical, runs thru three routines, the first two of an interpretive nature and the last a hot rumba. All seemed to please. Opening the turn and working in between are three lads who sing fairly well, but who hoof a heap better. They copped considerable applause with their footwork. Act skipped to a good applause.

Gene and Glenn, radio "names," after a bit of chatter from backstage via a mike and loudspeakers, came on to a grand ovation from the radio fans that thronged the auditorium. The boys take their place before a grand piano and do all their stuff from there, never budging from the spot through the running. Glenn handles the piano and Gene majors on his Jake and Lena characterizations. To the seasoned vaude fan the turn might appear rather crude and the material weak, but to this radio-minded crowd, familiar with the Gene and Glenn activities on the air, it proved the nerts. They laughed at and applauded every move the boys made. Gene and Glenn bowed to a vociferous hand that developed into a showstop.

Micahua, Brazilian wire walker, working without pole or parasol, gave the show a good closer. The South American mks does a long string of tricky and difficult steps and stunts on the steel thread, pulling frequent applause thru-out the running. She stopped off to merry hand clapping. BILL SACHS.

Mainstreet, Kansas City

(Reviewed Saturday Afternoon, Jan. 14)

The current stage program includes five acts of well-balanced entertainment, including a "name" in the person of Poi Negri.

The bill opens with Kluting's Animal Stars, consisting of trained dogs, cats and rabbits. The act is well known here and is always assured of a big hand. An outstanding bit is the cat jumping from a raised basket into the trainer's arms. Another is a dog's leap over three other animals while standing on its hind legs.

King, King and King, in the deuce spot, offer a neat routine of hoofing. Their tap dancing includes single, duo and competitive. Bursts of applause were many thru the running of their act. They closed to a thunderous hand.

St. Wills and Jean Davis follow with their comedy chatter and gag skit titled *Youth Fit of Wit*. The stutter song and stumbling dance of the girl and a mixture of nonsensical doings, showered the team with the best applause at this show.

Poi Negri, assisted by Jack Lait, offers a dramatic sketch from *A Woman Commands*, one of her pictures. She sings *Paradise*, theme song of that photoplay. Miss Negri is fascinating and does amazingly fine work. Her voice is rather pleasant. Loud applause and a curtain split.

Dave Harris flash closed. Assisted by the Carol Sisters, Ethel Rhea and an un billed stooge, Harris and the stooge go thru a series of kissing, much to the dislike of the auditors. Harris has plenty of material in his comedy magic, and the stooge is a fair comedy dancer, but the beauty and real entertainment features of the flash go to the sisters, who are graceful dancers, neatly costumed and charming in every respect. Miss Rhea comes on in the finale hula number, in which the entire company takes part. Fair hand at the finish.

The photoplay is *The Bitter Tea of General Yen*. Business poor.

GREGG WELLINGHOFF.

Loew's State, New York

(Reviewed Friday Evening, Jan. 13)

Only reason for this house's reduced price policy this week is apparently to thwart opposition. Biz, while not off, is hardly more flourishing than under old scale. Flesh budget does not seem lessened commensurately with the price drop, six acts being offered instead of the usual five and of good caliber by and large. Nicol tops the layout, snatching 28 of the 80 minutes' running time. Screen fare is *Son-Daughter*, with Helen Hayes and Ramon Navarro.

Three St. John Brothers in the hello spot present a punchy acrobatic novelty. Paper-weight appearance belies their sturdy physiques. Do a series of hand-to-hand balances and lifts with deftness and finale with a neat three-high floor feat. Got a friendly sendoff.

Chilton and Thomas follow with their whirlwind dance routine. There's consummate artistry in every rhythmic stop of theirs. Pair open with an intricate hurdle number. Later Thomas does some fancy hoofing on his own. Chilton

offering the piano accompaniment. Clever bit is Chilton warbling *Raindrops* with Thomas tapping a steady tattoo offstage. Plaudits rocked the roof.

Frank Libuse fills the trey spot, assisted by another male and fem. He pounds the ivories enough to convince that he knows how, but low comedy is his forte. Girl does capably as his foil and is a fair warbler. High spot has the standard bearer behind the girl, gesticulating while she chats up. Received nicely.

Reis and Dunn, borrowed from the ether, warble a group of their favorite mks numbers. Both seated before mike on wide piano stool, Dunn doing piano accompaniment besides. Open with a couple of sugary tunes and close with comedy songs. Different from usual act of this genre in that they essay no imitations. Mitting on opening showed them to have a following. Their showing merited it.

Block and Sully hold down next-to-closing. Sully affects a Dumb Dora and does okeh, aided by clever material. At the close she warbles and does a high-kick dance. Block is no asset. He is a feeble straight and his warbling just isn't. Act caught a few laughs intermittently, but exited weakly.

Nicola winds up the layout in bang-up style. He is an nth degree showman—selecting three decorative girl assists, stressing high points dramatically and moving his amazing feats at a breezy pace. Every stunt a stand-out, final one wherein he deposits a girl in a bound sack, thrusts it into a trunk securely roped and then has her disappear while he himself is found in it drawing the heaviest din. Act is superlative.

DAVE CANTOR.

Riviera, Chicago

(Reviewed Friday Evening, January 13)

This week's layout is fair enough entertainment, altho topheavy on dancing. A short overture, *Here Lies Love*, by Art Frask and his boys, preceded the stage show.

Clifford Wayne Six opened. The group of Indians work in colorful costumes before a Western drop. Got a slow start due to a badly rendered vocalization of *Indian Love Call*, but picked up with Carlisle Wayne's fast violin solo and hoofing. The footwork of him and his brother is the cream of the act, with a skipping rope tap by one of the girls also coming in for a hand. A loud and fast finale by the entire company, featuring a cakewalk by Carlisle, sent them off to a good hand.

Ted Leary and Aurlie Craven were next. Ted starts things off with a monolog, in which he uncorks a few gags that set him in the good graces of the audience. Is joined by Aurlie for some patter before she sings *Underneath the Harlem Moon*, adding some shufflin' and snakes-hips. Some more talk, *Me Minus You* sung together, with a high-kick dance by Aurlie and a bit of burlesque dramatics tickled the customers. Ted has improved since he was an emcee at one of the presentation houses here and would be still better if he would stop playing with his face after every joke he springs. A parody on *Shanty Town* had the pair exiting to healthy applause.

Joe Kelso and Company, on third, after an introductory song by Joe, proceeded to entertain with a series of magical tricks all done in comedy vein. Maurie Kelly, in comic attire, adds greatly to the act with his clowning thru-out the running time. The "brush-thru-off" hat trick got plenty of laughs. Closed with Kelly singing *When Irish Eyes Are Smiling*. Clicked.

Rosie Wise Jr. wound up the show. He is assisted by his mother and dad and repeated his local Palace Theater success, where he appeared just a few weeks ago. The act has some comedy chatter and gags, but, of course, the main attraction is Junior's novel and sensational dance numbers, of which his headspin and Russian knee falls are features. A hit.

F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, January 13)

House looked fairly good for the afternoon show. Picture is *Past Life* and big billing on stage show given to Bernice Claire and Alexander Gray.

Show is opened by overture, Joe Milekoff conducting, dedicated to the Boswell Sisters, who are being built up for their appearances here next week.

First act is a good flash dance offering by Stone and Gibbons. Opens with the couple doing a song in one about the world being upside-down and curtains part to disclose chorus of four girls poised on their heads. Chorus has three co-

Palace, Chicago

(Reviewed Saturday Afternoon, Jan. 14)

The Lee Galis, four men and three girls, open before a Parisian Cafe drop, go to full stage for two different settings and do specialties "in one." Variety is the keynote of the act, which is a succession of songs, acrobatic adagio, ballroom, tango, eccentric and tap dancing a xylophone solo, some control work by one of the girls and closing with a rough-and-tumble apache dance that gave them a rousing hand.

Lillian Shade, in deuce spot, sang *Bag Up Your Troubles in Your Old Kilt* Pak, interpolating a bit of *Smile, Dear You, Smile*. Followed this with a medley composed of *My Darling* and *Along Came Love*. After a piano selection by her accompanist she gave *Rockin' in Rhythm* in ultra-modern style, which I am afraid we Midwesterners did not appreciate. We like our music without so many variations. Closed with *Robert E. Lee* sung in old and new styles. Off to a good hand.

Harry J. Conley and Company were next. Harry is still doing Wilbur, the small-town sport from Ithaca Falls, and never fails to get plenty of laughs from his characterization of the village yokel who wants to go out and see life. Two men and a girl ably assist, and several songs and dances are spotted in the act. Ends with a scenic illusion showing the tall light of an automobile getting smaller as it gets farther away from town. A hit.

George Price, next-to-closing, hasn't appeared in Chicago for some time, but his radio work has made him known to many who have never seen him, so he came on to applause. His opening song, *Love Me Tonight*, gave brief impressions of how Ed Wynn and Harry Richman would sing it. Then told some good jokes that got the laughs, but he ought to eliminate the one about the Lincoln statue and the pigeons. Another song gave him the opportunity to impersonate Chevalier, Eddie Cantor and Al Jolson, which earned a good hand. Some more jokes, another song, *I've Got a Roof Over My Head*, and "Schnozzle" Durante impression completed the turn. A hit.

The Kikutax closed. The group of Japanese, composed of six men and two women, have a beautifully mounted act, both as to scenery and costumes. Starting off with foot balancing, their repertoire of tricks includes ball and stick juggling, various kinds of somersaults, devils and concludes with a sensational trick of balancing a man atop five small tables and catching him with the feet as the tables crash to the ground. Big hand.

F. LANGDON MORGAN.

time changes and a good variety of dance steps. Stone and Gibbons have a dance together. The man has a strong acrobatic offering, which would give him a fine hand if he would not exit so abruptly, and the girl has a good cartwheel and split number. Act closes nicely with flash finish.

Second place goes to Talent and Merit, a team that seems never to lose its freshness and sparkle. The drop with the scale and clock on the drug store corner seems new, but the patter and the songs are just the same, yet they click. This is a tribute for any team. In addition, the Talent and Merit combination put up a classy, personable appearance and they seem to enjoy their work as much as the audience. Received a strong hand.

They position filled by Bernice Claire and Alexander Gray, using a pianist who explains what numbers are to be offered. Selections from *Desert Song* and *New Moon* in costume, splendidly done. Gray also sings *Old Man River* and Bernice Claire does *Put Out the Lights*. Claire is strikingly gowned. The attractive pair scored with strong applause.

Garner Wolf and Harkins, using three stooges, a straight man and a hot dancer, provided plenty of comedy. A bit rough, with the stooges going after the girl every time she crosses the stage and tearing her clothes off. It's acceptable, however, because it seems stooges can do anything. Act is nicely timed and includes work with piano, accordion and violin and is a laugh getter from start to finish. Went over nicely with the customers.

Norman Thomas Quintet close with a well-planned offering. Act has the little drummer who struts his stuff all around first base, where his instruments are placed, and uses a style a wee bit like Mr. Powell's; two smooth and polished dancers, a pianist who gets a real round of applause and a vocalist who does an artistic job of *That's Why Darkies Were Born* in conjunction with a strong spiritual number. H. MURDOCK.

Prospect, Brooklyn

(Reviewed Wednesday Evening, Jan. 11)
Color was not wanting in the flesh menu this fall. Three of the five acts employed full-stage settings, two used special drops and the third relied on unique illumination for its effectiveness. Bill was well balanced, and if heavy patter means anything, it had the elements that satisfy. Biz continues to thrive at this showing house. Talkie was *Sports Parade*, with Joel McCrea and Marian Marsh.

Joete Carole opened with *Dirie Echoes*, assisted by three males and a girl. Stand-up bearer offers a medley of plantation ditties and follows with several jazz tunes. Tugged out as Aunt Jemima, she has a genial manner and sells her warbling nicely. The three boys are versatile enough—strumming a banjo, legging and vocalizing—but are shorn of pep. Girl assists with a swell acro dance.

Princess Wahletka, American squaw mystic, followed. Male assistant, after explaining her mental gifts, circulates among the auditors, who ply him with queries. The Princess "reads" the thoughts of the questioners and offers her counsel, frequently interpolated with earth-stirring comments. Her work earned a good response.

Aaronson, Payne and Lane, in troy spot, after a series of radio impressions. Work on a darkened stage, the spot focused on them only when each performs. Their imitations extend over a wide range, and most of them click. Station announcements show especial originality and draw a heavy quota of laughs.

Bernie and Walker held down next-closing, aided by Joan Andrews. Slow in getting started, but then hit a lively stride. Walker's vast crop of kinky hair makes his efforts at comedy easy and he has a load of talent besides. When he isn't posing Bernie is a good straight. His tap and clog stepping are hummers. Girl is scenic and does some neat warbling and footwork.

The Four Bronettes, a recent import, do a show-stopping lunacy act. Clowning is in the hands of the three males, with slight assistance from the fem. Turn is one delirious whirl of slapstick that has the customers out in the aisles. The foursome mess up the stage frightfully with their antics, but it's greeted with howls of glee. That's what counts.

DAVE CANTOR.

DE LUXE SHOWS

Radio City Music Hall, N. Y.

(Reviewed Wednesday Evening, Jan. 11)
After two disastrous weeks with its opening policy of stage shows at \$2.50 top the Music Hall has gone into a vaudefilm grind, thereby establishing itself as opposition to the RKO Roxy down the street. The stage layout is almost all of the spectacle type, punches enough from Broadway standards, but the only type of show which can be put over at all in this sort of arena. At least the audience can see what's going on without the necessity of trying to hear, and that's far better than a week show that dies before it gets back of the 10th row. The Music Hall should have started out with a policy such as the present; one can only hope that, with spectacles here, vaude proper will be given a chance in future shows at the intimate RKO Roxy.

Layout opens with excerpts from *Paris*, with the really excellent orchestra playing the singing ensemble (standing on the side ramps) and dressed in silly (and dominees) handling the choral work and Aida Vane, Arnsld and Max Eastmireff handling the solo stuff. The curtains part at the end for the prison scene and Marguerite is seen ascending to heaven. In spite of that, however, it's an effective number. And, incidentally, the orchestra is fitted out in conventional morning coats, which is a welcome relief from the butcher-boy jackets that the musicians have to wear at the Old Roxy.

The 45 Roxyettes, trained by Russell Maskert, grand as ever, go thru an extremely effective number labeled *The Sunburst* in the next spot. They are followed by Ray Bolger, who dances in his usual effective manner, and injects the only comedy in the show. And the first half of the layout closes with a number which contrasts waltzes of Strauss' day in Vienna with modern stuff. In it Patricia Bowman performs in her charming and graceful manner and Gomez and Winona sock across one of their ballroom routines. The Roxyettes, the ballet corps and the singing ensemble are also prominent.

After the new reel unwinds the second

half gets under way with the Tuskegee Choir's rendition of several spirituals. This time they have been taken out of the ally gold costumes they had to wear in the opening show and dressed in plantation rigs. Their final number is cleverly introduced by a pseudo-dramatic bit.

Bolger follows with some more of his stuff, and the show closes with an excellent number set to the music of Schubert's *Marche Militaire*. In it both the ballet corps and the Roxyettes strut their stuff, the Roxyettes in red uniforms and the ballet gals in white. At the end a tremendous prop sword descends from the flies and the rods are defeated in the sham battle that's been going on. It's a highly effective number.

Picture is Barbara Stanwyck in *The Bitter Tea of General Yen* and the house was mobbed.

LATER: Reports indicate that the theater has been playing to capacity or near capacity ever since the new policy went in. It may be that the spectacle stage-show appeal will wear out as it did at the Old Roxy, but meanwhile it's the only type of show that stands a chance of going over in the tremendous house. And the lowered prices, with a 90-cent top, also help. EUGENE BURR.

Fox, Brooklyn

(Reviewed Friday Evening, January 13)

This was the last of Charles Niggemeyer's offerings and it wasn't a half-bad show considering the obviously small budget allowed for the flesh shows. Any way one looks at it, this house has a tough spot. With Paramount across the street offering big names and the Albee around the corner also getting its share of ace talent, it would take a wizard to pull this house up among the leaders. The theater itself isn't particularly suited for stage presentations when one compares it with competitors. The acoustics, even with the aid of a p.-a. system, makes the voices sound hollow. The show's running time was around 80 minutes, with business fairly good at this showing, *Maedchen in Uniform* probably accounting for a goodly share of the patrons.

The show is called *Ship Ahoy*, with everybody, including Sam Jack Kaufman's Orchestra, all tugged up in naval uniforms. Large setting was a good reproduction of the prow of a battleship, with all action taking place under two large guns. Seed and Austin are the headliners, if one could be permitted to call anyone headliners in a show of this sort. Their act, spotted towards the close, has a lot of laughs, but could have stood plenty of scissoring. Seed's Greek bit, wherein he gives the name of any fruit suggested by the first letter offered by any member of the audience, went over great here, the audience volunteering them thick and fast.

The chorus girls work hard and often in this offering and from out front look amazingly well. Routines don't look especially difficult, however. Costuming of the lasses is good thruout.

Eddie White offers some songs in a high thin voice which isn't any better than the thin jokes he tosses over. Gold and Raye hold down their hoofing spot very nicely indeed. The Four Doughboys contribute little if anything to the proceedings. Their singing is all right, but the spotting hurt them.

JACK MEHLER.

Old Roxy, New York

(Reviewed Friday Afternoon, Jan. 13)

The Old Roxy has done a whole lot better with its current stage program than it has in many recent weeks. Caught on to the right idea in injecting vaude punches into the heavy flow of drawn-out ensemble numbers. There are three of these awakeners in the show, and it's lucky they are there, for there are still tiresome moments in the layout. House goes arty again with an elaborate orchestral prelude, running 15 minutes, and the rest is a 25-minute spread.

Current film is *Second-Hand Wife* (Fox), with Sally Eilers, Ralph Bellamy and Helen Vinson. At the first show opening day the business was terrible despite the fact that the house has the lowest box-office scale among the Broadway de luxers. A lot of work has to be done in an effort to keep the house open—it can't go in the red constantly.

The orchestral prelude is given over to *Barcarolle* from Offenbach's *Tales of Hoffmann*. It's an arty 15 minutes and nothing else, for the masses don't go for that on the Main Stem. The house orchestra, led by David Ross, handles it effectively, with a special spot given to a string quintet, featuring Mischa Violin and Corneliuss Van Vliet. On the stage for the prelude are Catherine Littlefield, who does nice ballet dancing; the mixed

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Direction

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singing ensemble of 21 voices, and the Roxyettes and 10 other girls. Certainly fills out the stage.

Last of the show and the most interesting, which follows a new reel and a color animated cartoon, is dubbed *Fads and Fancies*. This is more to the mob's fancy, but it still lacks the fast pace and enough actual vaude specialties. *Cossack Love Song* is the opening, with the 32 Roxyettes and the singing ensemble dominating. A vaude act, tho, Dorothea and Yellow Jackets comes on to enliven things. They do so with their acrobatic efforts, but their tap-

dancing bits are ineffective. Following this the Gaudsmith Brothers do nine minutes with their familiar turn, but that's running long. They get a good laugh response with their slapstick antics in which heavy support is given by their two French poodle dogs.

The comedy of the show was in the hands of the Gaudsmiths, and the balance was more singing and dancing. Tamara, held over, does her intimate singing, but it means little in a house of this size. She solos with *Love Was Gone* and carries over into the finale with the warbling of *Let's Put Out the*

Lights. In the latter the best job in the show is turned in by the reliable Gloria Gilbert, who wallops with her human-top dancing. Rounding out this session are the Roxyettes and the singing ensemble. SIDNEY HARRIS.

Paramount, New York

(Reviewed Friday Evening, Jan. 13)

Following the combination of a strong stage show and a weak picture last week this house comes thru with a big picture and a weak stage show. Cantor and Jessel started off big last week, but weakened toward the close. This show should do consistently good business. The picture, *A Farewell to Arms* (Paramount), comes from a short \$2-top run across the street at the Criterion. At pop prices here it should mop up.

The stage show, naturally, is subordinated, proving mild entertainment and containing no draw names. Betty Boop is given top billing. Donald Novis and Radio Rogues supporting her, while the house combine of Rubinfoff, Jesse Crawford and the David Bines Girls rounds out the show. Layout is preceded by a pleasant overture led by Rubinfoff's violin solo and including Crawford's organ. After the new reel and trailers the 32 Bines girls open with a military stair dance. Donald Novis then comes out to sing one pop number. He is a house favorite and drew a good hand.

Betty Boop, the Mac Questel who started in vaude as an impersonator of Helen Kane, is a freak act that did only fair here. Miss Questel is the voice of Betty Boop in Max Fleischer's film cartoon of that name and in addition resembles the cartoon character. She is preceded by a Fleischer cartoon and then comes on for a short baby-talk song that left the customers unmoved. She then brings on Annette Ames, a blond midget, who socked over a song and two dance routines.

The Radio Rogues (Hollywood, Bartell and Taylor) are the hit of the show. They put on a rapid series of impersonations of radio stars that drew consistent laughs. Some of the impersonations are faithful enough to be admired, while the satirical ones provide the necessary comedy relief. The closing ensemble number is atmospheric and intended to build into the feature picture. The Bines girls are dressed in Italian soldier uniforms and emerge from an arch of swords for their military dance routines. Four girls, as nurses, sing a few bars as the screen comes down and the picture starts unreeing. It's an anaemic number, lacking punch.

Boris Petroff staged the show and made the mistake of having both the Bines ensemble numbers consist of military prancing. The opening routine should have been different.

PAUL DENIS.

Sacramento Vaude Again

SACRAMENTO, Calif., Jan. 14.—Vaudeville is returning to Sacramento after more than a year's absence. Ralph Allen, manager of the Fox Senator, has announced that vaude, largely of the unit-show type, will be run in conjunction with feature films thruout most of 1933.

Adoption of the new vaude-film policy followed several weeks of experimenting, largely with Fanchon & Marco unit shows. Allen said results so far were "very good." The Fox Senator is the largest of the four Fox houses in Sacramento.

Stage attractions, both legitimate and vaudeville, usually play to big business here. Fanchon & Marco shows of the *Desert Song*, *Whoopie* and *Big Top* type have played recently to capacity houses.

Adoption of the stage policy at the Fox Senator will be accompanied by a slash in admissions from 55-cent top to 40 cents at Fox first-run houses here.

Orchestra Notes

By BILL SACHS

HENRY BUSSE and his orchestra, heard over WTMJ, Milwaukee, and the NBC network, have been held indefinitely at the Hotel Schroeder, Milwaukee.

JIMMIE ORIER and his orchestra open at the Club Forest, New Orleans, January 18 for MCA.

GUY LOMBARDO and his Royal Canadians will play Sam Hare's New Delta, on the outskirts of Chicago, next summer, according to reports going the rounds.

CHARLIE AGNEW, who recently moved into the Prolics Cafe, Chicago, is making a big hit both with cafe patrons and his radio listeners. The Prolics appears to be just the right spot to bring out the best that is in Agnew's talented outfit.

ARLIE SIMMONDS and his orchestra opened at the Adolphus Hotel, Dallas, January 14 for an indefinite engagement. Simmonds is using 14 men, featuring Don Burnett, tenor, and Blanche LeBow, torch singer.

SAMUEL L. WOESSNER, who has been active in the theatrical business for many years, is now confined at the Mount Alto Hospital, Washington, recuperating from a recent nervous breakdown. Before moving to Mount Alto Woessner was confined for some time at the Walter Reed Hospital in the Capital City. He is making plans to take out an all-girl orchestra, known as the Aristocrats, a little later in the season.

CINCINNATI MUSICIANS' Association Local No. 1, A. F. of M., recently installed the following officers: Louis Foster, president; Robert Visconti, vice-president; Carl (Red) Koppman, secretary; Charles Joseph, treasurer; Frank Yago, sergeant at arms; Ben Geo, John Hofer, Walter Esberger, Howard Dhonau and Arthur Bowen. Albert Scholl is representative from Kenton and Campbell counties, located in Kentucky, just across the river from Cincinnati. Nois Walden, the association's charming stenog, remains on the job.

ART KASSEL, composer of *Hell's Bells* and *In 1933*, Century of Progress theme melody, has just written another tune, *Buy American*, which is being sponsored by a newspaper syndicate and gives promise of becoming a hit.

AFTER BATTLING THE FLU for a few days in a Davenport, Ia., hotel, Herbie Kay has resumed his one-night-stand dance tour for MCA.

HARRY SOSNIK, Ponzoli Parade maestro on the CBS network, has had his contract renewed for another series of "Parade of Melody" programs. The broadcasts will continue to originate in the Chicago studios of the Columbia chain.

EPPINOFF AND HIS MUSIC have followed Art Kassel into the Bismarck, Chicago, with WMAQ and NBC broadcasts.

JAN GARBER and his orchestra are now playing an engagement at the Muchlebach Hotel, Kansas City.

MEL SNYDER and his Gold Coast Orchestra, 12-piece unit, have signed to work under the Frederick Bros. Music Corporation banner.

JACK CRAWFORD, rotund MCA maestro, has a featured role in James (See ORCHESTRA NOTES on page 16)

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Exhibitor's Weekly Digest of Film News

THE EXHIBITOR

Herman A. Blum refuses to stand for re-election as president of MPTO of Maryland. Nominating committee consisting of Frank Durkee, chairman; George Gaertner, Arthur Price, Julius Goodman and Jean McCurdy will choose a successor.

Prices in Bronx, N. Y., and other up-town circuit houses are set at an average of 25 cents and will remain at that level for the present.

Allied of Iowa and Nebraska planning to combine at mass meeting of independents scheduled for January 23 in Savory Hotel, Des Moines.

ITO of Greater Kansas City re-elects Jay Means president. Other officers chosen are Charles Vaughan, vice-president; Mrs. A. Baer, secretary, and Lee Miller, treasurer.

Minnesota Legislature will consider State admission tax, two men in a booth and probably censorship at current session.

William J. Brennan, chairman of legislative committee of the MPTO of Connecticut, will seek reduction of seat tax paid to State by theaters in current legislative session.

M. J. Mintz and Maurice Chase organize Sales Exploiters, Inc., to supply exhibitors with exploitation plans for boosting attendance. Mintz is a former exhibitor, film executive and founder of Thematic Music Cue Sheet and Chase.

Los Angeles Film Board of Trade reveals 587 theaters, with a total seating capacity of 444,283, in the territory served by exchanges in that city.

Toronto Canadian MP Operators open headquarters in Crown Life Building in that city under Canadian charter. Branches will be opened in many cities. Joseph O'Donnell is business agent.

Oklahoma Legislature considering bill to levy tax of 25 per cent on gross receipts from shows given between midnight Saturday and midnight Sunday.

Dave Morgan, New York, conducting novel radio broadcasting contests featuring local talent in indie houses.

Warner drops duals in Memphis, and Loew's State expected to follow, as result of fight by neighborhood exhibitors headed by M. A. Lightman.

TOCC at meeting in New York this week discussing possibility of a State tax, new optional contract and insurance rates on local theaters.

Precedent believed established with awarding of \$40,189.50 verdict to Harry Muller by jury in Indianapolis in conspiracy and restraint of trade case against Fox, Universal, UA, Pathe, RKO and Tiffany.

DISTRIBUTION

Master Art Pictures will soon establish branch offices in New Orleans, Dallas and Los Angeles. Harry Schwartz already negotiating for sites. Publix to test *This Naked Age* in Stamford, Conn., and Perth Amboy, N. J. Product is Nudist film distributed by Vision Pictures.

Lynn Farnol, Sam Goldwyn publicity director, opens road show engagements of *The Kid From Spain* in eight key cities: Pittsburgh, Cincinnati, St. Louis, Kansas City, Chicago, Milwaukee, Indianapolis and Columbus. William Rosenthal becomes manager of First Division Exchange in Cleveland. Formerly with United Artists and Powers. Cleve Adams will supervise sales in Northern and Southern Ohio. James Holden manages Cincinnati office.

RKO branch in Chicago receives annual award by Hays office for film exchange with best fire-prevention record during 1932. Physical distribution mergers on West Coast still hanging fire. Film Truck Company of Seattle meets objections from local managers of Portland in its efforts to take over distribution for that area, handling it from Seattle.

HIGHLIGHTS

DECISION OF RKO to put new standard contract into effect March 1 brings total of major distributors approving the industry program to six, virtually completing the roster. Contract provides for formation of a national appeal board to arbitrate differences. Besides RKO, those okaying the agreement are Fox and Educational for February 1; MGM, February 15; Universal, between February 15 and March 1; and Paramount, March 1. MPTOA, sponsoring the program, now obtaining its ratification from individual exhibitor units.

E. C. GRAINGER, during the trial of the Quittner monopoly suit against Paramount in Federal Court, New York City, testified that first-run theaters in only nine cities of more than 50,000 population were controlled by indie exhibitors. The nine cities are: Chicago, Indianapolis, Cincinnati, Louisville, Pittsburgh, Salt Lake City, Denver, Providence and Syracuse. Grainger states further that during 1929-'30 Fox did not sell to either Warner or Publix in New London, Conn., due to inability "to get together on price." Consequently, Fox first-run product went to the Empire, an indie house, but the following season the Empire was again made a subsequent-run when deals with Warner and Publix were negotiated.

RADIO NAMES developing into such drawing power that several theaters in Middle West and Northwest are interrupting their programs to bring outstanding ether features to their patrons. Bills are arranged so screen entertainment ends when big radio attractions like Eddie Cantor and Ed Wynn take the air. Broadcasts are brought to theater patrons by radios installed on the stage.

M. A. LIGHTMAN, president of MPTOA, says meeting of board will be held March 1, at either Chicago or Milwaukee, to elect his successor. Adds he would be ready to step out of his post in 80 days, which means his successor could assume the duties immediately following the election.

ITOA OF KANSAS CITY will attempt to prohibit exclusive runs by legislation when the Missouri legislature assembles this month, according to Jay Means, president. Indie exhibitors have under consideration several methods of combating exclusives as practiced by MGM and UA at Loew's Midland. They also aim to prevent adoption of the policy by other distributors.

MGM'S CURRENT SCHEDULE no longer calls for exclusive runs. Last picture played under this plan is "Strange Interlude." Reports from New York office indicate the policy is not being introduced into any more territories.

PRODUCTION

Hector Turnbull, associate producer for Jesse L. Lasky, resigns and is now en route from Hollywood to New York.

John Krimsky and **Gifford Cochran** planning new producing organization. Fair brought over *Maedchen in Uniform*.

Sidney R. Kent announces **Al Rockett**, associate producer for Fox, will supervise a production unit during 1933-'34.

Major MGM executives to gather in Hollywood for conferences with **Louis B. Mayer** and **Irving Thalberg** on negative costs.

Monogram's own production unit will produce *Oliver Twist*, thereby dropping original plans to have **I. E. Chadwick** produce and **Herbert Brenon** direct the company's forthcoming special.

Emanuel Cohen says Paramount is steering clear of "cycles." Policy, he adds, will be to fit players to stories, not stories to people.

KBS completes first six of its schedule for World Wide distribution. Program calls for 20 features, to be finished by early spring.

MGM dates three finished pictures and four in work for release this month and next.

Educational planning \$1,000,000 expansion program, largely for World Wide activities.

Maxim operating on unit production. Has eight pictures scheduled for this season, to be made on unit system.

Walter L. Rosemont, composer and conductor, signs to head music department of **R. J. Kent Synchronizing Company**.

Joseph M. Schenck, president of United Artists, says producer get only 12½ cents of box-office dollar.

Earle Hammons, World Wide, Educational and all other defendants in suit filed by **Alexander S. Aronson**, retain **Saul E. Rogers** as counsel in the suit.

George Batchelor, president of Ches-

terfield, and **Maury Cohen**, president of Invincible Pictures, to make nine each on their 1933-'34 programs, starting March 15.

Louis B. Mayer actively in MGM production saddle during **Irving Thalberg's** illness. Thalberg, suffering nervous breakdown and will not return to studio for several weeks.

J. J. Gain to take over **Sol Wurtzel's** duties as executive manager of Fox's Hollywood studio. Gain, formerly the general manager of Paramount Long Island studios, and recently in charge of casting for Fox in Hollywood.

Carl Laemmle Jr. says every effort will be made by Universal this year to produce features, no matter how pretentious, for less than \$100,000.

Joseph M. Schenck planning to retire as a producer on his own. This step has no bearing on his presidency of United Artists or his other production activities.

Howard Entabrook, scenario writer, says "safe" stories are out and stories which have something to say are in. By "safe," he means those that do little more than give glimpses of popular stars.

RKO has eight pictures in production, with four now in the cutting rooms. Being edited are *The Past of Mary Holmes*, *Lucky Devils*, *Savior Be Good* and *Scarlet River*.

CHICAGO EXHIBS

The Star and Garter Theater, stock burlesque house, added pictures this week, playing second runs.

The B. & K. Maryland Theater, on the South Side, has reduced its admission prices to 20 cents for matinees and 30 cents evenings.

Florence Paley, former proprietor of the Empire Theater, has taken over the Haymarket and opened Monday with pictures.

The Ramona Theater has been taken over from the **William R. Voight** estate by **Harry Reckas**.

The Uptown, Michigan City, Ind., has reduced its admission price to 15 cents, the lowest price in 12 years.

NEW FILMS

The Island of Lost Souls (Paramount). **Charles Laughton**, **Bela Lugosi**, **Richard Arlen**, **Lella Hyams** and **Kathleen Burke**. The latest in the horror cycle, this time a picturization of **H. G. Wells' The Island of Dr. Moreau**. The story concerns a mad doctor (Laughton) who experiments with vivisection and produces half-human brutes on South Sea Isle. It's a fairly chilling picture. Laughton's expert performance being outstanding, but it's too hokey to have much of an adult appeal. The kids will probably go for it big.

The Bitter Tea of General Yen (Columbia). **Barbara Stanwyck**, **Nils Asther**, **Walter Connolly** and **Tooshia Mori**. This one should do well mainly because of its pictorial beauty, its unusual story and the fine performance of **Nils Asther**. It is a colorful and poetic melodrama of a missionary's fiancée held captive by an admiring Chinese bandit general. The story moves tediously, but the photography and the charming dialog make up somewhat for this deficiency, and the result is an entertaining drama much above program rating.

Second-Hand Wife (Fox). **Sally Eilers**, **Ralph Bellamy** and **Helen Vinson**. **Kathleen Norris'** novel brought to the screen without much success. It concerns the eternal triangle, marital infidelity, a secretary who falls in love with her boss and the other familiar trappings to this type of story. The dialog is not so bright and the story unfolds too slowly to hold close interest. Program stuff.

Matto Grosso (Principal Adventure). Another exploration adventure, this time a year's expedition in the jungles of Brazil. There are the usual shots of queer animals, of native rituals and hunting parties, photographed with sound and accompanied by a lecturer's descriptive talk. As adventure pictures go this one is okay.

20,000 Years in Sing Sing (Warner). **Spencer Tracy**, **Bette Davis**, **Lyle Talbot** and **Louis Calhern**. Picturization of **Warden Lawes'** book of prison life. The picture has its exciting moments, moves at a rapid pace and has sufficient comedy to relieve the seriousness of the theme. The love element is brought in, of course, and the picture, as a whole, shapes up as strong entertainment, altho the cycle of prison stories is wearing out and this one suffers by comparison.

Mistfiri (Paramount Joinville). **Madeline Gren** and **L. Noel-Noel** in a French romance with music. Altho it is in French dialog, it is understandable, and the story is fairly interesting. Direction, production and sound are okay, while **Madline Renaud** and **Noel-Noel** are capable in the leading roles.

Namensheirat (Marriage in Name) (Foreign-American Films). **Evelyn Holt**, **Walter Rilla** and **Wolfgang Ziller**. German-language talkie that is entertaining enough, but not much more than that. It's a melodrama with a sprinkling of comedy and music.

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Radio and Music Men Amazed At Schuette's Latest Angle

NAB offers two songs to broadcasters marked tax free from performing rights, and acquires interest in Weil publishing firm—ASCAP can keep songs off air

NEW YORK, Jan. 16.—Continuing his tirade in the form of "special copyright bulletins" to "all co-operating broadcasters," Oswald F. Schuette, in charge of copyright matters for the National Association of Broadcasters, has unleashed additional attacks on the American Society of Composers, Authors and Publishers and has gone so far as to purchase some sort of interest in a publishing concern in order to avoid paying performing rights fees on the output of this organization. Schuette's illusion or ignorance in the matter is puzzling both music men and broadcasters, since the writers of the song which he purports to offer the broadcasters free from all copyright infringements are members of ASCAP whose rights for public performances for profit have been assigned to the Society until 1935. This means that the songs in question are subject to license fees, which if not paid makes the station using the music subject to an infringement for each performance.

In special bulletin No. 4, Schuette informs the broadcasters that in keeping with proposals made at the St. Louis convention which authorized the creation of a Radio Program Foundation, he is making a test to see if it is possible to establish a supply of popular music in which the radio industry will control its own performing rights. For that purpose he enclosed a professional copy and orchestration of a new fox-trot entitled *Just Like Your Shadow*, by Benny Davis and Sammy Stept. Music is published by Randolph Music Publishers, of Chicago, a company headed by Milton Weil. Music is stamped license free. Another tune is on the way to the broadcasters, called *The Last Mile Is the Longest*. When *You're on Your Way Back Home*, written by Benny Davis and Abner Silver.

Milton Weil is reported to have received little money for his deal with the NAB, but is banking on the benefits of a (See RADIO AND MUSIC on page 51)

West Coast Squibs; Another Free Show

LOS ANGELES, Jan. 16.—KHJ, local CBS member, has added still another 60-minute fun program on Wednesday nights to utilize talent not being used in the Union Oil Company sponsorship of the *Merry-makers*. New program is a revue which will go over all 12 stations of the CBS-Don Lee chain on the Coast. The public is invited to this broadcast. Talent in the new hour includes Ken Niles, Devit McPlubb, Happy-Go-Lucky hour talent and Raymond Paige and his orchestra.

In an endeavor to sell the public on the benefits to be derived from advertising NBC is co-operating with the Pacific Advertising Agency Association in presenting a 15-minute talk by one of the association members each week over NBC stations on the Coast. Idea originated at KFI, and NBC upon discovering the merits of such a program extended it to include all its Coast stations.

J. D. Sprout has been added to the commercial staff of the Don Lee broadcasting system.

KFSD, NBC supplementary member at San Diego, has been granted an increase in night power from 500 to 1,000 watts.

Musterole Company is supplementing its CBS Whispering Jack Smith programs with disc versions for the NBC Gold network on the Coast. Contracts call for a 15-minute period each Tuesday and Thursday for 10 weeks. First broadcast was January 10.

Carol Lofner's Orchestra has been added to KFWD, Warner Brothers' studio in Hollywood, making three bands the station is using nightly.

William H. Wright, staff character man at KPRO, San Francisco, has been named production manager, succeeding Merle Matthews, who resigned.

Hancock Oil Company of California started a series of 15-minute programs, entitled *Musical Varieties*, over KPO, San Francisco, January 9. Will be on air three times weekly.

WMCA Giving New Writers Chance To Do Their Stuff

NEW YORK, Jan. 16.—WMCA's "Little Theater of the Air" program has extended an open invitation to new authors to send their brain children and have their possibilities looked at for radio presentation.

Program goes on every Tuesday afternoon, under the direction of David Niles and Elmo Russ.

Station WHK, Union in Tiff

CLEVELAND, Jan. 14.—Members of the Musicians' Mutual Protective Association here were barred from playing at Station WHK this week, when it was claimed the station violated its agreement with the union in failing to keep a staff orchestra up to specifications. Following the breach, the station turned the vacant spots in its schedule over to CBS programs.



ISHAM JONES, whose radio and dance orchestra continues to play to capacity patronage at the Hollywood Restaurant, New York. The Jones orchestra promises to shatter the long-run record for a band at the Hollywood.

Gallicchio Back on WMAQ

CHICAGO, Jan. 14.—Joseph Gallicchio returned to WMAQ as a violin soloist last night in a new program, *Sonata Recital*, which will be heard each week over an NBC network. With Gallicchio is Franz Pfau, pianist, with whom Gallicchio has been associated for a long time.

LEW CHILDRÉ, the "Boy From Alabama," is heard in a 30-minute program of classical selections over Station WWL, New Orleans, each morning, beginning at 8:30.

PROGRAM REVIEWS

Don Lang

Reviewed Thursday, 5:45-6 p.m. Style—Animal stories. Sponsor—Christian Hanson Laboratories, Inc. Station—WABC.

Don Lang comes to New York via Chicago, where he did a series for a commercial that look on very well. Sponsor at present appears to be testing the pulling powers of this program with the network in mind, since sales talk on its junket product is limited in comparison to the spiel directed toward the youngsters in an effort to have them join the "club." Currently, the 15-minute period is said to be drawing 500 to 1,000 pieces of mail for each broadcast, which, of course, is indicative of an attractive program.

Getting away from the usual run of animal stories which may deal with the jungle, house pets and other trite forms, Lang sticks to absolutely true narratives, sometimes presenting a life history or an outstanding beast, or perhaps an incident that makes a strong yarn in itself and plenty of human interest. Names, dates and everything contributing toward an authentic presentation are always on tap. Evidently Lang is an indefatigable digger of facts. Taking the story of Council, the unique chimp that held forth at Coney Island more than a quarter of a century ago, Lang related the episode of the ape falling off a bicycle during course of his routine and balm the drummer who gave him a roll in order to cover up the spill. The chimp got up, straightened out his clothes and in another second hurled the bicycle at the head of the drummer with terrific force. The fence saved the musician, of course. Other items in the meticulous and humanlike daily routine of Council were also related. A tot is also on hand in the studio to whom the story is being told and its reactions are also part of the script.

Calliope music is used at opening of program, and the delivery of Lang is fast, sure and intimate in style. On another broadcast heard by this reviewer Lang gave both kiddies and grownups a treat, an East Indian parrot being the subject.

M. H. S.

Ken Murray

Reviewed Wednesday 8-8:30 p.m. Style—Comedian and orchestra. Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).

This young comedian, best known for his work in vaudeville and picture houses, seems to be a "natural" for radio. Selling gags is his meat, and he instantly establishes himself as an intimate radio personality. True, he has several things to learn about the tricks pertaining to finished broadcasting, but these things will come easily to Murray. On his opening program the comedian ran off a series of yarns, old and new, but nicely told. Only weak feature was an unintentional lapse into a narrative that sounded too much like Ed Wynn. Curiously enough, Murray's voice was not far away from the tones of the "fire chief," and at first it seemed we missed the announcement that it was takeoff of some sort. Helen Charleston offered a song cleverly and came in for a bit of talk as well. On Murray's second broadcast he took on a funny doctor characterization and also gave Miss Charleston an opportunity to strut her stuff as half of the comedy team. She proved well worth while and a cinch to be written into the script more extensively. Her talent is unquestioned.

Robert Russell Bennett, musical director, gets a great plug thruout the program and he chose selections from several leading musical comedies, past and present. His combination has a lively, spirited swing, a little too ambitious at times, but in the main a very pleasing outfit. Band came in here and there filling the comedy interludes. Ward (Hack) Wilson is still the major-domo of *The Royal Vagabonds*, as the program is titled, and which last played the Howard Brothers. Wilson is more in the background on this layout and more concerns himself with the commercial credits for Royal Gelatine, which are good and quite short. Looks like the J. Walter Thompson agency has picked a bright offering and one full of entertainment value.

M. H. S.

Radio Service Men Meeting a Success

CHICAGO, Jan. 14.—The first international convention of the Institute of Radio Service Men, held at the Hotel Sherman, January 9 to 11, was a remarkably successful event that demonstrated conclusively the importance of the service profession to the ultimate and continued success of the industry.

The meeting, arranged primarily for the service men of the Midwestern States, despite economic conditions and the fact that this was the first attempt on the part of this new association to stage such an affair, drew service men from great distances. The most remote point, according to an unofficial check, from which anyone registered was Sioux Falls, S. D.

Prominent persons participated in the technical sessions that occupied the greater portion of the afternoon and evening periods. John Rider, publisher of service manuals; W. S. Hedges, manager of Station WMAQ; Dana Pierce, president of the Underwriters' Laboratories; J. C. Hoover, of Detroit, designer of test equipment, and many others appeared on the program.

The 62 exhibit booths, occupied by 52 exhibitors, presented a spectacle that took one back to the earlier days of the radio industry. Parts and accessories mingled with the completed sets, schools, publications and special devices such as public address, microphones and photoelectric equipment. The general office of the institute, gratified with the success of the first convention and exhibit, announces that plans will be laid immediately for a similar event to be held in New York, probably in September.

Roxanne to Air for Shoe Firm

NEW YORK, Jan. 16.—Roxanne, platinum blond orchestra leader, has been signed by a prominent Broadway shoe firm to lead her band in a tri-weekly broadcast over WOR. Roxanne is believed to be the only woman leading a male band on the air. She was formerly featured for a year with the Blue-White Diamond program.

WPRO-WPAW to Providence

PROVIDENCE, Jan. 14.—Having been granted permission to move its transmitting station from Edgewood to Providence the Cherry & Webb Company has taken a floor of the Metropolitan Theater Building and will expend \$15,000 in installing three soundproof studio rooms, two 150-foot towers on the roof, an organ and other new equipment. Construction work is due to start next week, to be completed in a month's time. The Cherry & Webb station, WPRO-WPAW, formerly had its studios in the Loew's State Theater Building.

N. Y. Telegram Poll

NEW YORK, Jan. 14.—New York Evening Telegram, local Scripps-Howard paper, will again undertake a national poll of radio editors' choice of networks favorites. Questionnaire being sent out has 23 questions covering every style of entertainer and entertainment. Also several opinions are requested on programs. The final one is: "If you had a radio station, what would you do with it?" James Cannon, Telegrams radio editor, is conducting the poll, which is in the interest of artists on networks only.

Jolson Pines for Florida, But Phone Company Eats

NEW YORK, Jan. 16.—Al Jolson, who returned here last week from Chicago instead of going to the Coast for a little sunshine, has a strong desire now to go to Florida for a few weeks.

Chevrolet Motors, sponsoring his Friday night broadcasts, is amenable to this, but wants the comedian to pay the wire charges, which will be about \$1,200 for each broadcast piped to New York. Jolson is now wondering if some kind "Mammy" won't take on this overhead.

OTTO GRAY
STILLWATER OKLA.



For Booking Write

N. B. C. ARTISTS BUREAU
Or Care The Billboard, Cincinnati, O.

ISHAM JONES

WABC—CBS Network
from
Hollywood Restaurant
New York
Indefinitely

ABE LYMAN

—And His—
CALIFORNIA ORCHESTRA
Columbia Broadcasting System
PHILIP'S DENTAL MAGNESA
Tues., Thurs., Sat., 8 to 8:15 p.m., E. S. T.
COAST-TO-COAST

W A B C

JACK DENNY

AND ORCHESTRA
WEAF • WABC
Waldorf-Astoria Hotel
Victor Records
Lucky Strike Dance Hour
Whitman Candy
WJZ • WDR
Management M. C. A.

12th Consecutive Week

EDDY--BURTSON
AND THEIR ORCHESTRA

STATION WOR
STUBBENS TAVERN,
NEWARK.

HELD OVER
3rd WEEK
AT THE ORIGINAL

ROXY, N. Y.
TAMARA

TAMARA A ROSE UNSEEN

Tamara's name stands out in the Roxy program in the boldest type. Look for her in the stage show, keep looking. Sure enough, she's there. Whoever in the audience can't see Tamara certainly can hear her, for she pours her mellow, haunting voice into a mike, flooding the theatre with her dusky tones. *Speakasy* is her song, an intimate wail unleashed throughout the vast recesses of the Roxy.—**VARIETY.**

Air Briefs

By JOE HOFFMAN

Two new accounts were signed by NBC last week. One was the Westinghouse Electric and Manufacturing Company, which begins a series of programs for 18 weeks over the WJZ network February 14. The program will be heard Tuesdays, Thursdays and Saturdays and will be called "Octavus Roy Cohen Murder Mystery." It will be dramatized detective stories by Octavus Roy Cohen. The other commercial signed was Real Silk Hosiery Mills for 13 weeks, commencing February 5 over the WJZ network. This program will feature Vincent Lopez's Orchestra and a short dramatic skit.

Two new accounts which auditioned for NBC programs were Klein Shoes, which auditioned a program consisting of Al and Pete, Macey and Smalley and the Bonnie Lassies, and Teabury Gum, which auditioned the Don Hall Trio and Peter Van Steeden's Orchestra.

General Electric Company, sponsoring the "Sunday Circle" on NBC, increased its contract from 40 weeks to 52 weeks.

WMCA is staging the "World's Worst" radio program, the talent to consist entirely of radio columnists. Among those who will be on this program are Jo Ranson, *Brooklyn Eagle*; Mike Porter (Aircaster), *Evening Journal*; Dave Bratton, *Brooklyn Times Union*; Nick Kenny, *Daily Mirror*; Abe Greenberg, who shares honors with Ben Gross on *The Daily News*, and C. J. Ingram (One Dialer), of *The Jersey Journal*. All of these mugs will attempt to show their own conception of what constitutes entertainment.

Stan Decker, former vaudeville performer, is broadcasting and announcing over Station WLBW, Erie, Pa. This station was formerly in Oil City. Bing Crosby opened a vaudeville tour at the Albee, Brooklyn, January 14. WHN inaugurated a new program called "Small Town Opry House," by George DaBroth, which features Kay Macrae, who has been on the air since 1925. McCann-Erickson Agency is distributing ballots so that the listeners may vote upon which one of the "Five Star Theater" programs they like best.

"Portraits of Great Characters," which has been off the air for the last two months, will resume as a feature presentation of WMCA January 21. Bob Hopo, promising young vaudeville comedian, is auditioning for several of the larger advertising agencies and is expected to be featured on a program shortly. Ben Alley and his bride honeymooned in the Adirondacks last week, an early broadcast causing their return. Lennis Hayton is teaching Tony Canzoneri how to wave the baton for Tony's vaudeville tour—in return Tony is teaching Hayton how to use his dukes. Happy Felton boasts that he is one of the few Americans (See AIR BRIEFS on page 53)

PAUL ASH

Invites

NEW ACTS

Reviewed in New York

Paul Ash Orchestra

Corinne Gibson

at

Reviewed

musical, singing

— Full

Twenty-six

minutes

Paul Ash's

entertainment

should help

the prestige

Ash had when

Chicago de Luxe

self with an

excellent group

of musicians

and specialty

people, in addition

to doing a good

staging and

routing job.

The act runs

smoothly and

interestingly for

26 minutes, which

isn't long

for an act of this

type.

As for music

Ash waves the

baton over

20 bandsters,

placed effectively

on the

stage. Their

music is

faultless and

it's okeh.

Stephen on the

brass and

the outstanding

musical ability

done by the

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band is furthered

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of the repertoire

has been carefully

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As for music

Ash waves the

baton over

20 bandsters,

placed effectively

SPONSORS.
ADVERTISING
AGENCIES and
THEATRE MANAGERS

TO READ
THE LATEST
REVIEW ON
MY NEW ACT
AND MUSIC

NEW ACTS

Reviewed in New York

Paul Ash Orchestra

NEW ACTS

Reviewed in New York

Paul Ash Orchestra

NEW ACTS

Reviewed in New York

Paul Ash Orchestra

—With—

Corinne Gibson, Cy Cahn, Hal Menken and Elinore Novins

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

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

As for music Ash waves the baton over 20 bandsters, placed effectively on the stage. Their music is faultless and it's okeh. Stephen on the brass and the outstanding musical ability done by the members of the band is furthered by the fact that the healthy wall of the repertoire has been carefully chosen. Closed the act with an excellent group of musicians and specialty people, in addition to doing a good staging and routing job. The act runs smoothly and interestingly for 26 minutes, which isn't long for an act of this type.

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

NOW PLAYING
FOR R-K-O

EXCLUSIVE MANAGEMENT
JOHNNY O'CONNOR
WMCA BLDG., NEW YORK

REPRINTED FROM
THE BILLBOARD
JAN. 14 ISSUE
PAGE 8

DIRECTION

For Production — For Vaudeville
Walter Batchelor Henry Wise
Jennie Jacobs Office

Television

By Benn Hall

Onward, CBS

Last Tuesday night I drifted up to W2XAB with a vague idea and hope that possibly there I might find me a few lines of that elusive commodity—news. But not a few lines were there for me—just about a column.

W2XAB is starting something akin to a campaign; many, many improvements are being made and will be made to improve picture transmission. These developments are not tremendous advances, but they are steady advances that will bring teletv that much closer to an earthy reality.

Bill Schudt and Engineer Harry Spears are enthused over what they are doing, and when these two enthuse, particularly the conservative and cautious guardian of the sight mechanism, Spears, it's generally justified.

Glass Dropped

One improvement is the elimination of a plate-glass window between the studio

W. J. Z.
7:45 A. M. **CREAM OF WHEAT PRO.**



JOLLY BILL & JANE

Leonid Leonardi

Associate Conductor

RADIO CITY MUSIC HALL

INDEFINITELY

EDDIE and RALPH

SISTERS of the SKILLET

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

MARTHA AND HAL

"The Southern Girl and Her Good Natured Boy Friend"
WEAF-NBC NETWORK
TUES.-THURS.-SAT. AT 11:00 P. M.
A BEN ROCKE PRODUCTION

and the control room. Few performers are conscious of this change, as the rays of light which strike them do not seem to be altered. (Original purpose of glass was to dim humming sounds from control room.) But this glass absorbed and reflected light to an extent of 7 per cent. The much-desired blue light was often lost in passing thru the plate glass and this light is needed by the photo-cells to aid in good picture transmission. This improvement is somewhat noticeable even in the so-so receiving set in the studio. The picture seem a slight bit sharper. I have not at this writing had an opportunity to spot the picture that other television bugs' sets show since this change, but I surmise that a change for the better is noticeable.

Scanner Changes

Improvement No. 2 is somewhat more complicated. But if successful should enlarge the scope of teletv entertainment.

Engineer Spears is going to somewhat alter the construction of the present scanner and change the lenses, the mirror and the carbons. This, he hopes, will give brighter illumination and will improve the clarity and strength of pictures. Another feature of this advancement will be the possibility for longer "pickups." This to the performer may mean that simple plays and skits with several characters may be intelligently produced and will interest audiences. The players will stand several feet away from the light source and have several square feet in which to perform.

Schudt believes that plays somewhat similar to movie shorts will be developed. I suggested that possibly entertainment will be patterned after the formula of vaude production, but Schudt feels that the peculiar technique of shorts will be more suitable for teletv productions. This, remember, is not a case of televising films; it is a case of actual "fresh" entertainers being televised. Many studios use films; W2XAB sticks to live flesh and blood entertainers. Merely the technique will be more similar to film, Schudt feels, than vaude.

Screen Changed

Engineer Spears had made a change in the set in the studio. He has inserted a Trans-Lux screen in place of the ground glass and other screens previously used. I noticed that the new screen does give a slightly better picture. It seems, as Spears told me, to give a "wider angular field of view"; that is, one does not have to be directly in front of the set to see the picture. One may go to either the right or the left of the screen and still see the picture. Five per cent is the estimate of this improvement.

These improvements are, of course, not epic-making seven-day wonders. But they are growing indications of what ingenuity can do, even with limited resources. And Schudt told me that these advances are just the beginning of a series.

The possibility for longer "pickups" with the use of several artists particularly arouses my interest. As I have said, much to some players' dissatisfaction, present-day television plays are rather excruciatingly boring affairs to witness. They are surpassed by every other form of television entertainment now being offered. But players will not have to labor under such terrific handicaps if these improvements are made at W2XAB.

Jack Kay for Singapore

CINCINNATI, Jan. 14.—Jack Kay, the "globe-trotting emcee," was a visitor at the home office of *The Billboard* yesterday, en route from Norfolk, Va., where he has just closed at the Lido Club, to San Francisco. He will sail soon for Singapore, where he will open a six-month engagement at the Raffles Hotel. He appeared recently at the Little Club, Shanghai, and the Mayfair Hotel, London.

Frank Burke Resigns MCA Publicity Post

CHICAGO, Jan. 14.—Frank Burke, who established the Music Corporation of America's first press relations department two years ago, has resigned his position as publicity director, effective about February 1, and may accept a publicity offer in connection with Chicago's Century of Progress or free lance for MCA orchestras and artists. No successor to Burke will be appointed, but the publicity department will continue to function in a routine way.

Burke, who left newspaper work in Minneapolis about 10 years ago to become a publicity representative for the old Orpheum Circuit, has had wide experience in the publicity and advertising field. He was at one time divisional publicity man for RKO in the St. Louis division, later becoming personal manager for Olsen and Johnson. He came to Chicago two years ago to take over the MCA post.

Cadets, of Vaude, Working As Dance Combo in Texas

HENDERSON, Tex., Jan. 14.—The Cadet Sextette, formerly a standard vaude act, has been augmented and is now playing as a dance band in Texas. The combo is current at the Cooper Club, this city.

The orchestra carries 11 men and a girl singer and entertainer. Featured are Betty Johnson, singer; Frazer Froese, Jimmie Wilkins and Ernest Landry, vocalists. Paul Stroud is leader and emcee, and Howard White is business manager.

Band will move into a prominent Southern hotel for an indefinite run around March 1.

Ballrooms

By BILL SACHS

CLEVELAND, Jan. 14.—Ernie Palmquist and his orchestra have succeeded Teddy Brewer's band at the Crystal Slipper for a two weeks' stand. Brewer opens tomorrow at the Bamboo Gardens, succeeding Manny Landers and his combo.

CHICAGO, Jan. 14.—Jourdan-Burnette and their orchestra have secured a contract for an indefinite run at the Green Mill Ballroom on the North Side. The band has just returned from a trip to the Orient. Personnel includes Leo Lasky, Mel Mohle, Freddie Meyers, Dan Sterling, Casey Kuzborak, Jack Kelleher, Joe Pollock; George E. Burnette, director, and W. A. Jourdan, manager.

INDIANAPOLIS, Jan. 14.—Louis Stockman, former head of the Dancing Masters' Association of America, is director of the newly formed Lyric Theater RKO dance school for children here, under the sponsorship of the Lyric Theater and Ballroom. The school opened last Saturday and will continue each Saturday forenoon until the end of the season. One admission entitles the child to one hour of free-dance instruction and the privilege of seeing the first regular forenoon performance of vaudeville and pictures. The best pupils will be given showings on the Lyric stage.

CINCINNATI, Jan. 14.—Cliff Perrino and his orchestra are back in this territory after a two-year absence. Band is currently dividing its time between A. E. (Tony) Scheffer's Graystone Ballroom here and the Graystone Ballroom in Dayton, O. Perrino and his boys will return to George Knabe's Avalon Ballroom, La Crosse, Wis., February 1. During its engagement at the local Graystone the combo will be heard regularly over WLW.

ORCHESTRA NOTES

(Continued from page 12)
Cagney's latest picture, *Hard To Handle*, Crawford's part deals with an orchestra leader's trying ordeal while on a reducing diet.

DON BESTOR'S song *Contented* has been adopted as the theme melody on the *Carnation-Contented* program heard each week over the NBC network.

ANDY SANNELLA, Noble Siskle and other w-k. band leaders are giving a play to the hot blues number *Dog Gone Blues*, by Glen Coleman and Clarence Jones.

HAL GRAYSON and his orchestra have returned to the Roosevelt Hotel, Hollywood, replacing Carlos Molino and his band.

Night Clubs

BEN BERNIE, instead of being known as "The Old Maestro," should be called "The Old Packer," for he sure packs 'em in at the College Inn of the Hotel Sherman, Chicago, like nobody's business. A change from Thursday to Wednesday brought Theatrical Night a little closer to the big doings of New Year's Eve the other week and it might be thought this would affect the draw. It did, but not the way it might have been expected! Wednesday night, January 3, was one of the biggest nights College Inn has ever witnessed. More than 500 were turned away at the door. Of course, the attraction of seeing nearly all the stars in town proves a magnet on these special nights, but it is Ben Bernie, who knows how to get the performers to come willingly to the "doins" who is primarily responsible, and he and "all his lads" make every visitor feel at home. The music dispensed by Bernie's Orchestra is beautiful dance music, but on Theatrical Nights it is futile, for the dance floor is almost filled with tables and there's room for only about 10 couples to dance. Nevertheless everybody has a wonderful time. Some of the stars who appeared Wednesday night were Al Jolson, guest of honor; Amos 'n' Andy, Leon Errol, Mme. Nazimova, Eddie Chaney, Joe Griffin, Jack Powell, Henry Hull, Margery Wood, Lee Sims and Homyay Bailey, Jackie Heller, Odette Myrtil, as well as other stars from every legit show in town. The show broke up at 3:15 a.m., and Jolson was due at the Chicago Theater for the first show at 11 a.m. How does he do it?

VILLAGE BARN CLUB, Hawleyville, Conn., has discontinued using local bands and is now playing road orchestras.

THE PARAMOUNT CLUB, Chicago, is offering a peppy new floor show that includes Anita La Fierre, Billy Carr, Peggy Moore and Mary Neville.

NEW SERIES
DANCE ORCHESTRA CARDS
4 COLORS 6-PLY 14 X 22 SPECIAL DESIGN MADE TO ORDER
\$5.50 FOR 100 **\$9.00 FOR 200** **\$15.00 FOR 1000** PRINTED

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MUSIC PRINTERS AND ENGRAVERS.
The Highest Rated in the U. S.
Write for prices.

HOW TO PUBLISH YOUR OWN MUSIC SUCCESSFULLY
Write for full details.

JACK GORDON PUBLISHING CO.
201 N. Hoyne Avenue, Chicago, Ill.

ATTRACTIVE
DANCE AND ORCHESTRA POSTERS AND CARDS
3 and 4 COLOR
Oh! Boy! They Are Knockouts! Newest Orchestra Designs; Four Flashy Colors; 200 14x22 Window Cards; \$1.00; 1,000 Paper, same, \$14.00; 5,000 14x22-15 Cards; 200, \$2.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Dance Book and Price List.
CENTRAL SHOW PRINTING CO.
MASON CITY, IOWA.

WANTED—To open February 10, 8 or 10-piece Lady of Gen. Orchestra, playing one-night stands. Easy work Florida until April, then North in summer. Write, enclosing photo. State lowest salary. H. STEINER, General Delivery, St. Petersburg, Fla.

N. B. C.

Presents

BILL KAY IRVING

ARONSON-FAYRE AND LANE

at the

RKO PALACE, N. Y.---NOW

Direction

NICK AGNETA

Palace Theatre Bldg., N. Y.

TIMES SQUARE

Beginning Wednesday Evening, Jan. 11, 1933

FOOLSCAP

A comedy by Gennaro Curci and Eduardo Ciannelli Directed by Geoffrey Kerr...

- George Bernard Shaw... Frederic Worlock
Luigi Pirandello... Eduardo Ciannelli
Dr. Harold... Robert Wallstein

When a play deals with still living personages—and especially two such living personages as Luigi Pirandello and George Bernard Shaw—it immediately runs into difficulties.

But Gennaro Curci and Eduardo Ciannelli attempt it in Foolscap, which Sheppard and Buchanan were brave enough to produce at the Times Square Theater Wednesday night.

Messrs. Curci and Ciannelli literally kid the pants off Messrs. Pirandello and Shaw—for the first scene has the world's two most famous cerebral dramatists lying in a hospital ward, clad only in night-walk nighties.

In the asylum is a gentleman who thinks he is Shakespeare, and the two dramatists, after a hilarious discussion in which they try to decide whether or not they are dead, start to collaborate on a play to be given by the dramatically minded nuts that Shakespeare has gathered about him.

As may be seen, it is an idea that is only too apt to wear thin. Juggling adeptly their satire and their bewildering concepts of insanity being, better and what not, the authors have neglected to furnish events—and those few events that they do provide are, unfortunately, slapstick rehearsal stuff, the sort of thing that can be found in Aurora College's Sopomore Show.

Frederic Worlock, as Shaw, and Ciannelli, as Pirandello, are splendid. The entire cast, in fact, is far above average, with Henry O'Neil, as the doctor, and Geoffrey Kerr, as Shakespeare, also standing out.

The authors most certainly possess the intelligence to carry out their grand idea. If only they had hired a hack to provide a plot for them, things might have been different; as they stand, we have an interesting and entertaining evening of brilliant mental somersaults, but no play

THE NEW PLAYS ON BROADWAY

to back them. Even so, and granting the fact that Foolscap will fail to run, there is the suspicion that, if it gets itself printed, it will continue to be read and chuckled over long after certain of our current successes are gone and forgotten.

EUGENE BURR.

PLYMOUTH

Beginning Monday Evening, January 9, 1933

LATE ONE EVENING

A new play by Audrey and Waveny Carten. Starring Ursula Jeans. Staged by Cecil Humphreys. Settings designed by Edward Eddy. Constructed by Brunton Studios.

- Nurse... Eva Leonard-Boyno
Hospital Attendant... H. Craig Neale
Pauline Murray... Ursula Jeans
Doctor... M. Langdon Bruce

Harry Bannister's gesture of defiance toward Hollywood can be dismissed as just that. One hopes that his next attempt will have more substance, for his offering does nothing much else than give this town an opportunity of gazing upon a lovely English importation in the person of Ursula Jeans, who is to be seen in the current picture Cavalcade, in which we understand she does better than in the flesh.

Exactly why Bannister took the trouble of doing this opus is beyond this reviewer's understanding, for it hardly rates in story technique much above the average program picture customarily expected from Hollywood.

It can't be said that he has exercised any judgment as far as his cast is concerned, for seldom this season has there been assembled such an inefficient—though comely—collection of performers.

Cecil Humphrey's direction of the piece is nothing to rave about; it can be described as almost amateurish. At no time has he succeeded in creating an air of belief. Rather do the performers go thru their motions and lines as if they must do them in order to get their weekly stipend.

The play, to dismiss it with few words, concerns an impoverished young English girl's falling in love with a young rotter of an author. She murders him and reforms him. They endure dire poverty; have a son, who dies; they almost part, but then a prospective heir brings them together again.

The play has further ramifications, but they seem to be in the script merely to give Miss Jeans an excuse for more clothes. And a chance for John Buckler, who plays the husband, to show emotion by screwing up his lips in such a way as to remind us of Bert Lahr imitating Leslie Howard.

It's just a mistake all around, and we hope that the mysterious fellow named Pincus, who is reputed to have been the angel, can take it.

JACK MEHLER.

AVON

Beginning Monday Evening, January 9, 1933

A GOOD WOMAN, POOR THING

A comedy by Dillard Long featuring Irene Purcell and Arthur Margetson. Staged by Arthur Sircorn. Incidental songs composed by Mr. Margetson.

- Picks... Johnnie Brewer
Bill Smith... Arthur Margetson
Edward... W. J. McCarthy
Philomena... Owen Day Burroughs

If we search about for things to praise, a review of Dillard Long's A Good Woman, Poor Thing, presented by John H. Potter Monday at the Avon, must be confined almost exclusively to the return of Irene Purcell from the films—Miss Purcell's return and the title and the occasional bright lines that Mr. Long injected into his farce of a wife with one husband too many.

The wife has her extra husband thru no fault of her own, and it is only when she is safely married to husband number two that husband number one appears on the scene and discloses various good qualities which she had never before suspected. They had only been separated, and not divorced as she had thought, so in the ensuing scenes it is an open question as to which husband she is cuckolding.

Slight enough, in all truth, is the familiar fable. Mr. Long seeks diligently to make it smart and witty and succeeds only on rare occasions. Miss Purcell, however, is as fine a comedienne as ever, and she gets able support from Arthur Margetson, John Williams and Millicent Hanley.

EUGENE BURR.

LITTLE

Beginning Tuesday Evening, January 10, 1933

TWO STRANGE WOMEN

A play by Edwin B. Self, featuring Jacqueline Logan. Staged by Eron Brecher. Settings designed by David S. Galtner and built and painted by Kenzel Studio.

The entire action of the play takes place at the Jenkins Fishing Ranch on a canyon of the Dix River in Kentucky.

ACT I—Sunset. ACT II—Midnight. ACT III—Sunrise.

There may be no mountain nymphs in them thar Kaintucky hills, but, according to Edwin B. Self (author of Two Strange Women, which Arthur Mester produced at the Little Theater Tuesday night), there are mountain nymphomaniacs. One such, a city gal who is visiting with her husband at Jenkins Fishing Ranch, brings shame and disaster to young Mel Jenkins and heartbreak to his pappy and grandmaw.

Grace Martin, for some not entirely explained reason, has a huge loathing for her husband, who seems a nice enough fellow. She also has a liaison on with Robert Skinner, who is her husband's friend. When the Martins are marooned upon the Jenkins farm she suffers from a lack of self-control, and the result is that young Mel goes out and drowns her husband in the mistaken belief that Grace will then be his woman. Grace, however, is hardly that. She nestles in Skinner's arms as young Mel blurted out his confession. Paw tries to get him to say that it was an accident, but Mel insists that it was on purpose. He insists five or six times, and then the need of argument is obviated by the appearance of an eyewitness to the crime. Grandmaw indulges in a big scene of vituperation directed against Grace; Mel trudges gal-

lanly off to the cothouse, and great-grandmaw, awakening from her 18-year-long lethargy, rises and forces Grace out of the back door, from which the Jenkinses empty their slops sheer onto the rocks of the Dix River, 100-odd feet below.

There is, one suspects, no gold in them thar hills, at least not for the management. It is, however, easy to see how the play appeared good in the reading. Mr. Self has a flair for dialog—it emerges occasionally, when the actors allow it to, with beauty and simple poignancy—but he should have done some rewriting before production. More motivation is needed and some toning down in the more ticklish scenes, notably the one in which Mel yields to the hollish delights of just a kiss.

Perhaps not so much rewriting would have been needed if the direction had been approached the adequate. It was thoroughly bad, however, losing all emotional overtones, allowing the actors to go haywire whenever they liked and failing utterly to interpret the play in any intelligent fashion. It was faulty direction, in a great part, which made Mr. Self seem occasionally silly.

And the acting of the chief part finished off whatever of the play the direction had left. Miss Jacqueline Logan might do as the sex appeal of any second act—providing she could remain as silent as grandmaw—but as soon as she is called on to speak or to interpret a part she is unbelievably bad. The audience had to imagine Grace from the sense of her that they could get in the lines.

Houston Richards, as pappy, stood out in the support. John Daly Murphy played for obvious effects as a country judge, and Maud Durand, as grandmaw, was excellent except when she went a bit opry house in her big scene. John Griggs, as Mel, seemed rather like a Harvard senior pretending to be a hill-billy.

Perhaps it all war on purpose. But for the sake of Mr. Mester, an astute and extremely capable gentleman of the theater, we sincerely hope it wear accident.

EUGENE BURR.

BROADWAY RUNS

Performances to January 14, inclusive.

Table with columns: Dramatic, Musical Comedy, and Operetta. Rows include A Good Woman, Poor Thing, Another Lady, Anybody's Game, Autumn Crocus, Biography, Criminal at Large, Dangerous Corner, Dining as Eight, Foolscap, Good Fairy, The, Goodbye Again, Honeymoon, Late Christopher Dean, The, Late One Evening, Lucrece, Mademoiselle, Saint Wend, Show Off, Teatro Del Piccolo, Twentieth Century, Two Strange Women, When Ladies Meet, Whistling in the Dark, Abbey Theater Irish Play, Autumn Fire, Big House, The, Far Off Hills, The, Juno and the Paycock, Kathleen Ni Houlihan, New Gossamer, Playboy of the Western World, Riders to the Sea, Rising of the Moon, The, Shadow of the Glen, The, Whitehead Boy, The, Workhouse Ward, The, Civic Repertory Theater, Alice in Wonderland, Camille, Cradle Song, The, Dear Jade, Lilium, Sweet Pastime, Three Sisters, Shakespearean Repertory, A Midsummer Night's Dream, As You Like It, Comedy of Errors, The, Hamlet, Julius Caesar, Macbeth, Merchant of Venice, The, Much Ado About Nothing, Dec, Twelfth Night, Musical Comedy, Dubry, The, Flying Colors, Divorce, George White's Music Hall, Varieties (2d Edition), Music in the Air, Of Thee I Sing, Shuffie Along, Take a Chance, Walk a Little Faster.

LEGITIMATE

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

League Tries To Set Prices

Also protests new Senate bill—seek new members—nothing definite decided

NEW YORK, Jan. 14.—The League of New York Theaters held an invitation meeting yesterday for its members and any other managers interested in a discussion as to how the prices of legit attractions might be standardized. There was no attempt made to put thru a regular motion to the effect that the members institute a lower price schedule, and the meeting resolved itself, more or less, into a discussion of the ways and means of reducing costs and overhead. Consensus of opinion among the producers was to the effect that it was impossible to set a definite price, as the cost of production and weekly running expenses vary in almost every show.

Other business at the meeting was the appointment of a committee to secure new members for the League. Herman Shumlin was elected chairman of the committee, with Arthur J. Beckhard, Richard Aldrich, William A. Brady, Gilbert Miller, Robert V. Newman, John Brennan and Charles Stewart to serve with him. According to Dr. Moskowitz, who presided, the object of this committee is to secure the co-operation of the younger producers in the legit field.

A protest was drawn up by the membership against the proposal of Senator Copeland to exclude all foreign performers excepting those internationally known as stars. Copeland's bill comes before the Senate late this month, and if it is not tabled at that time Dr. Moskowitz proposes to go to Washington in person to protest against the bill. The managers attending the meeting pointed out that Actors' Equity has made sufficient rulings to take care of any surplus of alien actors.

Toronto Business Poor

TORONTO, Jan. 14.—Here in Toronto, the center of the Canadian show business, business took a drop during the past month, due partially to a series of repeat engagements played at the Royal Alexandra Theater and elsewhere. The recent arrival of English companies brought disappointing business. Percy Hutchinson, in *The Green Pack*, played his second week in Canada here to poor business. Eight years ago this English star averaged \$12,000 weekly in *Bulldog Drummond*. Now he is playing short engagements in Guelph, London, Hamilton, Ottawa, Brockville and Kingston and hopes to pick up sufficient money to warrant the long jump into Winnipeg, the first lap on the Western Canada tour. Before doing so it is likely that a return date will be played at the Royal in *Criminal at Large*, another Edgar Wallace thriller.

The Freiburg *Passion Play* stayed two weeks at Massey Hall and failed to draw cash customers. The company had been strengthened for this engagement by an orchestra and chorus, and the newspaper critics added their okeh. Three members of the Paganini family, George Sr., Augustus and George Jr., were in the cast in addition to Willard Kent and a company of 20. At the moment they are undecided regarding the continuance of the tour and may disband here.

The Aldwych Theater company, from London, which played about eight weeks in Central Ontario, is reported to have just about \$8,000. Canceled the Western Canada trip, and after playing *Rookery Nook* and *Cuckoo in the Nest* in Toronto and Hamilton the company, headed by Jack Munster and William Daunt, sailed from St. John, N. B., January 6 for London.

Surprisingly good business was done, however, with the revival of the old-time classic, *Camille*, at the Empire Theater, stock house.

Seats at a Quarter

LONDON, Jan. 7.—A theater in which any seat can be bought for a shilling (the English equivalent of a quarter) opens January 14. The house, the Grand, Fulham, is on the outskirts of London and was formerly a vaude house. The opening program will consist of four one-act plays, two of which will be by Eugene O'Neill and one by Guy de Maupassant. A strong company of leading legit artists will take part.

American Academy Students Present Myron Fagan Comedy

NEW YORK, Jan. 14.—The senior students of the American Academy of Dramatic Arts presented Myron C. Fagan's *Nancy's Private Affair* at the Lyceum yesterday afternoon as their second production of the season. The curtain raiser was the first act of Maughams' *The Sacred Flame*, and on the whole the youngsters did far better work than last week. For one thing, the Fagan play is one of those light-weight farces which practically directs itself, and for another there was the performance of Lillian Norton in the chief role. Miss Norton uncorked a capital sense of comedy values and a huge amount of personal charm, and indicated that she may also be able to carry a more emotional role it called upon. Her voice is still fairly bad, but that's something that can be remedied by time and practice. If during the year, she lives up to the promise of her start, she may be a find.

The supporting cast was well enough in its way, with Joan Harding doing nice work thruout, and Tildon Davis clowning ingratiatingly. Renée Buck yielded slightly to the temptation to burlesque an already burlesqued role, and Julia Bruner yielded to the same temptation a great deal more than slightly. So, for that matter, did Ronald Brogan. Raymond Wolber should have been told by someone at the Academy that the way to make comedy seem really funny is to play it seriously.

John Swan, Allan Stuart, Virginia Warren, Carol Fraenkel, Elizabeth Dewing, Martin Gabel, Lole Kirk and Robert Thomsen were in the curtain raiser. Gabel did grand work in an extremely minor part. EUGENE BURR.

Another RR Lowers Rates

NEW YORK, Jan. 14.—Taking cognizance of the decreasing use by theatrical people of railroad travel in favor of the cheaper busses and private cars, the Canadian Pacific Railways has reduced the party rate of round-trip fares. The rate of a fare and one-quarter for 25 or more persons traveling between points in Canada is now applicable for troupes of 15. Troupes numbering 10 to 14 persons may continue at the party rate of a fare and one-half.

SRF Total \$10,829

NEW YORK, Jan. 14.—The Stage Relief Fund has to date received a total of \$10,829.85. The past week's contributions, amounting to \$1,124.10, included \$200 from Katharine Cornell, \$128 from Eddie Cantor, \$100 from J. S. Morgan Jr., \$25 from Century Play Company, \$25 from M. Elizabeth Beers, \$25 from Mrs. George Kaufman, and other donations amounting to \$346.

The Fund's clothing exchange is now in full swing, and the main offices have been moved from the Hotel Algonquin to the New Amsterdam Theater Building.

90 Pantomimes in England

LONDON, Dec. 30.—Pantomime, typically English style of production, based upon nursery rhymes and fantastic stories of adventure, so beloved of children of all ages, is at present represented by no fewer than 90 productions in England, 15 being shown in London and the other 75 in the sticks. Of the popular titles of this class of show, *Dick Whittington* takes the head of the list, with 14 shows presented under that name and based upon the story. *Cinderella* is next in popularity, with 13 presentations thruout the country.

F&M Legit Idea Off Until Fall

NEW YORK, Jan. 16.—Fanchon & Marco's plan to launch a \$1 legit circuit thru a subsidiary, Stagshows, Inc., is off for this season at least. In all probability, if the circuit is started at all, it will be in September. Mike Marco, who returned here last week from Chicago, says the decentralization in theater operation is one of the factors holding up the definite laying out of a route.

Theater decentralization, especially of Publix, is temporarily confusing the authority of executives to negotiate on deals and this is upsetting local theater situations so that F&M prefers to wait a while until theater operation is more settled before it begins signing up houses. With a definite route of houses pending and F&M now deep in reorganizing its unit production system, the legit circuit is not getting much attention.

As for negotiations with the unions, Marco is waiting until the legit idea is pretty well worked out before approaching them for a definite agreement. He does not want to close union deals now when the circuit will not materialize at least until September, and conditions for negotiations will be different then.

'Of Thee' Sellout in Dayton

DAYTON, O., Jan. 14.—At \$3.30 top the Victory Theater is practically sold out thru mail orders alone for a single performance of *Of Thee I Sing* by the Chicago company January 26. It is the first musical comedy presented here since the house went movie three years ago, altho there have been single performances of Maude Adams in *The Merchant of Venice* and Walter Hampden in *Cyrano de Bergerac*, both sellouts. Efforts to secure *Of Thee I Sing* for an additional matinee performance were unavailing.

Madden To Handle "Dinner"

NEW YORK, Jan. 14.—Richard J. Madden has been given the exclusive agency to handle the foreign rights to the current Sam H. Harris success, *Dinner at Eight*, in all countries except England and France. Show is current in the former land, and Irving Marks already has France. Inquiries have been received by the home office from every other country.

New Foreign Plays

Paris

Un Soir de Revillon (A Holiday Eve), at the Bouffes-Parisiens, is a gay and amusing musical comedy, at times a bit naughty, but not too hot for Broadway. Catchy tunes by Moretti.

Le Conditionnel Passé (The Past Conditional), by René Bruyex, at the Tremplin, is a somber tragedy of a schoolgirl haunted by the memory of a childish prayer pleading that the threatening war materialize so that she be spared a disagreeable visit.

Nesada, by Bernard Zimmer, at the Studio des Champs Elysees, is a drama of political intrigue mixed with scandal involving the hero with a "pansy." Interesting but a bit smelly.

Carabas et Cie (Carabas and Company), an operetta, with book by M. G. Dassoa and music by Guy Lafarge, at the Trianon-Lyrique, is a rather poor musical adaptation of *Fuss in Boots*—book and music equally lacking in novelty.

Aline, an operetta, at the Zenith, with a quintet of authors sharing the blame, is a rather amusing piece with several catchy melodies. A group of lions—real ones—is a feature of the show.

La Pats (Peace), by Francois Porche, at the Atelier, is a poetical adaptation of the classic tale of Aristophanes, with modern trimmings and a delightful musical score by Marcel Delanoy. Excellent entertainment.

Vienna

CISSIE, at the An Der Wien Theater, is an excellent operetta, with book by Ernst Decsey and music by Fritz Kreisler. Gilbert Miller witnessed the opening performance.

Stage Whispers

By JACK MEHLER

Those quick changes of personnel in Radio City had all the boys in legit a-twitter. They saw in those moves a sweet chance for themselves. Almost to a man the legita feel a contempt for the production ideas of those handling the so-called de-luxe entertainment. They point out that the only real money taken in is the result of trading on the names of people who are sure-fire hits in legit shows. And especially they brag of the grosses chalked up by the midget versions of successful musical shows which play the de-luxers after their Broadway runs. So they say to one another that the only logical thing the money men in on the Radio City operation can do is to call upon those who have produced these offerings in the first place. And, meanwhile, they sit tight, feeling that their day will come.

Ursula Jeans, the English star, is evidently figuring on staying a long time on these shores, for she has taken a lease on an East 51st street apartment.

Dayton Stoddard was plenty annoyed at one of the daily tabs when, due to a misprint, the *Footloose* ad read "Last Seven Times: Opening Tonight." . . . And by a strange coincidence both *Footloose* and *Two Strange Women* opened the same week. The coincidence being that both plays were tried out during the same week this past summer. . . . Altho Chester Erskin denies it, the rumors to the effect that he and Arch Selwyn have split are still current. . . . Erskin being reported to have dug up the bankroll for *Two Living One Dead* all by his lonesome. . . . Muriel Cabot, who angeloed a big slice of *Saint Wench*, is deliberating whether or not to take another fling at angeling or call it quits and hie herself down to Florida and bask in the sun. . . . The oldtimers in the business are raving against the action of the "lame duck" congress in postponing the beer question. . . . They recall the days when every theater had a bar and business was nothing to sneeze at, and predict a general improvement with the return of the suds. . . . There's going to be a flock of Park Avenue "debs" in the Tallulah Bankhead opus.

Bill Boehnel, *The World-Telegram* picture critic, says that show business must be picking up. . . . He saw six actors in a speak one night. . . . *Dangerous Corner* has been guaranteed 1,500 bucks a week by LeBlang. . . . And by the way, Mrs. LeBlang's (she prefers this name) husband, William Jasie, is taking an active interest in show business, what with attending managers' meetings and such. . . . There's a flock of Irish Sweepstakes tickets around Broadway. . . . And you'd never think there was a depression with so many buyers. . . . Jeane Cohn has given up her hotel suite at the Windsor in favor of a private apartment. . . . *The Era*, an English theatrical paper, features a double-column story under the headline of "Where Art the Manly Young Actors?" . . . And declares that the English film studios are seriously alarmed by the scarcity of manly, male youngsters of promise. . . . Harry Forbes is no longer located in the Longacre Theater Building. . . . Sammy Schwartz is back on Arch Selwyn's payroll. . . . The stationery store business in New Jersey not having panned out so well. . . . The mild weather prevalent this past Wednesday was instrumental in bringing out scores of actors and actresses, not to mention managers and directors, and for the best part of the afternoon 42d street was reminiscent of its old time glory. . . . Mildred Rhyme is back in town. . . . Bill Brennan, the Times Square treasurer, is fed up selling tickets for flop shows in his house and has decided to write a play himself. . . . The Brown-Henderson office was all excited on the arrival of Lupe Velez from Hollywood. . . . Ben Stein dismisses with a wave of his hand the contention of Eddie Conrad that B-H owes him a week's salary. . . . Anyway, says Stein, why should B-H refuse to pay Conrad the dough if he's entitled to it? . . . After all is said and done it is only 200 bucks. . . . Actors waiting around for Bobby Newman to get started on *Storm Song* have given up.

Actors' Equity

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Watch for Equity Lectures

The first three lectures of the series for Equity members are already a matter of history by this time. The series was inaugurated at the Hotel Astor, New York, January 9, when Frank Gillmore spoke on *The Heritage of the Actor*. It was continued with *The Actors' Equity Association Contract*, by Paul N. Turner, January 13, and *The Theater in America*, by Frank Gillmore, January 16.

Two more lectures of the first series remain to be delivered. Friday, January 20, there will be the lecture on *Arbitration*, by Emily Holt, and one more at a time and place, and with a speaker and subject to be announced later.

All new members must and older members and members of the Chorus Equity Association may attend these lectures and are, as a matter of fact, urged to do so.

Headquarters Staff Changes

With the most regrettable death of Sam Colt, January 1, several changes were necessary in the Equity headquarters staff.

Charles Mantle, for some time the representative engaged in checking New York companies, has been moved to Mr. Colt's desk, where he will have charge of the Equity Agency Policy.

Frank Andrews, veteran actor thoroughly familiar with producing conditions and known personally to most New York producers and actors, has taken over Mr. Mantle's work.

First California Theater

In the December issue *The Equity Magazine* printed the picture of California's first theater. It was contributed by Charles Peyton Glocker, an Equity member, and the information Equity was able to discover was that it stood in Monterey; but beyond that Equity was unable to penetrate in the time available before publication. So it asked any of its readers who might know the story to supply the deficiency. The answer came from Etta Eckhardt, librarian of the Monterey Public Library, who had at her disposal *Historic Landmarks of Monterey*, by Anna Oell Anderson. There the theater and the circumstances of its origin were described as follows:

"The first theater stands on the corner of Pacific and Scott streets. It boasts of no architectural features save that it is a long, rectangular adobe, typical of the time in which it was built.

"It was first constructed for a sailors' boarding house by John A. Swan, locally known as 'Jack Swan, Pioneer of 1843,' which inscription he wore on his hatband during his later years.

"John Swan came to Monterey on the ship Soledad from Mazatlan, Mex., in the spring of 1843, having been a deep-sea sailor in many parts of the world.

"Shortly after his arrival he built the adobe, one wing of which he used as a dwelling and the other for the boarding house. The first theatrical performance was only an incident in the career of this venerable structure, yet the incident should not be forgotten. It is a subject of sentiment and history and well worthy of more than passing notice. A brief review, therefore, of its history is not amiss at this time and is only a fitting recognition of the rapidly receding past.

"About the time that Col. Jonathan D. Stevenson's regiment of New York Volunteers were disbanded after the close of the Mexican War, the Colonel, with three companies, came to Monterey. A short time after their arrival, some of the members of the regiment gave an outdoor performance, which was a success. Encouraged by their enterprise, they persuaded 'Jack' Swan to fit up for dramatic purposes, the long wing of the building which was built for a boarding house. A pit was built and a stage, which was shut off from the main body of the theater by a wooden partition hung on hinges. This partition served as a drop curtain and was raised and lowered much like the lid of a box.

"The soldiers found other performers who joined them. In the winter of 1847 a company of strolling comedians had been giving outdoor performances in Los Angeles assisted by several soldiers and officers, among them Charles E. Bingham, an aid-de-camp on the staff of General Zachary Taylor, and Lieut. Alfred Sully and John Derby—the latter the well-known humorist, better known by his pen name 'John Phoenix' and 'Squibob,' who is said to have been the inspiration for the latter day humor of Mark Twain. The discovery of gold had caused the disbandment of the company and they, too, had come to Monterey.

"A theatrical company was organized at Monterey, composed of these strolling comedians and members of the regiment already mentioned. Programs were written, bills and posters printed with a blacking pot and brush, announcing that *Putnam*, or *The Lion Son of 1776*, would be the first play put on.

"It is said that seats sold for 5¢. Among those who took part in the performance were Major John O'Neal, Company E, Stevenson's Regiment, and his wife, Ellen O'Neal, parents of Mrs. J. W. Finch, of Monterey.

"The company played for several months, their first effort being followed by *Box and Cox*, *Damon and Pythias*, *Grandfather Whitehead*; *Nan, the Good for Nothing*; *The Golden Farmer* and the balcony scene from *Romeo and Juliet*."

This account fills the gap in theatrical knowledge at that point completely and Equity is grateful to Miss Eckhardt for her contribution.

"Arbitrate or—"

A personal representative doing business under an Equity permit recently reported to the Association that a player, whom he had placed in a production which has done very well for itself, was not paying his commissions as he should. Equity asked the player to come in and go over the matter. And the player did, saying: "I've paid my commission of 5 per cent a week for 10 weeks. That's all he's entitled to."

"Let's see your contract with this actor," said Equity to the personal representative.

But like the pte man's friend, he hadn't any. He had, he said, a moral right to the commission, but nothing to show for it.

Then Equity told him that the only thing to do was to arbitrate the case. If he wasn't able to produce evidence that there wasn't anything he could do except to get in writing his future agreements with any players.

And that is, after all, the only evidence worth anything.

ACTORS' EQUITY ASSOCIATION.

Chorus Equity Assn.

DOROTHY BRYANT, Executive Secretary

Members working in a company in which a week-to-week notice has been posted may leave that company at the end of any week, but in order to do this they must notify the management on Monday night that they are acting upon the week-to-week notice and will close on the following Saturday. We insist that our members announce their intention of terminating their engagement in this manner. Otherwise it is possible that half of the chorus may decide to leave at the end of some one week, which

might close the production and cause a loss of employment to the balance of the company. The management in that one week would have an opportunity to rehearse new people. This affords ample protection to any single member and is full protection to all of our members.

The week-to-week notice is a protection to the management. The risk the management takes for that protection is the uncertainty as to when any member of his company may accept it. The management may not dismiss any individual member on the week's notice—the notice is for the closing of the entire company, not for the closing of an individual. Should the management wish to dismiss an individual he must give the customary two-week notice. However, in the event that the entire company closes, the company closing notice of one week has precedence over the individual two-week closing notice.

Two new members joined the Chorus Equity Association in the past week.

We are holding checks in settlement of claims for Iva Butenko, Charlotte Davis, Tonia Desiatoff, Gladys Harris, Marge Hylan, Marion Hylan, Elizabeth Huyler, Fred Holmes, Nadia Pomocheff, Robert Rochford, Neida Snow, Hazel St. Amant, Alexis Vassiloff and Pania Vassiloff.

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

We are holding mail for Violet Gray, Mae Rena Grady, Rosalind Golden, Gigi Gilpin, Louise Gunning, Rosalind Grace, Grace Gray, Loretta Goss, Julia Gorman, Catherine Gallimore, Robert Garcia, Zola Gray, Albert M. Greenfield, Vera Gall, Ruth Glide, Clara Greenwood, Lillian Griffith, Gus Hyland, Jay Hunter, Topsy Humphrey, Peggy Hunt, Genevieve Hayes, Hans Hansa, Martha Holt, William Hubert, Virginia Hawkins, Betty Haines, Thomasine Hay, Evelyn Hannon, Ruth Haidt, Beth Hart, Claire Hooper, Owen Hervey, Lois Jensen, Dorothy Jocelyn, J. E. James, Anne Johnson, Agatha Johann, Louise Joyce, Tom Jordan, Mona Jarrett, Dorothy Joy, Wallace Jackson, Kitty Kane, Bonrietta Kay, Thomas J. Kerns, Hilda Knight, Irene King, Henry King, Alice Kellerman, Milton Karniel, Ruth Patricia Kant, Dick Kennedy, Yvonne LaOrange, Betty Leighton, Renee Lisle, Lottie Lee, Edward Lucas, Jack Leslie, Jane Lane, Dorothy Lamb, Vivian Langdon, Phyllis Lind, Mary Lange, Virginia Lee, Jack Lister, Robert Lewis, Catheryn Laughlin and Joe Lennon.

CHORUS EQUITY ASSOCIATION.

Saranac Lake

Mrs. Katherine Murphy, Lodge superintendent, and Mitzel Rand, of the Lodge, have just returned from a month's vacation at Miami Beach. While there they made a trip to Cuba and back by plane. Eddie Voes has returned to the Lodge to resume the cure.

Millie Jasper is back at the Lodge after visiting in New York over the holidays.

Alma Montague has been laid up for the past week, but is feeling much better now, although still in bed.

Al Jockers, now down for one meal, has made a dandy comeback.

Jack Hirsch is back visiting his friends at the Lodge.

Louise Rheingold is not feeling so well at present. She is now a bed patient.

Chris Hagedorn is back in the General Hospital for his third operation.

Phyllis (Pep) Milford, the Lodge m. c., is putting on weight and feeling great.

John Dempsey is still shopping for the bed patients and delivering the mail. John has put on a lot of weight and is showing great improvement.

Charles Bloomfield is also doing very well.

McCarthy is up and out of bed again, which will revive the bridge games.

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

Radio Versus Fights

PORTLAND, Me., Jan. 14.—The radio scored heavily over promotion of fighting and wrestling here when it was decided to set fight night ahead from Tuesday to Monday night.

Dwindling attendance in recent weeks has been directly attributed to several excellent Tuesday night radio programs, with Ed Wynne on the Texaco program drawing heavily, not to mention Ben Bernie and the Lucky Strike Thrills.

Prices have also been slashed in an effort to recoup attendance.

Little Theaters

Communications to 251 West 42d Street, New York.

As everyone knows, there is at present a dearth of plays in New York. This situation has come to pass not because of a scarcity of manuscripts, but merely because the managers are more cautious in view of the present economic conditions. Now more than ever are they on the lookout for plays that have already been given some sort of tryout. And intensive study is given to the reports of all plays tried out in the many little theaters thruout the country. House managers have been requested to send in full reports of such tryouts to their home offices. This is not only true of the Shubert and Erlanger chains, but particular instructions have been forwarded to the managers of the local movie houses, who have been advised to cover such offerings in order to ascertain whether the plays have any motion picture value. Now the little theater workers are assured that any effort on their part is going to arouse high interest from many sources.

The Virgin Goddess, a play by Rudolf Bestler, author of *The Barretts of Winthrop Street*, was presented by the Department of Drama of the Carnegie Institute of Technology for six performances beginning January 10. The production was staged by Chester Wallace and the performances held in the Theater of Fine Arts.

Two new plays are scheduled for early production by the University Civic Theater of the University of Denver. They are *The Crime at Blossoms* and *She Passed Thru Lorraine*. The last production of this group was Leonard Ide's play, *These Few Ashes*, which met with great success. The cast included Donna Virginia Dines, Helen Millet, Arnold Ward, Glenn Waters, Beradine Kirehof, Paula Mechau and Arnold Ronnebeck. The latter also contributed a decorative torso of "Eve" to the setting.

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Central Burly Agency Is Out

Proposed bureau to book New York combine of theaters does not go thru

NEW YORK, Jan. 14.—Banding together of some of the city's leading burlesque men for mutual benefit, an idea which is fast taking definite form, contained at least one plan which will not be executed for the present at least.

This idea, said to have been satisfactory to both I. H. Horik, president and general manager of the Empire Burlesque Association, and Joe Weinstein, representing the Minsky organization, was the formation of a central burlesque talent booking bureau. All comers, women, chorus girls and other talent needed for burlesque wheels and stock were to be booked thru one agency, according to the plan, with the possibility of a virtual monopoly being in effect in the city.

One of the important features involved was the salary question. All competition as to talent buying being killed as a result of the combine, drastic cuts and rock-bottom salaries worse than now was foreseen for the artist. This point did not get over with some of the burly operators, who saw the possibility of being out in the cold once they helped to get the central booking bureau in operation and later on for some reason wished to drop out of the combine.

Cheaper overhead and the usual benefits of a mutual group was indicated for the central agency and a freezeout for all bookers on the outside. However, since the combine with the houses could choose its own talent and book accordingly, the need of a central bureau could be dispensed with for the present in the opinion of the dissenters.

Chief voters against the plan were operators with one and two houses, who did not want to be hopelessly fettered.

Bonstelle Civic Gets Biz With Taylor Play Revival

DETROIT, Jan. 14.—Robert Henderson, managing director of the Bonstelle Civic Theater, held over the revival of the Tom Taylor melodrama, *The Ticket-of-Leave Man*, three days with Fritz Scheff in the lead. Opening attendance was sufficient to justify the step, which may bring the Civic from Friday to Monday openings. Raymond Hackett was co-starred in the production.

Others in the company for the show include Frederick Reto, Ainsworth Arnold, Francis Ferguson, Francis Compton, Kalman Matas, Arthur Davidson, William Butler, Paul Stephenson, Amy Loomis and Helen Ray. Miss Scheff gave a number of solo numbers between acts including *Kiss Me Again* from *Mlle. Modiste*.

The Civic opens Monday with *Bridal Wise*. Margola Gillmore takes the place of Miss Scheff as leading woman for this production, with Raymond Hackett in his farewell appearance at the Civic.

Toby and Gang Doing Well

NASHVILLE, Ark., Jan. 14.—Toby and his Gang, a new rep troupe recently formed in North Little Rock, Ark., from members of the Leslie E. Kell Company, are now on the road in this section. Show has been out three weeks and, so far, the results have been favorable. In the cast are Joey and Mac La Palmer, Jack Wolever Jr., the Bernards, Ed Flynn, Jack and Howard Stillman, Phil and Peggy Hart and Walters Mars. A five-piece orchestra is formed out of the cast. Company is heading into Louisiana.

GEORGES OLTRAMARES *L'Escalier de Service*, presented for the first time last week at the French Theater, San Francisco, will be shown again January 18, 20 and 21. In the cast of professional French players are Andre Ferrier, Yvonne du Parc, Jeanne Ferrier, Alvyne Labaudt, Cecile Porty, Renee Lagrange, Raymond Arnold, Georges Simmondet, G. M. Knox, Rene Borloz and Maurice Goudal.

Burly Briefs

ISSY HIRST, Philadelphia burlesque operator, has bought out his associates and is now sole director of the destinies of the Bijou and Trocadero in that city. Three other houses are also included in the deal, these being the Gayety, Philadelphia, which is now playing pictures, and a house each in Darby, Pa., and Camden, N. J. Deal is said to have involved \$100,000.

JOHANNA SLADE has joined the Empire, Newark, as special added attraction. House plays *Empire Wheel* shows.

SOLLY SHAW and Louis Redelsheimer have split as a burlesque booking combination. The former is moving out of the offices occupied by himself and Redelsheimer in the Strand Theater Building, New York, and says he will continue to book, but is off burlesque.

ORPHEUM, Reading, Pa., ran afoul of the city authorities in charge of collecting the electric light bills for the town, with the result that the cast recently found its way to the dressing rooms by the aid of the good old candle light.

SAMMY WESTERN, Hebe comic, has closed at the Academy, Pittsburgh, and will soon make his first appearances in New York.

ITALIAN MUSICAL shows did not pan out so well on Sundays at the Apollo, New York, with the result that Minsky-Weinstocks have returned to the seven-day burly policy.

ELVIA HERNDON, en tour with the Empire show *Moulin Rouge*, says Providence panhandlers are far ahead of those encountered in other cities. Their minimum request for the proverbial cup of coffee is two-bits.

MICKEY COLEMAN, blond soubret, who has been doing her stuff for Issy Hirst at his Philadelphia houses for the last two years, has joined *Moulin Rouge*. Circuit bookers consider her a find.

ALICE DUVAL's suit against the Minsky-Weinstock organization was dismissed by Magistrate Brodsky in New York last week. Charges involved a small salary claim, and when Alice lost out she was so upset she missed the boat the following day for Panama, where she was to open in a cabaret.

SCHENECTADY, N. Y., saw three days of burlesque recently when an Empire Wheel show filled in as a post-holiday treat for the natives.

NEW TALENT for the East is again on tap, according to Nat Morton, who has brought to New York and near-by points the following new names: Frank C. Smith, straight man; Babbett Byers, soubret; Stan Stanley (not the vaudeville); Elsie De Walt, who can sing, talk and strip; Adrian, strip specialist, and Sammy Western.

SUNYA (SUNNY) SLANE, billed as the girl with "the million-dollar smile," has opened at the Star and Garter and Rialto, Chicago.

INA THOMAS, Hazel Mack and "Shooze" Kinnear are back with the troupe at the Gayety, Minneapolis. Don Trent is producing straight man at the house, which is giving attractive shows. Russell La Valle, who has been number producer there for nearly two years, leaves soon for an engagement in the East.

C. W. BRILL is carded to put a stock burlesque in Youngstown, O., January 21. He closed his show at the State, Akron, O., January 14.

PHIL ROSENBERG, w.-k. burly booker, and Mildred Adair, prima donna, were married in Philadelphia New Year's Day. Phil wasn't exactly keeping it a secret, but thru modesty failed to tell many people. The news leaked out loud last week when a soubret from Philly walked into the Empire Wheel offices and asked Phil, "How's the wife?" Duo had been keeping company for some time.

STANLEY MESKY and Walter Weiss, new managers of the State-Harrison Theater, Chicago, have inaugurated a policy of burlesque and talkies. In the roster of the troupe are Jack E. Russell, producing straight; Jack Mason and Billy Peasey, comics; Clara Hodges, characters and soubrets, and Frances Silla, Emily Jackson, Billie Gordon, Dottie

New Hurley Show Off to Good Start

LOUISVILLE, Jan. 14.—Fred Hurley's new stock burly troupe got under way in good fashion at the Gayety here last Saturday matinee. Business has shown a slight increase since the new faces moved in, Manager Hurley announces.

The Carroll Sisters open with the Hurley show today, and Hindu Wassau, who scored well here last season, is being brought in for a fortnight's run, beginning January 21. Adriann, added attraction this past week, is being held over. The Harmonizers, male quartet, kicked 'em over with their singing this week.

In the new Hurley cast are Bobby (Tramp) Ferguson, Charles (Dome) Williams, Tommy (Boss) Pickert, Adriann, Arthur Gillson, Mack Frye, Mack Ferguson, Val Dez, Cy Reinhart Jr., Cleo Dumont, Nelly Ryder and Jerry Waite.

The chorines are Josephine Cetar, Peggy Smith, Gladys Dean, Darline O'Hara, Bonnie Austin, Kate Marlin, Annary Butler, Peggy Dawn, Ruby Wayne, Jean Waite, May Frye, Sally Walker, Frances Dean, Lou Mason, Virginia Mack, Jeannette White, Norma Phillips and Frankie Moore.

Joan Barlow, who has been a big favorite here with Hurley's previous attraction, will be brought in later on for the balance of the season.

Nashville Civic Rep Does Sudden Foldup

NASHVILLE, Jan. 14.—The Nashville Civic Repertoire Company came to an abrupt close Wednesday night after a run of only two-and-a-half weeks. A call meeting of the board of directors met at the Orpheum Theater Wednesday night after the performance. Twelve prominent Nashville men and women on the board were present and the discussion lasted till long past midnight. Thursday morning the following report was given out.

"Upon an apparently well-founded belief that Nashville wanted and would support a season of spoken drama, the Civic Repertoire Company engaged and brought here one of the best companies Nashville has ever been offered."

"The actors, with a thorough disregard for their own individual interests, made every human concession and sacrifice, but the board, after realizing its inability to meet even all of the players' past-due salaries, could not with any display of faith consent to incurring further risks and still more embarrassing financial involvements."

"Manager J. Lawrence Neal has worked for three months entirely without compensation and has reflected credit upon himself and the repertoire movement. It is with the keenest sense of personal regret and embarrassment that this board of directors faces all of these facts and announces to the public the abandonment of the project."

Menke's Hollywood Begins Indefinite Run in Memphis

MEMPHIS, Jan. 14.—Capt. J. W. Menke, of the Hollywood Showboat, having settled his difficulties with the local authorities pertaining to the boat meeting the city's theater safety code, opened an indefinite engagement here Monday night with *Tidy Ann*. A small, but enthusiastic crowd witnessed the initial performance. The Hollywood is moored on the river front between Union and Gayoso.

In the present Hollywood cast are James E. O'Brien, Etina V. Braiden, Renne Donna, Marguerite Moher, Carl C. Espigole, Marie McLain, Arthur Ross, Francis Vincent, Willis Engel and Victor Faust.

Lager, Priscilla Mars, chorines. Orchestra comprises Nicky Esposito, Danny Penozzi, Arthur Parry and Gus Grinaldo. Stage manager is Eddie Cluxton, while the house staff includes Lora Merc, Arcola Proy Harris, Herbert (Butch) Logan, Charlie Mesky and Chris and Louis Sorensen. Managers Mealy and Weiss recently staged a New Year's party for the entire troupe.

BETTIE WAHL, the "girl with the million-dollar legs," is currently featured with *Soubrettes of 1933* at the Dauphine, New Orleans. The Dauphine show is the first in recent years that has cleared expenses from the opening, due no doubt to the fact that smut has been eliminated from the bill. Bill Vail is house manager.

Rep Ripples

MR. AND MRS. GEORGE SWEET spent several days in Kansas City, Mo., last week, en route to Hot Springs, Ark., where they will spend a brief vacation.

MR. AND MRS. NIG ALLEN are in Kansas City, Mo., after the closing of the Harley Sadler Show in Texas.

BEN HEFFNER and wife arrived in Cincinnati last week, after a two-month stay on the West Coast, where they went after closing the season with the Bud Hawkins Players. The Heffners will remain in the Queen City for several weeks, and will then leave on a trip, possibly southward, with Mr. and Mrs. Bud Hawkins.

WILL H. LOCKE and Tom Spence are spending the winter in San Diego, Calif., playing occasional club dates. Locke is also again associated with the Broadway Theater in that town. Johnny Keogh is still managing the house.

REPORTS FROM IOWA state that Will C. Bruno opened to nice business with his stock company at Boone, Ia., January 1.

VERNON REAVER has returned to Des Moines after several weeks with Fanchon & Marco organization.

GEORGE L. BARTON is said to be contemplating a "farewell tour" of Iowa with *The Girl and the Tramp*.

MRS. EARL THOMAS (Cecyl Scott) is confined at the Trinity Lutheran Hospital, Kansas City, Mo., with a serious illness.

DAN BOWERS, having finished a tour of indie vaude houses, has joined with Clayton Kolb to form a new singing, dancing and uke act. Kolb has been doing radio work over WTDF. Modern Bryan has joined the act, taking the place of Dorothy White.

DON NULL has replaced Mack Long on the Monroe Hopkins Players in Houston. Long has departed for his home in Denton, Tex.

SID, NEVA AND VICTOR WINTERS have closed with the Hopkins Players in Houston.

BLAIR'S COMEDIANS are playing thru the Lone Star State.

STEVE POWERS and Company, now laying off in Houston, will be back in harness next week with an enlarged attraction.

ELMER EUBANKS, artist with the Bee and Gwyn Carney Scenic Company, has returned to Houston from a visit with homefolks in Mississippi. The Carneys have built up an excellent business thru the Texas country.

Players and House Employees Take Over Lincoln, Neb., Stock

LINCOLN, Neb., Jan. 14.—Finding the going a little too rough, Louis Karnes and George Fitzsimmons, who revived the spoken drama in Lincoln when they organized the Liberty Players, stepped out as owners and left the business in the hands of the players, musicians and stagehands to run co-operatively. Ed Fitzgibbons, member of the cast, has moved out front as business representative.

The company was organized in mid-October. It has been just recently that the company has pulled out of the red. The original admission price of 60 cents, first floor, which had been changed to 40 cents, has been raised to the former level without any appreciable change in attendance figures.

Within the last few weeks the company has had several changes in its cast. Phil Brandon and Marjorie Clarke, original leads, were replaced by Clyde Waddell and Gladys Griswold. It is announced now that Mr. Waddell is leaving.

Sun Family to Florida

SPRINGFIELD, O., Jan. 14.—Mrs. Gus Sun, her two grandchildren, Susanne and Billy Sun, and her daughter, Mrs. Edward Wren Jr., left Friday for St. Petersburg, Fla., where they will spend the remainder of the winter. They made the trip by motor. Gus Sun, head of the Sun Booking Exchange, will go to the Southern city later and accompany his family home.

Score Tax In Florida

Showmen call heavy license fees discriminatory—malicious interests are cited

CINCINNATI, Jan. 14.—Since the appearance in The Forum columns of the issue of *The Billboard* of a letter by J. B. Graham, of Miami City, Fla., in which the unjustness of Florida's license fees is cited and in which he makes an appeal for equity in the licensing of road shows of recognized caliber, *The Billboard* has been receiving communications from showmen in Florida who unqualifiedly score Florida's heavy county and State taxation.

One letter from a showman in that State is quoted below because it seems to contain a complaint of common interest.

"For the benefit of showmen who intend to play in Florida, my advice is to stay out of the State, as the license is too heavy to 'get off the nut.'

"The Sparks circuit of theaters (Public affiliation) has a district manager who goes to the city hall to see that the shows pay the license before they open, and they license us way out of reason.

"City and county licenses are \$25 per day each and the State license is \$50 a day, payable in advance. The theater management will see that this license is paid before the show opens.

"The Sparks forces have the State bowed up, and in Ocala they have two theaters dark and will not allow any opposition.

"The former license was \$25 per week for outdoor shows, but the Sparks people had this license changed to \$100 per day. Parade license is \$100 per day.

"Why should theaters pay a fee of \$25 a year and itinerant shows be taxed out of all proportion?"

Wright Company Folds At Powers, Grand Rapids

GRAND RAPIDS, Mich., Jan. 14.—After a valiant effort to carry on, the Wright Stock Company, playing the Powers Theater, closed last Saturday night.

Rehearsals were under way for *The Barker*, with Dean Jaeger, former member of the Wright Players, offered the leading role. He was to have replaced Butler Hixon, who was leaving the city. Helen Wallace, leading woman, plans to return to New York. Dan O. Finch, scenic artist, will remain in the city another week to paint scenery for a children's theater production before going to Washington.

Ohio Players in Dover, O.

DOVER, O., Jan. 14.—Ohio Players, presenting dramatic stock, have opened at the Ohio Theater here, leased recently by R. C. Spidell and C. E. Huprich, managers of the State Theater, this city. House has been renovated, redecorated and altered. Stock company will hold forth at the local playhouse four days a week, opening Thursday and closing Sunday nights. They will play the first part of the week in another Ohio spot. Bill will be changed weekly and vaudeville will be offered between acts.

The company is under the direction of Jack Parsons, until recently director of one of the Ambler's companies. Top admission will be 25 cents for nights, 15 cents for matinees and 10 cents for children at all times.

3 Burly Stands Go Grind; Adding Picturines and Vaude

NEW YORK, Jan. 14.—Polley of running burlesque continuous, combined with picture and vaudeville, has proved so successful at the Old Howard, Boston, that the idea is spreading to several other burly spots using Empire Wheel shows or playing stock.

Among those houses to try the polley next week will be the Modern, Providence, and the Academy, Pittsburgh. Each house will do four shows a day, Providence stand plays wheel shows, but Pittsburgh has been in stock for a few weeks. Hon. Nichols, operating the Gayety, Baltimore, plans to follow suit January 22, also playing four shows daily, adding pictures and possibly a couple of vaude acts. Where shows are added the burly troupes will do half of a show at each performance.

Theatrical Mutual Assn.

By DAVID L. DONALDSON
Grand Secretary-Treasurer

GRAND LODGE.—We have just passed thru a season which each year is designated as a period for thanksgiving. While the results of general conditions which have existed in the various theatrical trades and profession may not permit us to render thanks as fervently as we were able to in previous years, we can be grateful that we have passed thru such a distressing period and anticipate what the future may hold for us.

We must resolve more firmly than ever to promote the principles upon which our beloved order was founded and to safeguard the interests of each subordinate lodge.

This applies especially to the officers who have been elected to serve during the present year. They should dedicate themselves to an aggressive campaign to profit by every opportunity presented and to create others which will enable them to increase the prestige and finances of the lodges which they represent.

They should also be mindful of the many years of faithful service rendered by their predecessors in office so that they will be assured of the protection which they so justly deserve, whenever they may require it.

There have undoubtedly been several instances during the present year where members have allowed themselves to be stricken from the rolls thru discouragement or lack of interest, thus depriving themselves of benefits when they were sorely needed.

The tendency should be counteracted by impressing upon the members that they cannot obtain the protection and benefits offered by the TMA in any other way for the nominal sum they must contribute for dues each year. Therefore they should not forfeit their membership unless they are compelled to do so as an extreme last resort.

Altho some of the lodges have resumed their regular activities only during the last few months, I was pleased to learn of the various social functions already held, also those which have been arranged for in the near future. I sincerely trust that the results obtained will justify me in wishing you one and all a glorious new year.

CHARLES F. RICHMOND,
Grand President.

Jimmy Hull Comedians Set in Matagorda, Tex.

MATAGORDA, Tex., Jan. 14.—Jimmy Hull's Comedians, opening their second week here tonight, are enjoying a satisfactory run, according to Manager Hull. The entire company jumped into Houston last Sunday night to visit the Hopkins Players.

The Hull lineup includes, besides Mr. and Mrs. Hull, "Skinny" Kimbling, Chet Umpleby, Duke Matthews, Ethna Allen, "Skinny" Klopton, "Peanuts" Pernitza, "Red" Smith, Ethel Crosby, Miriam Kelley, Tiny Patton, Juanita Clopton, Albert Lee, George Corbett, Bill Smith, Roy Smith, Bill Chevane and Al Jennings.

The Hull Show has proved one of the most successful of the tented attractions playing Texas towns and has enjoyed several long runs in the larger cities.

Two Burly Stands Close; One Goes Dramatic Stock

NEW YORK, Jan. 16.—Two New Jersey spots have quit burlesque, one being the Hudson, Union City, and the other the Orpheum, Paterson. The former played Empire shows and the latter was in stock.

New policy of the Hudson, which is controlled by Jules Leventhal, will be dramatic stock, while the plans of the Orpheum are undetermined at present.

Alfred Players Held Over

ANGLETON, Tex., Jan. 14.—Jack and June Alfred Players are remaining over for a second week here. Last week's business warranted the move. Headed by Jack and June Alfred, the company includes Jack Alfred Jr., Bert and Nadini Picken, Leslie and Olive O'Veg, George Temple, the Chapman Sisters, Duke Walker and five working men, Sid Neva and Victor Winters, who left the Hopkins Players last week, are scheduled to join. The entire company visited Hopkins Players in Houston Sunday night.

Jack Roof in Stock At Majestic, Ft. Wayne

FORT WAYNE, Ind., Jan. 14.—The Majestic Theater, under the new management of the union stagehands and musicians, reopened last Saturday night with Jack Roof's *Kis Kat Club Revue* as the attraction. The midnight show and the two shows presented Sunday were well attended, but the show Monday brought very slim crowds. However, Mr. Roof is making an effort to win back many of the Majestic's old patrons by staging clean shows for the entire family. The stand had heretofore been a burlesque house.

Included in the Roof show are Parry and Covan, tap dancers; Maxine Joyce, acrobatic dancer; Jack Roof and Dick Hulse, comedians; Billy Crook, straight; Kane and Harris, dancers; John O'Hara, juvenile; Marie Avion, blues singer; Charabelle Roof, prima donna; Bobby Terbusch, soubret and chorus producer, and 10 girls in line.

Mr. Roof stated that on Thursday afternoons free admission will be given to the ladies, in an effort to get their regular attendance again. Roof is faced with a real task of building up a good, clean, reliable trade.

"Put Me to Bed" Has Premier

SAN FRANCISCO, Jan. 14.—*Put Me to Bed*, new play by H. H. Van Loan and Helen Clinton, had its world premiere at the Tivoli Theater last Saturday night. Van Loan is a Hollywood scenario writer. He wrote *The Goose Hangs High*, presented by Henry Duffy at the Alcazar some time ago. Tivoli Theater is the present home of the Richard Wilbur Players.

Duffy Signs Lilyan Tashman

HOLLYWOOD, Jan. 14.—Henry Duffy this week signed Lilyan Tashman to head the cast of Ernest Valda-Guy Bolton's *Grounds for Divorce*. The play will open in San Francisco January 22 and will follow at the El Capitan immediately after *Bridal Wise*, which opens January 22, with Lois Wilson, Tom Moore and Matt Moore in the cast.

Billroy's Show Briefs

FROSTPROOF, Fla., Jan. 14.—Howdy, strangers. Yes, we are still in Florida, with plenty of competition, opposition, feudalism, emulation and a few more nouns that at the present time I can't thoroughly define.

Business is business. Weather is great, hunting superb and fishing "comme il faut."

All the gang are having a great time, and the war between the "fish" and the film doesn't seem to worry them in the least.

With a contracting agent like F. C. Kilgore on the job all the time, it's going to be a mighty hard proposition to force Billroy's out of this State.

The towns are billed like a circus by "Buzz" Brown and his crew. Leave it to that boy to get his opening. As I have said before, business is business.

Rusty Scott, who is now producing the concerts, has set a line of shows that are hard to follow, with the result that our concerts are always well filled.

The top and all paraphernalia is in A-1 condition, with plenty of new scenery and a real flash on the orchestra platform.

Heading south from here to Clewiston and Pahokee, our second split week this winter, and with plenty of towns to follow.

How about you folks giving us the lowdown on conditions in the other States?
TOM HUTCHISON.

Stock in Portland, Ore.

PORTLAND, Ore., Jan. 7.—Civic Theater Players opened the 1933 season with *Peer Gynt* at the Taylor Street Theater. Included in the cast are Tom Chatterton, Helen Kleeve, Virginia Eastland, James Beard and F. L. Menefee. Next week the company will put on *Women Go on Forever*.

Address all Dramatic Stock, Repertoire and Tabloid news items and communications to Bill Sachs, The Billboard, 25-27 Opera place, Cincinnati, O.

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Dated from January 1, 1933, to March 1, 1934.

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MAGIC

News of Magicians-Mentalists

By BILL SACHS
(Cincinnati Office)

A PROGRAM commemorating the 17th birthday of the Spokane (Wash.) Mystic Club drew 17 acts of the black arts from members that attended the party at the Spokane Hotel last week. Affair was in the nature of a venison smoker. Dr. C. W. Talbot, president, presided. Those presenting the program included Dr. Talbot, E. Vaughn Klein, Walter Burk, Jack Spong, James Dentrage, Howard Page, Robert Gray, Frank Dolke, B. J. Warren and Father A. Doech. Plans for the annual show were outlined. Receipts will be donated to the unemployed of the city.

BIRCH THE MAGICIAN and Company opened their 1933 tour at Brawley, Calif., January 4, playing to a full house. The company closed December 20 and spent a two weeks' vacation in Los Angeles during the holidays. Conditions are unusually good in Southern California, Birch writes. The show is moving eastward into Texas, where every booking to date is a return engagement. Henry Hudson Davis continues as tour manager and Stuart Ross as publicity man. Mr. and Mrs. Birch were honored recently at a banquet and reception given by the Los Angeles Assembly, SAM, at the Hollywood Art Club. After dinner a magic program was presented, with Leslie Hunt's act the feature of the evening. Charles Hoffman acted as m. c. and presented Birch with a wand in behalf of the Los Angeles club. Mrs. Birch (Mabel Sperry) received American Beauty roses. Mrs. E. L. Sperry, of Chicago, mother of Mrs. Birch, was also a guest. She has been traveling with the company for several weeks.

GUS A. DOERIGHT RING, IBM, held its second annual banquet at the YMCA auditorium, that city, Monday night, January 9, with more than 50 magicians, their wives, friends and guests attending. After the repeat President Reese welcomed the guests and presented Charles A. Leedy as master of ceremonies. A special magic act was staged by Harry Davis, of New Middletown, O., former lyceum entertainer. Bert Cole and Robert Smith acted as assistants. An impromptu program followed. Taking part in this were Peter Kondella, Harry Norton, Arthur Bush, Zeida Newham, Joseph Cunningham, Harry Tutter, Thomas the Magician and George Rettig. Joe Zaccone and Nicholas Fish furnished the music.

SHERAY, youthful magician, is working clubs and private affairs in the New York City area, under the direction of R. E. Wittels. Sheray also has a string of school and church dates lined up for the next two weeks.

PHILIP FOXWELL, South Bend, Ind., magician, appeared on the annual program of the Seward Township Farmers' Institute, held at the Community Hall, Burket, Ind., January 16 and 17.

THE WIZARD CLUB, of Chicago, at its last meeting of 1932 installed its new officers and also enjoyed an evening of clever entertainment. Officers installed were: President, Sam Berland; vice-president and scribe, Francis Haldane; treasurer and financial secretary, Sam Berman. The Wizard Club is a social organization whose aim is to promote the welfare of magic and magicians. Its executive board consists of "Dorothy" Dornfeld, Al Gordon, Howard Bookman and Anthony Albino. The entertainment features of the installation meeting were many and varied. Among those who took part were Howard Bookman, at whose home the meeting was held; Jack Hecht, Don Bruggemeyer, Art Felman, Sam Berland, Sam Berman, Al

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Hocus! Pocus!

SAN FRANCISCO, Jan. 14.—Judge George J. Steiger, member of the local society of magicians, recently fined John W. McDonald because of the latter's alleged failure to produce the rattle-bar trick. McDonald is said to have sold Ferdinand Kolwood three German rattle bars, which contain a liquid which is supposed mysteriously to disappear from one bar to another. The magic failed to work.

The judge was obviously acquainted with the device, for he said: "It's a good trick if you can do it. But since you cannot, John McDonald is guilty of petty theft."

Gordon: Joe Berg, who acted as master of ceremonies, and Francis Haldane. After the performance a tasty lunch was served by Mrs. Bookman, and a pleasant social time was enjoyed.

AUSTINI, the "Modern Mystic," with his company was featured recently on the bill at the Majestic Theater, Benicia, Calif., presenting a 30-minute act of sleight-of-hand and the illusion *Where*, this being the vanish of a woman from a large suspended die box on a fully lighted stage. On Sunday, January 8, by permission of the Prison Board, Austini programmed for some 2,500 prisoners at the State Prison at San Quentin.

PRINCE VANTINE (A. A. Button) followed his engagement at the Sutter Theater, Sacramento, Calif., with an elaborate magic show for children at the Vacaville Theater, Vacaville, Calif., New Year's Day. Vantine has made arrangements to work shortly in a mystery picture that will be filmed in Southern California.

MORROW entertained recently at a monthly meeting of the Rotary Club, St. Helena, Calif. He is reported working under auspices of clubs and commercial bodies in the Napa Valley country of California.

ARMAH THE MYSTIC (Fairman and Lee) informs that he and his wife have returned to the States after an extended pleasure trip to South America and the Dutch West Indies. Lee reports that in addition to a well-earned rest they managed to pick up something for expenses with their magic act, *Hindoo Hookum*.

S. S. HENRY and the missus are in Knoxville, where they recently presented their multiplicity of mysteries at the Knoxville High School, where a front-row-center section was reserved for the "Maja's" local admirers. John S. Van Gilder staged a powwow at a local hotel for S. S. and his company.

JOHN S. VAN GLIDER journeyed from Knoxville to Chattanooga recently to visit with his old friend, Richard Halliburton, and to enjoy the latter's lecture on his recently completed round-the-world trip in his plane, "The Flying

Carpet." John S., accompanied by an old college friend of his, also attended several receptions given in Halliburton's honor by Chattanooga society.

TOMMY ARENZ, formerly of Lagg's Empire Shows and the Robbins Bros.' Circus, is now connected with a museum, doing magic and handling the inside. He recently finished two weeks at the Blass department store, Little Rock, Ark. Tommy features close-up coin and card work.

DURHAM THE MAGICIAN is now at his home in Bradford, Ark.

ROBA THE MYSTIC (Louis E. Collins) is still playing the schools thru Arkansas with his *Night in Wonderland* has only fair results. Russell Culbertson has joined recently to handle the advance, while S. A. Hart returns to the show to assist on stage.

ARNOLD MEARS, professional golfer of the Richland Golf Club, Nashville, was an honor guest at a recent gathering of the Cercle Magique in that city. Mears is a clever manipulator.

JIMMY SANDERS, Nashville magician and president of the Sanders Manufacturing Company in that town, is erecting a \$100,000 pencil factory at Shelbyville, Tenn., according to a story in the Shelbyville paper. This'll give Jimmy a chance to corner the market on the jumping pencil and pencil-in-the-button-hole tricks, which he helped to make so popular, especially at the various conventions.

GORDON McALLISTER, better known as Sardou the Magician, has changed his billing to read "Gordon McAllister, the Dean of Magic." McAllister dresses in the garb of a cleric instead of wearing the customary full dress. He is playing the schools and clubs in Long Island, hoping to hit Upper New York State in a few months. "The Dean" reports business as improving, but only very slightly.

THE GREAT ROSE and Mystic Zjaco, comedy magicians, stopped off in Richmond, Va., last week, en route to Florida and the Southwest, where they will play indie vaude, schools and clubs.

With the Mentalists

MANY WILL BE INTERESTED to hear that a former mentalist—who worked chiefly for comedy results—Harry Sharrock, of the vaudeville team of Harry and Emma Sharrock, is in Southern California attached to one of the motion picture studios as a writer. Mrs. Sharrock is recovering from a mental breakdown that brought about their leaving vaudeville some time back. Sharrock refused to work with another partner and jumped into the picture industry.

VIRGINIA CARR, who formerly was a feature with the late Houdini's International Wonder Show, is currently breaking in a brand-new mental turn in the New York area. Miss Carr is expecting to head south in the very near future.

Tab Tattles

Wilbur Cushman revue has closed at the Century Theater, Oakland, Calif., after a few weeks of slim business. House is back to straight pictures.

Featured with Charlie Mack's *Radio Stars Revue* in the South are Ray Walzer, emcee; Margaret Dunn and her Dancing Debutantes; Henri Neiser, "frog man"; Lorenzo, the "whistling troubadour"; the Dunn Sisters, harmony team; the Melody Boys and an all-girl stage band.

Cooney Maloon has taken a show into the State, Akron, O., replacing C. W. Brill's stock burly troupe. Morris Jones, who formerly kept plenty of acts working in the Cincy area, is now operating an eating stand in the Eagles Hall, Cincinnati. . . . One of our spies informs that Happy Ray and Company are playing to good business at the Savoy, Louisville. "Here's a tab that's a credit to show biz," writes our informant.

Paul Reno's *Margine's Ballyhoo Revue* is at the Colonial, Bluefield, W. Va., this week for a return engagement. Reno is making plans to take his show back to the Marathon Theater, Russell's Point, O., this summer. . . . The Sherwood Sisters are among the current features at the Silver Slipper, Miami night club. . . . Virgil E. Siner was a bit peeved at our recent mentioning of the Siner-Williams combined show and our referring to "Slim" Williams as a part owner of the attraction. Siner explains that it's his own show and not a combined Siner-Williams tab and that "Slim" has never been part owner of the outfit, but always on the salary list.

In publishing the roster of the company at the Hipp, Louisville, recently, we mentioned the name of "Pop" Lester. It should have been LeRoy D. (Dad) Lester, of the original Lester Family. Dad recently celebrated his 45th year in show business. . . . The Whitman Sisters Company, colored tab, is now on tour in Alabama. In the cast are Pope Whitman, Lorus and Freddie, Princess White and Bert, Alice, Eselle and Mabel Whitman.

The *Billboard* San Antonio correspondent recently spied the following tabloids around the Alamo City: Charles B. Shee, Marie Billings, Gerald Morgan and wife, Anna Mae Manning, Jimmie Bobb, Kathleen Ford, Johnny Coffee, Connie Daniels, W. T. (Handsome Harry) Stehl, the Ciska Sisters, Anna May Lewis, Hal Byrnes, Jules Verne Allen, the Means Sisters, Jackie Hilburn, the McCann Sisters, Les Everson, Toney Dwan, Tom Sullivan and Larry Hayes. . . . Jimmy Hodges and his company are current at the Ambassador Club, Miami. . . . Jack Kinnebrew, formerly of tabdom, is now known as Jack Kay, the "globe-trotting emcee." He will sail from San Francisco soon to begin a six month engagement at the Raffles Hotel, Singapore. . . . Vern Vernon, the "Tunny fellow with the violin," has just been dismissed from a Milwaukee hospital, after two weeks' confinement there due to injuries sustained when hit by an auto recently. Vern is now doing a singlet and talking with a new fem partner. . . . Walter T. Deering, of tab and burlesque, is now book producer, stage manager and general director at the Mutual Theater, Indianapolis. . . . With *Roy Wright's Scandals of 1933* at the State, Fort Worth, Tex., are, besides Wright, Frank Ackley, Ora Fanning, Herb Clark, Maye Martin, George Rehm, Walter Kellum, Marie Countess, Walter Dishon, Claude Mandell, Mabel Rennie, "Beany" and Louise Thompson, Alynne Wagner, Viola Lake, Billie Roberts, Vivian Blair, Freddie Ruth Murphy and Eddie Lilly's five-piece orchestra.

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. SACHS, Magic Editor, The *Billboard*, 25 Opera Place, Cincinnati, O.

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

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

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

For an absolute merger, as in first plan, but with arrangement whereby the amateur magicians 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.

Professional. (Name)

Amateur. (Permanent Address)

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The Burlesque Wheel's Nine Lives

THE proverbial cat with nine lives is less than a mystery and an out-and-out novice compared to the nine shows comprising the sole burlesque circuit in the country. That the officials of the circuit often wonder themselves how the wheel keeps together is no idle gag. True, not every principal and chorus girl gets paid as per schedule, but by dint of making up one week what was not paid the week before, and house managers arranging with local hotel men to take an I O U until the troupe hits the next town and sees a better week, the wheel manages to keep turning. Like all the show business, it has been struggling along waiting for a break in general conditions, and that it has maintained a front since the first week in September is marvelous to behold.

Now, rather weak in the knees and admittedly groggy, the circuit's head sees an out which should keep the nine shows running for the remainder of the season. The hitch seems to be in the company carpenter attached to each troupe as per rules and regulations of the IATSE. The wheel plays ball with the labor unions and, altho comparatively little baggage is concerned, the rules are that at least one man must accompany each road show. Union officials are willing to help the circuit, but it is up to the circuit heads to find a way of carrying baggage that does not conflict with the IATSE rules. A carpenter receives a salary of \$100 weekly, and his railroad fare and other expenses add another \$25 weekly.

Dropping of nine carpenters will enable nine principals in each troupe and 16 chorus girls to continue to make a living. In other words, it is nine men with a good salary as against 225 burly artists, some of whom barely make both ends meet. If the circuit closes down the nine carpenters certainly lose out. If they can then get work elsewhere, why not try to effect a way out now? Apparently it is not up to the union so much as the circuit, which must find a way to make it a little more difficult for itself with its few flat pieces of scenery and less than one trunk to an artist. It will have to transport this baggage in a way that lets the IATSE out and permit it to recall the carpenters so that other shows that can afford a carpenter and need one or more do not seek an undue privilege.

Time and again the cry has been raised against the insolence of box-office attaches, and after each outburst there is a noticeable improvement in their attitude toward patrons. But recently there has been a serious let-down in the manners of a good number of these ticket potentates. Mainly are these men in houses that are dark most of the season and the b.-o. men seem to have a grudge against being called back to work. It's about time for some of the house managers to indulge in a little house cleaning for the good of the profession in general.

The Sentimental Tommies

OUR so-called realists in the theater are far more mawkishly sentimental than the so-called sentimentalists. That, on the face of it, seems like a strange statement, but it is proved by sheer weight of examples that crowd endlessly to mind. Realism and sentimentality are loose terms at best, loosely defined, and especially loosely used in the theater. According to modern usage, it would seem that anyone who takes a commonplace—or, preferably, vulgar—milieu is a realist, and anyone who sticks to old lace and furbelows, or even to ladies and gentlemen, is a sentimentalist and not to be considered among the serious dramatists.

Going further, a realist on the modern stage speaks in the idiom of the people, and the rawer that idiom is the more realistic it

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is considered. Anyone who puts literary—or even literate—speech in the mouths of his characters, anyone who indulges in fancy or restrained emotion, is out of hand dubbed a sentimentalist.

But, it would seem, realism and sentimentality go deeper than that, deeper than the tenets which tab them on a realism-mad Broadway. Sentimentality, actually, is not mere gentility nor fancy nor even whimsy; it is false and hush overwriting of essentially cheap and baseless sentiment. And that is a trait in which, if we judge by recent shows, the realists indulge far more than do the sentimentalists. It is strange but true.

Take, for example, so desperately and self-consciously "realistic" a piece as "The Great Magoo," which weathered a short and unsavory existence on Broadway recently. In it hard-swearing filthy-mouthed characters indulge in scenes of mawkish, unjustified and nauseously whimsical sentiment at which James M. Barrie and A. A. Milne would have hidden their faces. Or, if "The Great Magoo" is objected to as an unfair example because of its brief run and the general pannings it was given, take so famous an example of what we call realism as Elmer Rice's "Street Scene," which was universally praised as a realistic masterpiece and which drew acclaiming crowds for over a year.

In "Street Scene" the basic situation is an unfaithful wife killed by a husband who returns home unexpectedly and too soon. That, certainly, is a plot out of 19th century meller and certainly not particularly native to New York's West Side. And the complications include a Jewish boy and an Irish girl in love—after the manner of "Abie's Irish Rose"—with the boy a dreamer seeking after finer things and the girl desperately trying to save her family and prevent her father from being jailed. It is a situation which, if it had been taken out of the gutter where Mr. Rice placed it, would have been dubbed ridiculously and tritely sentimental. Mr. Rice, if he is as intelligent as he seems to be, must still be laughing

over the reception which was accorded his play.

The out-and-out and so-called sentimentalists at least take people who, by some stretch of the imagination, may be considered sentimental at the outset, and they weave about them characteristic dialog and situations. They make no pretense of doing anything else. The realists, however, take people to whom that sort of sentimentality is, at least on the surface, foreign; they inject it into them, and then they cry loudly that they have created a drama of depth and truth and power. It is all slightly bewildering.

American pools, parks and beaches might well adopt the scheme in use in England, notably that inaugurated by the Margate Pool, where they conduct beauty contests strictly according to "form." In other words, the feminine faces are covered with ghost masks so as to keep ultimate selection free from any disturbing physiognomical influences. Idea "figures" as an effective novelty anyway.

III Effects of Admission Tax

THE Federal admission tax has had its ill effects upon all forms of amusement having a minimum charge of 40 cents, but probably none has suffered more than the circus.

The railroad circuses of course were all hit, because their prices do not run below 40 cents. In the case of motorized circuses most of these escaped the tax by cutting their prices. Still they suffered, as will be explained further along.

As for railroad circuses, the tax, on top of the general business depression, kept hundreds, yes, thousands of people, away, not to forget the trouble created to collect the tax. It had its effect also in another way. When the attendance dropped the operating cost of the shows had to be reduced to conform with the receipts, and this meant cutting of salaries of the personnel after other cuts before the tax law made its appearance were made. Altho the reduction in salaries was necessary to meet the expenses, the merit of the railroad circus programs in 1932 was comparable with previous seasons. Cutting salaries, however, only aided the general business depression.

Now let's look at the motorized circus. Most of these shows, as said above, changed their prices so as to escape the tax, and in consequence had to give performances on a cheaper scale. While the programs were probably as good as one could expect for the money, the managers of the shows not coming in the category of those taxable learned that it was impossible to show a profit under the new scale, even by resorting to the various forms of merchant ticket sale plans. The shows that did have prices that were taxable found the going hard, too, when attendance at many stands failed to hold up and additional salary cutting had to be resorted to.

Congressman Collier, of Mississippi, chairman of the Ways and Means Committee, recently made the statement that the amusement admission tax does not bring in much money and should be taken off the books. That being the case, and considering its many detrimental effects, the law calling for this levy should be removed, and the sooner the better.

Radio is going thru the same kind of growing pains that have characterized every other industry, particularly that of motion picture organizations when they sought suitable story material. Like the movies, radio will soon find it imperative to make it worth while to attract original material for its artists in an effort to keep up with the unprecedented demands and inroads made by the small number of broadcasters with a hungry maw every day, as compared to the yearly limited number of features produced by motion pictures.

Barnum's Siamese Twins

Editor *The Billboard*:

To Arthur W. Towne, who asked for information regarding the Siamese twins, I submit this from *Life of P. T. Barnum* by Joel Benton (1891): "In the fall of 1860 the museum was visited by the Prince of Wales and his suite in response to an invitation from Barnum. He was received by Mr. Greenwood (manager) and immediately conducted to the second story, when the first object of interest pointed out was the 'What Is It?' in which his Royal Highness manifested much curiosity. Here also the party were shown the Alkino family, concerning whom they made inquiries. The Siamese twins, the sea lions and the seal were also pointed out."

In the first of Barnum's *Forty Years' Recollections*, published in February, 1873, he wrote: "While I am about it I may as well confess my connection, substantial, with another little speculation, during my three years' lease, '68-'70, when he had decided to retire after his museum burned in 1868. I hired the well-known Siamese twins; the glances, Anna Swan, and a Circassian lady and, in connection with Judge Ingalls, I sent them to Great Britain where, and for about a year, their lever was continually crowded. In all probability the great success attending the enterprise was much enhanced, if not actually caused, by extensive announcements in advance that the main purpose of Chang-Eng's visit to Europe was to consult the most eminent medical and surgical talent with regard to the safety of separating the twins."

The twins were brought to this country in 1829 and were taught to read and write by a physician who met them shortly afterward. Their first tour was made in 1833. New York and Philadelphia papers of their deaths on January 17, 1874. HARRY W. COLE.

Detroit.

Strong for Magic Merger

Editor *The Billboard*:

The Sugarman-Sachs idea for consolidating the three major magic societies is a good one. United we stand, divided we fall—that's the motto. Enclosed my marked magic merger ballot. Oakland, Calif. R. S. BAILEY.

No Matter What the Cost

Editor *The Billboard*:

The Wirth-Hamid display in the recent Holiday Greetings Number of *The Billboard* was a wow, with the awakening touch, the heart reach, the soul stir and an inspired "looking backward." What a lesson to others to advertise, to use printer's ink and type, to buy space plentifully and then in it say right, concluding things!

I started in at the cover page of *The Billyboy* special issue and read page by page, as is my custom, and I finish before the day is over. This time I got to the main entrance—the marquee—of the Wirth-Hamid "big show" display.

When midnight came I was still within the "tented walls"; the show wasn't half over. Say, I said the Lord's Prayer over, as is "the circus parson's" custom nightly (it's the best recipe for sleep I know of—try it, ye non-sleepers), and the next day I concluded my visit to the Wirth-Hamid offering. Since my first visit I've visited and visited. It is worth going to. Haven't you been? You'll find out a lot worth while.

This is my 60th year in the show game and this recent "movie" advertisement of the world's greatest acts and where to get them is the biggest array descriptive of wares ever run in a show-world publication. Congratulations and compliments. Wirth-Hamid and beloved *Billyboy!*

The spread of display was a "Barnum." I wish it had not stopped with the Barnum way, but added the "Bailey touch." That would have been something like this on an entire page: "Wanted—The extraordinary, the exception, a death-defy, a 'thriller.' Must be exclusive—impossible of duplication—no matter what the cost."

This last line is the ideal bona fide patent right "Jim Bailey" way. Who, of all outdoor show owners, will take this step? Remember, the American people have never failed to back up and pay the freight on what they want. Isn't the show *Green Pastures* getting the money?

We've talked of a Moses to lead and of this and that since Adam had the first show of the earth, but every Moses that has come has been clean, sober, honest, believing and living the principle that the home is the unit of civilization and

THE FORUM

the purity of woman is the hope of the world. We have gone along giving little attention to character, just reputation, surface, limelight and not the eternal bedrock of real life, truth and love.

Did not the World's Fair in Chicago in 1893 develop and give to the show world leaders and amusement ideas? Is there anyone who thinks the World's Fair in Chicago this year will not do the same thing?

With these queries I leave you I trust in thought and resolution to be better men and better women to the end that the mighty show world blessed thru the years with sacred memories, and now, as always, with the most wonderful self-sacrificing folk in the flesh, receive from us the best in us that the whole earth may become sweeter, dearer and purer. In act, in story, in advertisement, in all

Frank and Daisy Raymond, in *The Missouri Girl*, were mighty clever. I remember Frank used to sing a song called *Ma, Pa and Me*, and he also did what he termed a cloidhopper dance; it surely would bring down the house.

I would like to know whether James Lewis and the Raymonds are alive, and also who played *Josh Spruceby*. The old plays gave one an evening of clean, wholesome entertainment, and I, for one, would welcome them back. I would also welcome back the good old-time minstrel show. KARL CARTWRIGHT, Decatur, Ala.

Likes Tribute From Waddell

Editor *The Billboard*:

I write to thank you sincerely for the article in the Forum of a recent issue

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

you say and do, know that beyond the shadow of a shade of doubt "What you sow that you must reap!" Chillicothe, O. DOC WADDELL.

Longing for Rural Plays

Editor *The Billboard*:

I have read with interest the letters in the Forum regarding Charles L. Davis' *Airin Joslin Company*. While I never had the pleasure of seeing this play, I do remember quite a few of the rural plays that were so popular years ago.

There was James Lewis in *St Plunkard*, with its famous wheat-threshing scene and the rube band street parade. Then there was *Uncle Josh Spruceby*. I will never forget the saw-mill scene. Josh had a flashy street parade, headed by a lightning baton spinner, and both of these shows had fine bands.

from the pen of Doc Waddell, entitled "Tendered Their 'Just Dues,'" in which a splendid tribute is given my new book, *American Patriotic Devotions*. REV. E. STACY MATHENY, Columbus, O.

Old Dominion "Depression"

Editor *The Billboard*:

I would like to add a little to Mr. Rippe's "Other Side in Old Virginia" in the Forum of December 31. The public evidently is unaware of the fact that the wife on this show, besides doubling in the cookhouse, driving a truck and working the stage, still finds time to manage the show, do the advance on Wednesdays and be up in time on Mondays to assist in driving stakes.

Then on Tuesday morning at 10 o'clock finds time to be paymaster long enough

Income Tax Department

By M. L. SEIDMAN

Member Tax Committee of the New York Board of Trade

This is the third of a series of articles by M. L. Seidman on how to prepare income tax returns that will appear regularly in these columns. He will answer all income tax questions directed to him by our readers. Questions should be addressed: M. L. Seidman, care *The Billboard*, 251 W. 42d street, New York City. All communications must be signed by the inquirers, but no names will be disclosed in published answers.

In the previous article we reviewed the question of returns and who must file them. Briefly, we concluded that a return was required from every individual who had a gross income of \$5,000 or more. We also said that even though the gross income may be less than \$5,000 a return was still required if the net income amounted to \$1,000 or more in the case of an unmarried person, \$2,500 in the case of married persons. Finally we agreed that just because a return had to be filed did not mean that a tax had to be paid, since the exemptions allowed might exceed the income subject to tax. We, therefore, reserved the discussion of the subject of exemptions for this article.

Exemptions

The rules concerning exemptions are just as simple as those governing the necessity for making returns and, as a matter of fact, they are both very closely related.

The exemption allowed an individual depends on: (1) Whether he is single, (2) the head of a family, or (3) married.

Single Person, Family Head

In the case of a single person the exemption is \$1,000. (Last year it was \$1,500.) That is why every single person having a net income of \$1,000 or more must file a return. However, an unmarried individual is entitled to an exemption of \$2,500 if he is the head of a family. (Under the old law this exemption was \$3,500.) To be the head of a family two things must be present: (1) It is necessary to be the chief support of a dependent. (2) The dependent must live in the same household with the one claiming the exemption. Thus a son who supports his parents who

live abroad would not be the head of a family. However, if his parents were here and he lived with them he would be the head of a family and thereby be entitled to the \$2,500 exemption.

Married Individuals

Married persons are also awarded a \$2,500 exemption, provided there has been no rift between them and they are living together. That explains why they must file returns if their income is in excess of that amount. The \$2,500 applies to the husband and wife together, not each. As between themselves they may divide the \$2,500 in any way they see fit. The husband can take it all, or the wife can take it all, or they may each take a part. It is possible to work out the greatest tax saving in this way.

Changes During Year

We have thus far been assuming that a person has been single, the head of a family, or married, thruout the entire year. However, where a change takes place during the year the exemption must be computed on a pro-rata basis. For example, if a fellow is caught by matrimony on July 1 his status would have been that of a single person for the half year and a married person for the other half. His exemption would therefore be one-half of \$1,000, or \$500, plus one-half of the married man's exemption, that is one-half of \$2,500, or \$1,250, making his total exemption \$1,750. His wife would also be entitled to \$500 for the time she was single, making their aggregate exemption for the year \$2,250.

Another illustration may help to further clarify the rule. Suppose a single person becomes the head of a family on

(See *INCOME TAX* on page 37)

to dish out a payroll of \$55 to three children who stand around all week and watch their parents run a two-people show. Strange to say, the years of 1931-'32 were the only years when a cook was added and three working boys were carried so as to give us time to take care of the business end and performances of the show.

The year 1932 was one of depression. Everyone should know that, for it received the greatest publicity ever accorded anything. Shows went out in the spring and went broke just as they do every year and have been doing as long as the field of entertainment has been commercialized.

I know nothing of the Northern and Western shows or any of those outside of Virginia. But the only ones that went on the rocks the past summer in this State were the foreign shows that did not understand the kind of entertainment that would be patronized in this section, and some that were managed by people who thought more of moonshine than of the old reliable H2O.

Because of depression I have made a special study of shows in this State. The Barnes Show and the *Boys Players*, carrying 8 to 10 hired performers outside their own personnel, enjoyed a profitable season. The *Billroy Show*, which plays quite a few stands in our State, is still open, not having closed for three or four years. The *Cook Show*, which always makes Virginia territory for four months every year, went to its Georgia territory with a brand-new outfit, including a complete talkie, which was made in Virginia the past summer. The *Dufour Motorized Show* management, playing Virginia exclusively, opened early and was the last to close and informed me that notwithstanding a high salary list it had been able to meet it each week and still have a little left.

This proves to me that there is another side to Old Virginia and that side has its silver lining. The day of the little show isn't over, not by a long ways. The showman's greatest enemies are his competitors. Professional jealousy is the canker that is doing more harm to the little show than anything else. I know of no other line of business that has within its fold a more ardent bunch of knockers. Why get sore and knock if someone is making a success? Jarratt, Va. D. O. TOMLINSON.

An American Kangaroo Act

Editor *The Billboard*:

In *The Billboard* of December 24 I note that reference is made to Lindsay Fabre and boxing kangaroo, now in Paris, as an American act. This is not an American act. He never worked here with a boxing kangaroo. The Gordon Bros. and boxing kangaroo are the recognized American act, now making pictures at the Metro-Goldwyn-Mayer studio in Culver City. JOE GORDON, Culver City, Calif.

Foreign Talent Invasion

Editor *The Billboard*:

The following is a quotation from the headlines in a recent issue of a movie trade paper, "Recent Foreign Imports—18 Players—One Writer—Two Directors—from Europe." Then the article goes on to tell of the various foreign talent imported in the last few months and that the hunt continues for Continental names.

It is no wonder that so many people in the profession are out of employment in this country when this sort of importing is permitted by our immigration laws. There are thousands of performers in this country who are working here who are not qualified to do so, but thru our loose system of permitting people to enter this country the condition still goes on. Of course, the Actors' Equity Association has protected its members by the enactment of strict rules after Congress refused to do so by law.

True, "Art Is International," but at this time just let some American performer go to Europe and try to secure employment. I know this first-hand, as I was questioned in great detail when I went to Europe on a pleasure trip three years ago and had on my passport the occupation of "stage director." At every turn I was met with the question: "Was I positive I was not going to work while there?"

Is it not possible that the movie profession can demand some sort of legislation against this importing foreign talent? Are Americans to have no protection against this sort of thing? I am sure we have plenty of clever actors, directors and writers in Hollywood out of work who could fill these places if given a chance. OSWELL LEONARD JACKSON, Oak Park, Ill.

C I R C U S I E S

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

Delmore To Barnes Show

Sells-Floto side-show manager will hold similar position with Coast outfit

NEW YORK, Jan. 14.—Lou C. Delmore, for the last seven seasons manager of the side show on Bella-Floto Circus, has been engaged for a similar capacity on the Al G. Barnes Circus next season. Prior to the S-F post Delmore was on Hagenbeck-Wallace.

Delmore is scheduled to leave New York February 15 by boat to the West Coast, with show to open in the Los Angeles district some time in March, according to present indications.

Same Ringling Managers

CHICAGO, Jan. 14.—No changes in management of the Ringling shows are contemplated for 1933, it was stated at the local Ringling offices this week. Carl Hathaway will again manage the Ringling Bros. and Barnum & Bailey Circus; Jess Adkins the Hagenbeck-Wallace Circus, and "Buster" Cronin the Al G. Barnes Circus. General agents will be W. H. Horton, J. C. Donahue and Ben Austin, as in '32.

Charges Against Sennett Dismissed in Des Moines

DES MOINES, Ia., Jan. 14.—Charges against W. Earl Sennett of being a fugitive from justice were dismissed in Municipal Court here Tuesday when authorities from Alabama failed to appear to claim him.

Sennett had been arrested here following request of Mobile police that he was wanted on a charge of murder and that extradition would be sought. The charge was made that Sennett threw a colored man from Robbins Bros.' Circus train and that he died of injuries received.

Davenport to Produce Shows

CINCINNATI, Jan. 14.—Orrin Davenport advises that Rex de Roscelli and Fred Ledgett are not connected with the indoor circuses to be held at Milwaukee, Detroit and Cleveland as mentioned in a recent issue. Willard D. Isham is general chairman of the DeMolay Circus at Milwaukee week of January 29. The show is to be produced by Davenport and Fred Bradna. T. E. Stinson is general chairman for the Shrine Circus at Detroit, February 6-19, produced by Davenport for a number of years. Larry B. Buch is general chairman of the Al Strat Grotto Circus, Cleveland, February 20-March 4. This show is also produced by Davenport and has been for the last three years.

George Hamid Joins CSSCA

NEW YORK, Jan. 14.—George Hamid, head of Wirth & Hamid Fair Booking, Inc., this week became a member of the local Dexter Fellows Tent of the Circus Saints and Sinners Club of America. In making the announcement Fred P. Pitzer, national secretary, stated that the booker is highly enthusiastic about the aims of the organization and will cooperate in gathering talent for club's spring convention here, which will be the first of a series of affairs to swell the Troupers' Home Fund.

Downie Folks at Hot Springs

HOT SPRINGS, Ark., Jan. 14.—Joe Gilligan, superintendent of transportation, and Clint W. Shuford, treasurer, of Downie Bros.' Circus, are here taking the baths. They motored here and were joined last week by Marion Shuford. Numbered among their friends here are Charles Weaver, and B. D. Rapley, manager of the New Imperial Baths.



ART CLARK, who is fraying a motorized show at West Warwick, R. I., for the coming season. The outfit will have circus and Wild West acts.

Holland Show Has Biggest Biz of Season at Sioux Falls

CINCINNATI, Jan. 14.—W. T. Jessup advises that the Milton Holland Fraternal Circus played to the biggest business of the season at Sioux Falls, S. D., January 2-9. Show was sponsored by the Elks' Lodge at the Coliseum. Mr. Jessup had charge of the promotion and reports the sale of program space and booth rental to have been the best so far this season.

Irving J. Polack, general agent for the Holland Show, visited Jessup at Danville, Ill., the show to play there under the Elks. Polack has the show booked until early spring, with several dates to follow before the season closes.

Big-Top Performers For Columbia Film

HOLLYWOOD, Calif., Jan. 14.—Big-top performers, so far as possible, will be used in Columbia's super-picture, *Murder of the Circus Queen*, soon to go into production. Babe LeTourneau, of the Al G. Barnes Show, is being considered for the part of the "Queen," who does a heel-swing in the high lights without a net. Some of the broad-lipped Ubangis will be used.

Cliff McDougall, Sells-Floto press agent, will be technical advisor to Director Irving Cummings. Adolphe Menjou will play "Thatcher Colt," society detective, who solves the mystery. Columbia will build a representation of Madison Square Garden, the locale of the story.

Looking Back Thru The Billboard

25 Years Ago

(Issue of January 18, 1908)

Frank J. O'Donnell will be contracting agent with Barnum & Bailey Circus. Ed Arlington has acquired an interest in Miller Bros.' 101 Ranch Wild West. Ed C. Knupp will again be general agent of Cole Bros. Circus. Charles Tinney will again direct the band—36 pieces. Doc Ogden will have charge of the annex. R. C. Campbell, John Ringling and Charles Corey arrived from Europe on the same steamer last week. Jack Coleman will have charge of baggage stock with Buffalo Bill Show. Walter L. Main will have privileges with Frank A. Robbins Show. J. T. McCaddon will manage Buffalo Bill Show. Louis E. Cooke, general agent, has bought part of Col. Cody's interest in show. L. H. Heckman will again be with Robinson Show. Bedini family re-engaged with Ringling Bros.' Circus.

10 Years Ago

(Issue of January 20, 1923)

Jack Lampe is general superintendent of Bell Bros.' Motorized Show. R. B. Dean will handle press with a circus this season. Duncan Neven, p. a. with Gollmar Bros., is in Europe. Bobby Gossans and wife, since closing with John Robinson Circus, have been playing vaude and indoor shows. Will be back with circus. Fred and Doodles DeMarrs have signed for 11 weeks with National Food and Health Shows. Roy Barrett will rejoin Ringling-Barnum. George Valentino and family, including the Fisher Sisters, formerly of Sparks Circus, are playing indoor circus dates. With them are the Mangans. George E. Caron, special agent of Main Show, is now stage manager of *Intimate Stranger* Company. Park Prentiss, band leader, died in Los Angeles January 2. Frank A. Cassidy will be general p. a. for Barnes Show.

Harrington Buys Animals For His Nickel-Plate Show

SAN ANTONIO, Jan. 14.—Preparations are being made at the quarters of the Harrington Nickel-Plate Circus for the coming season. Manager E. A. Harrington has been buying ponies, dogs, monkeys, two horses for menage and a posing turn. He has a fine bunch of leaping greyhounds.

Four six-wheel truck units are now under construction and at least two more will be built to carry added equipment and stock. A big new spec is being arranged and all new wardrobe is being made. There will be special colored lighting effects. Some new canvas is being purchased.

Mr. Harrington states that he has already signed some good feature acts. Christmas was enjoyed by the folks at quarters and everyone was remembered with a present.

Atterbury To Open April 29

DAKOTA CITY, Neb., Jan. 14.—The Atterbury Trained Animal Circus, managed by R. L. Atterbury, which will travel by truck, will open in Western Missouri April 29. W. A. Allen will be general agent; Rose Atterbury, treasurer; W. B. York, equestrian director, and William Lerch, boss canvasman.

Showfolk in Denver

DENVER, Jan. 14.—Showfolk are coming in every day, getting ready for the El Jebel Shrine Circus this month. Harry Levy, Austin King, Nate Klein, Harry Youden, Leonard Wakeling are registered at the Albany Hotel. The Al G. Barnes Circus is well represented. Jack Grimes, Sam Allen and Joe Antonger, of the Los Angeles RKO office, attended a dinner party given by Billy and Stella Cronin, of the Hagenbeck-Wallace Circus, at their home here. Leo Hamilton and wife, Ethel Marine, also were present. Snapper Garrison is a frequent visitor to the Shrine Circus headquarters, talking over old times.

IABPB, Local No. 5, Elects

ST. LOUIS, Jan. 14.—At the regular monthly meeting in December Local No. 5 of the IABPB elected officers for the ensuing two years. Those elected were Robert Walker, president; Walter Gazzalo, secretary-treasurer; John McKee, recording secretary; George Berning, vice-president, and Will Major, business agent. This makes the third successive term for Walker as president. Gazzalo also was re-elected for his third successive term.

Drukenbrod Again With H-W

CANTON, O., Jan. 14.—Duke Drukenbrod has been re-engaged as manager of the Hagenbeck-Wallace Circus Side Show.

Gainesville Staff Is Set

Community show scheduled to open late in April—will have Oriental spec

GAINESVILLE, Tex., Jan. 14.—Members of the Gainesville Community Circus are making preparations for the coming season, scheduled to open late in April.

Announcement of the producing staff was made by George J. Carroll, president and general manager. His assistants will be J. L. Webb, secretary-treasurer; Cecil Murphy, legal adjuster; Alex Murrell, general superintendent; A. Morton Smith, equestrian director; Ira W. Davis, superintendent of privileges; Harold R. McDaniel, musical director; J. N. McArdle, superintendent of ring stock; Henry Briggs, boss hostler; J. Russell Tongue, superintendent of tickets; James Myers, big-show tickets; Joseph Carroll, reserved-seat tickets; Lee A. Olney, superintendent of front door; Charles Priddy Jr., head usher; Junior Kuehn, boss property man; Floyd Garrett, boss carpenter; J. S. Conoway, boss canvasman; Mrs. J. A. Blohm, wardrobe mistress; Egbert Thompson, advance press agent; A. Morton Smith, press agent back; B. L. McKinley, boss bill-poster; Leonard Thurman, steward; Bovell Maniss, manager of commissary; Joe B. Pettit, principal clown; Dr. S. M. Yarbrough, physician; G. R. McKisick, backyard superintendent, and Pete Saunders, boss mechanic.

Top will be 120-foot round top with one 50 and one 40-foot middle for two rings and two stages. Last year one ring and two stages were used.

Among new features will be the S. G. Stanforth troupe of five doing horizontal bars and tumbling. Hazel Evans' troupe of 10 girls in a tumbling act. Jerry Murrell and Verns Brewer in a tight-wire turn, high perch act and several new aerial numbers, including swinging perch and cloud swing. Wardrobe is being made for an Oriental spec.

The opening engagement will be in Gainesville. Fair dates will be played in the fall, including the Cooke County Fair here.

Manager Carroll and several members of his staff will attend the Texas Fair Secretaries' Association meeting in Dallas January 27 and 28.

Peters, Maughlman Busy At Respective Quarters

CANTON, O., Jan. 14.—Howard Peters, owner of Peters Frank Animal Show, reports much activity around quarters. He states all equipment is being overhauled. He expects to enlarge his show and will add another pit attraction. "Buck" Maughlman, owner of a dog and pony show bearing his name, which spent most of last season on the Edwards Attractions in Ohio, is busy with plans for the new season. Winter quarters are located south of Canton. Maughlman plans a larger show.

Grock, Colleano Head Bills

PARIS, Jan. 9.—Both the Cirque d'Hiver and the Cirque Medrano, after several weeks of water pantomimes, are back to straight circus programs. Grock, the popular clown, heads the bill at Cirque d'Hiver, while Con Colleano stars at the Medrano. Paul Gordon opens at Cirque d'Hiver next week. Lulista Lees, Ringling trapeze performer, is at the Casino Municipal in Cannes.

Purcell Booked Until March

ALBANY, Ga., Jan. 14.—Purcell's Indoor Circus is booked "solid" until the first of March. Show jumped from New Orleans, La., to Pensacola, Fla., and played in latter State one week. M. J. Dresen is agent.

With the Circus Fans

By THE RINGMASTER

President, HARPER JOY, 425 Riverside Ave., Spokane, Wash.
 Secretary, W. M. BUCKINGHAM, 217 North 17th, Omaha, Neb.
 Editor, E. K. KNECHT, Box 20, Evansville, Ind.

R. C. Beach, of Lewiston, Ida., on a trip early in January thru the Central and Eastern States, called on a number of fellow CFA at different points.

The first semi-monthly meeting of 1933 of the John Davenport Tent, CFA, was held in College Inn at Hotel Sherman, Chicago, January 4. The circus and the coming 1933 annual CFA meet were discussed. Recognition was taken of the death of Mrs. Clint Beery, wife of the second national CFA president and former chairman of the Chicago Tent. A floral piece was sent to the services, which were held the next day.

The Des Moines Register reports how Flenz Mills, prominent citizen and CFA of Des Moines, Ia., found an injured dog, treated his leg, fed him and such. Dog hung around few days and finally disappeared, but returned a few days later with another injured dog.

With Sells-Floto Circus not going on tour this season the CFA and all circus fans will have to do some tall stepping to get their fill of railroad circuses, for with one less all sections undoubtedly cannot be covered as thoroughly as in the past.

Park A. Findley, CFA, former sheriff for eight years of Polk County (Des Moines), Ia., has been appointed chief of Iowa State bureau of criminal investigation. Park once rode a range with Tom Mix in their younger days. He is also brigadier general of the Iowa National Guard.

The clubrooms of the James E. Cooper Top in Washington, D. C., have been redecorated. Color scheme is blue and gold. On hand each day with a hearty welcome for visiting showmen are Melvin D. Hildreth, Harry A. Allen and Col. Jack Beck. Thru the courtesy of E. J. Kelly, Century Photographers, the already large collection of circus photos has been materially increased. The recently organized band held its first business meeting recently and elected the following: Melvin D. Hildreth, managing director; Harry A. Allen, musical director; Rex M. Ingham, assistant band leader; Tad Smith, drum major; Jerome T. Harriman, treasurer. Personnel of band: Allen, director; cornets, Ingham, Benny Waters, Alvin Lowry, Charles Hunt Jr., Harry Levine; alto, Charlotte Levine; clarinets, Vance Kinter, Richard Ybarra; baritone, Frank Portillo; trombones, Harry Hunt, Emil Peterson, Ralph Luna, Gene Miller; oboe, William Wetmore; sousaphones, John Landes, Ed Giszard; snare drums, Hildreth, Edward Hunt; bass drummer and librarian, Jack Beck. Uniforms have been ordered and band will play its first concert March 4.

Merle Evans, bandmaster of the Ringling Show, will be asked to conduct the band on its first radio broadcast. The *Billboard* March has been selected as the official march of the band.

Melvin D. Hildreth was the principal speaker at the 60th anniversary mass meeting of the Democrats of Williamsport, Pa., January 7.

Australian Circus Briefs

SYDNEY, Dec. 16.—The many smaller circuses are out with the annual Christmas and New Year attractions, but most of these are on a smaller scale to those of previous years.

Of the smaller shows (mostly family affairs) the following are noted as ready for the holiday season in the various States: Soles Bros.' Circus and Menagerie, Ashton's of Perce Bullen, with a similar combination; the Ridgway combination, Lloyd Sisters' Circus, the Perry Bros.' aggregation, and St. Leon's, the last-mentioned combination, several of which played the United States some years ago.

Joe Bannister, English clown, is still in Sydney, where he is an attaché at a big sporting club. Now and again he makes a semi-professional appearance in the cause of charity.

Dick Ford, veteran Australian-American clown, was noted in Sydney recently. He is now well over 70.

Wirth's Circus, still playing the Victorian towns, is doing well. All things considered, but the show is much too big for these times, and animal feed is a big handicap unless takings are in the vicinity of maximum.

LLOYD SENTER, contortionist, and Dick Bucknam, juggler, with the Purcell Indoor Circus, played the American Legion Indoor Circus at Pensacola, Fla., January 5-7.

West Coast Jottings

VENICE, Calif., Jan. 14.—Betty Thomas, who last season played faira in the East, returned to her home in Los Angeles. States that she will again play faira.

Dick Dixon, assistant on candy stands for Red Everett on Hagenbeck-Wallace Circus a few seasons ago, returned to Venice from New Orleans, where he had been most of the winter.

Charles McMahon and Charles Mugivan arrived in Los Angeles last week and made a visit to the "Town Pump" at Venice. Mark Kirkendall accompanied them.

Arthur Morrell, wood carver, formerly of the Barnes Circus, now located in Honolulu, writes that Mike Golden, with Fowler's Whale unit, opened just before Christmas on the New Bankhead highway on the way to Pearl Harbor to a very nice business. Golden was a dinner guest of Arthur Morrell and wife. Barney Tulley has a picture machine and is working at Aloha Park, doing very good. E. K. Fernandez's shows are all doing good business. Lew Burg, who has been in the tent business for the last few years in Honolulu, has been very sick with stomach trouble. Ed Ratch is erecting a stadium a few feet from Berg's place.

Scotty Thomas, bass drummer, returned from Arizona, where he had been visiting friends over the holidays.

Bill Harddig writes from Norwich, Conn., that his brother Art is recovering and they expect to troupe this season, presenting their hat-juggling act.

Herb Fleming, of the Flying Flemings, writes from Bloomington, Ill., that they have returned from Florida, where they played outdoor dates with their flying return act.

Allen Hauser, last season with Sells-Floto Circus and formerly equestrian director of Hagenbeck-Wallace, writes that he is on his way to Macon, Ga., with his wife and will act as equestrian director for the Downie Bros.' Circus.

TOM PLANK.

Here and There

CIARENDON, Va., Jan. 14.—F. L. (Earl) Easterly, last season with Al Ingram's Hot Steppers of 1932, is at home in Chattanooga, Tenn. Expects to go to Florida soon for the remainder of the winter.

According to a letter recently received from John Hix, Hollywood, Calif., Frank DeRizkie, whose head slide is a feature of the Hunt Circus, will be featured in one of Hix's "Strange as It Seems" drawings. DeRizkie is in vaudeville.

John Landes, circus musician, is at the National Zoological Park for the winter.

Jimmy Gallagher, bannerman, and Jerome T. Harriman were in Washington, D. C., recently on business with Harry A. Allen.

O. W. Boardman is pleasing the natives of North Carolina with his monkey circus.

H. C. Ritenour, who operated Bill's Snake Farm at Thurmont, Md., is at Edinburg, Va., at present.

Jack Brown, formerly with the 101 Ranch Show, and recently in Europe with Cy Compton's outfit, is back at his home in Allston, Mass. En route from New York City to Boston with his string of horses, he was the guest of John H. Thiele.

Sam Cramer, a circus gymnast for many years, is giving health lectures in Washington, D. C. REX M. INGHAM.

Los Angeles Brevities

LOS ANGELES, Jan. 14.—The Forstall, of the Barnes Circus, is extending his Eastern visit for a few days. During his absence Jack Youden is in charge of the general office. Addition to elephant bear just completed to house the five "bulls" recently received from Peru. A tapir and gnu have been added to the menagerie. Yellow Burnett will again paint the show. Frank Chicarillo and Lee McDonald are getting things ready in the shops.

The Escalantes comprise quite a settlement in East Los Angeles. There are several branches of this circus family, long line of performers from old Mexico. Formerly operated their own shows.

Charley Mugivan and Charley McMahon completed a Coast-to-Coast trip. They have an advertising stunt—steups with newspapers and merchants—and report doing very well. They expect to spend several weeks in this vicinity.

Frank Capps, of Baker & Lockwood, Kansas City, in town, calling on Manager S. Cronin of the Barnes Circus and owners of carnivals wintering in and around Los Angeles.

Old-Time Showmen

By CHARLES BERNARD

Operation of the North American Circus for a brief period in the early '70s is clouded by so little news of its routing or personnel that today's readers of circus literature are manifesting an anxiety for some history of its origin and movements. Charles E. Davis, the elephant biographer and circus fan of Hartford, Conn., in a Forum letter in *The Billboard* calls attention to an old memorandum book found in the vault of the city treasurer of Middletown, Conn., which had been kept as a record of receipts and disbursements of the North American Circus by Ann B. Stow, its manager, for the season of 1872. That record is evidence of it starting out of Middletown, opening the season in New Haven, Conn., on April 30, 1873, and playing during the season in the New England States and in New York.

In available records for the season of 1873 there is some interesting data which indicates that Manager A. B. Stow again took the North American Circus on the road from Middletown for its second annual tour. Newspaper advertising in old files is authentic evidence of exhibitions by the Great North American Circus as follows: Belfast, Me., June 24, 1873; Winterport, June 25; Bangor, 26; Bucksport, 27, and Ellsworth, 28. The advertising gave A. B. Stow, manager. In the list of performers appeared the names of E. W. Perry with Master H. and Miss Winnie; Mille. Lotino, Mons. Revival, Mille. Zes Zeonetti, Jennette Ellsler, Johnson and Touraine, Benner Brothers; Billy Andrews and G. Jackson were the clowns. John H. Murray's Railroad Circus with strong equestrian acts followed close behind the North American Circus in Bangor and other Maine towns, with Den Stone's Circus and Incoqua Indian Troupe a month later. With opposition advertising to contend with, Manager Stow, introducing a new show in the Maine towns, was at a disadvantage.

From advertising records for the month of August, 1873, it is apparent that a combination of shows had been promoted by which Dan Rice had absorbed the Henderson and Ryan Zoological Institute and the North American Circus. *The Brockville (Ont.) Recorder* in issues early in August published a display advertisement of all two columns announcing that on Tuesday, August 12, Dan Rice's Circus combination embracing the North American Circus and Henderson and Ryan's Zoological Institute would exhibit in Brockville. In the roster of performers with the Rice Show Mille. LeClere, Mons. Rudolph, Durand Vellier and Mille. DeSeux were the riders; Watson Brothers, acrobats; Ed Holloway, leaper and vaulter; Harry Wilcox, gymnast; James McGuire, clown; the elephant, Empress, and the 40-horse band wagon team in parade, with Major H. Derth as driver, were featured in the advertising. Kingston and Gananoque, Ont., preceded Brockville on the Rice itinerary.

Later in the month the Dan Rice Show had crossed the Canadian border and was routed in New York State. *The Ogdensburg (N. Y.) Republic Journal* was given the same display advertising as used in *The Brockville Recorder*. The parade and performances announced for Saturday, August 23, in Ogdensburg was for the three great shows combined. While the North American Circus was specifically named as one of the combination of the Dan Rice organization there was nothing in the advertising or news stories to specifically indicate that the A. B. Stow of Middletown, Conn., had sold or otherwise transferred his circus to Dan Rice. There was, however, no records of route for remainder of season after the June itinerary in Maine, where it experienced strong opposition. Only a month later the title was being used in the combination as advertised by the Dan Rice Circus not far distant on the Canadian side. The personnel of A. B. Stow's Great North American Circus, as given in the advertising in Maine newspapers, were not names of performers of outstanding prominence in the profession, hence would not likely have been given much publicity in the Rice combination, but the title, "North American," was strong enough to add prestige to even the widely known name of Dan Rice. It is at least safe to assert that during the seasons of 1872 and 1873 the New England States; Ontario, Can., and New York State had exhibitions by a "North American Circus."

Winter Shows Are Popular in London

LONDON, Dec. 30.—The circus season here is on. The writer, Harry LaBrecque, visited Bertram Mills' Circus at the Olympia opening night and found the SRO sign. Have to hand it to the Mills boys, Cyril and Bernard—stepping right into the Governor's shoes (who unfortunately has been ill for some time). The show has excellent talent.

The Fun Fair, held in connection with the circus under management of Clyde Ingalls, offers some 20 rides, 50-odd concessions and 10 small shows, with the Circus Side Show shining (pit show fashion), featuring the Giant Sisters, last season with Ingalls on the Ringling Show.

Agricultural Hall is presenting a very creditable circus and menagerie, with a little world's fair of rides, side shows and concessions. At the Crystal Palace, another full-size circus and fun fair is going. Carmo's Circus is at the Leicester Square and some 10 big pantomime productions are employing circus acts. In addition to all this, there are, the writer can safely say, 30 big indoor fun fairs working in and around London. All shows, concessions and rides are working. Sanger's Circus is playing the music halls.

Visited Gordon Bowcock the other night. He is not in the circus business these days. He's gone whole-minded, showing "Moby Dick"—playing the lobs. Ice and roller skating is very popular, and there are six big greyhound tracks with attractive programs working every night, plenty of night clubs offering real cabarets and name bands, all doing a nice business.

Barnett Show Booked For Moose at Columbia

YORK, S. C., Jan. 14.—William Hamilton, of Barnett Bros.' Circus, recently returned to winter quarters here from Columbia, S. C., where he signed a contract with the Loyal Order of Moose to furnish the entire show for the Merchants' Exposition and Indoor Circus to be held under their auspices next week. George S. Marr is director general.

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JOE BROWN, cook, since closing with Ringling-Barnum Show last fall, has been hunting and fishing in Florida. He will be with All's Wild West and Beverly Circus, motorized outfit, the coming season.

Under the Marquee

By CIRCUS SOLLY.

HAVE YOU REFERRED to the Letter List? There may be mail for you.

DON COOKE, who is at Hot Springs, Ark., will again be with one of the big ones.

ALBERT HODGINI, rider, attended the fair convention at Indianapolis and visited Harry and Loretta at their home.

D. D. RANKIN, the Yankee whittler, and wife are in New Orleans for the winter.

EARL HALERON recently met an old friend of his, J. C. Admire, circus agent, in Springfield, Ill. Admire was en route from St. Louis to Brazil, Ind., his home.

THE EDDYS (Phil and Caroline), wire performers, have taken over the dining and lunch rooms in the Plaza, theatrical hotel in Indianapolis, Ind.

A NIFTY little advertising pamphlet was issued by Mills' Olympia Circus in London. It contained illustrations of the acts on the program.

GRANADA AND FEDORA, who for years did a high rope act, have settled in their home town, Akron, O., and have opened a tearoom.

HARRY BAUGH has charge of the kitchen and dining room at the Fork Union (Va.) Military Academy. He is serving 750 meals a day.

MR. AND MRS. E. E. LYSLE, of Pittsburgh, Pa., are spending a month in Europe. They will visit several circuses in Paris.

CLINT BOOTH, veteran clown cop, is wintering in Houston, Tex. He is doing street advertising. Booth recently spent an evening with his old friend, Thomas Wiedemann, of Kit Carson fame.

PRINCE ELMER furnished the acts for the vaude show at the Auditorium (Washington and Grand avenues), Los Angeles, December 27. More than 3,000 were present.

AL NICHOLS and Harry S. Nelson (cotton-candy boys), with Ringling-Barnum Circus, are wintering in New York City. They are lining up some food shows and indoor circuses.

P. M. McCLINTOCK, of Detroit, writes that he has finished the story of *Mud Show Molly* with Bill Rice, of New York. Mac says that Bill sure knows a mud show and the episodes in the story are a surefire.

CHARLES REILY informs that he visited the Rodeo family of acrobats at Lyndhurst, N. J., and says that Mr. Rodeo has finished his new training quarters. The three young children are doing fine with their back somersaults.

WHEN THE FOUR ORTONS played the Keith Memorial Theater, Boston, a number of the boys of the Soccer Club, a circus club which has a membership of approximately 800 thruout the country, gave them a banquet.

H. R. BRISON and family are located at St. Thomas, Pa., for the winter, where their two boys are going to high school. The Brisons recently celebrated their 15th wedding anniversary and the only thing missing at the party were showfolk.

TEX RAND, former boss of props with the Walter L. Main Circus, who spent the holidays at the Chicago residence of his pal, Dan Douglas (recent *Ziegfeld Follies* dancer), has returned east to tour with Van Arnam's Minstrels.

FRANK WIRTH'S CIRCUS, with May Wirth's riding turn headlining, is playing the Paramount Theater, Newark, N. J., for a week, engagement having commenced January 13. Program includes an Indian riding act, Will Hill's Elephants, a bucking mule and pony act, Taketa Japs, the DeKoes; Whiteside Troupe, tight wire; Bluch Landorf and others.

ORA PARKS, publicity man, paid a visit to Chicago last week from his home in Indiana. It is not likely Ora will make his jumps by auto the coming season. Uses up entirely too much energy, so it's the "batters" for Ora this year.

JEANETTE AND BURT WALLACE, of the Main Show, are visiting the Karseys

at South Ozone Park, L. I., N. Y. The latter purchased a new home and the Wallaces went there to celebrate the event.

REV. E. PARKE BROWN, last season with the Al F. Wheeler-Tiger Bill Show, also Wheeler & Sautelle, is wintering in Wilkes-Barre, Pa. He and his family, the Musical Brownies, are playing theaters and clubs and conducting evangelistic meetings.

BEN GROKNEWOLD has contracted Harry LaPearl and his Joeys to produce the clown numbers for the Zenobia Shrine Circus, Toledo, O., February 13-25. Show is to be held in the State Armory and will be under personal direction of Groknewold.

LOREN (SHORTY) SEYDELL, midget clown, will play the Shrine Circus in Toledo, O., with Harry LaPearl. At present he is at his home near Jackson, Mich. His mother is ill. Shorty worked the five-week engagement with the LaPearls in St. Louis.

K. M. McLOUGHLIN (Boston), candy butcher, after closing with Ringling-Barnum Circus in Kansas City September 1, returned to his home in Boston, Mass. He was ill for a while, but has recovered. He expects to have the concessions on a motorized circus the coming season.

HARRY ATWELL, circus photog., of Chicago, had breakfast at 5:30 the other morning—and he hadn't been out all night, either. Harry's early rising was occasioned by the necessity of being at the Wabash station to photograph a special train bound for the inauguration of Governor Horner at Springfield, Ill.

GEORGE B. REARICK'S Colonial Club Orchestra is keeping busy in Southern California and Arizona. Band is featured at the Casino at Lake Arrowhead several nights each week. This is the playground for the movie folk. He and Danny McAvoy will again be in clown alley on the Barnes Show. Rearick states that Jack Klippel, Barnes clown, was in the toy department of an Oakland, Calif., department store for seven weeks; that he is now under a doctor's care and intends to enter a hospital for treatment.

CIRCUS PEOPLE in Dayton, O., were much interested in a feature story of George R. Hayes, well-known publicity man, on his interview in 1927 with the late Calvin Coolidge, which appeared in *The Dayton Journal* of January 8. It revealed the former president's love for the circus. Hayes was a press agent with the Hagenbeck-Wallace Circus that year and

when the show made Washington that season he held a long interview with Mr. Coolidge. Hayes, a former *Herald* reporter, is now engaged in publicity and advertising with the Miami Valley Publicity Bureau.

E. W. ADAMS advises that High Point, N. C., with a population of 36,745, had four circuses last season—Gentry Bros., May 7; Sam B. Dill's, August 3; John Robinson-Sells-Floto, August 26; Downie Bros., October 18; also that Frankfort, Ky., population 11,626, had four—Barnett Bros., April 28; Downie Bros., April 30; Walter L. Main (Boatock), August 20; John Robinson-Sells-Floto, September 16.

Concerning Ringling And Other Showfolk

LOS ANGELES, Jan. 14. — The writer attended the Thursday meeting of the Agents Club at Elks' Temple here. President Myles Murphy was laid up with a swollen foot and could not be present. Bill Roddy and Fred Meek both had to work. Peter Ermatinger, Stanley Dawson, Bill Mollitor, Mike Coyne, Si Masters, Sid Miller, Meyer Cohen, Dick Mitchell, Ed Nagle, Chester Pietras, Bill Murray (Union Pacific G. P. A. retired), Ira Millette, Frank Gibbons, Fred Gago, Sam Meyers and Fred Lotto were present. Charles Wuerz wired his regrets from Big Bear Lake. Jack Raymond is yet to explain his whereabouts.

Mark Kirkendall, Charles McMahon and Charles Mugivan visited Ed Nagle the week just past. George Harrison is the proprietor of a motion picture house at 31st and Main streets. Donald Gordon just arrived from El Paso. Had a pleasant visit with John and Sarah Agee. John recently purchased a ranch in the Cuyahunga Pass district, but still maintains his corral with 19 head of trained horses and five caretakers at the lot at Universal City.

Capt. Eddy leaves on his vacation January 24 and will spend it aboard a battleship stationed at Honolulu as the guest of the rear admiral of the fleet. Eddy expects to give a farewell party before he leaves. The piece de resistance will be an old-time circus mulligan, the kind that Paul McCullough and Bobby Clark liked to attend.

Eddie Delavan and wife (Ruth Marence) and her sister and brother-in-law, Mr. and Mrs. Vic Colombo, as well as Charley White, former circus detective, are at Kansas City.

A new town has sprung up near the Barnes winter quarters and it is called Jungie City. Many troupers are stopping there, waiting for spring to come. STANLEY P. DAWSON.

The Corral

By ROWDY WADDY

THIS WEEK, the rodeo at Denver—January 14-21.

C. L. (JACK) RAUM and his folks are spending a pleasurable winter at their home city, Olney, Ill.

MONTIE MONTANA has of late been giving talks and roping demonstrations at various places in California.

THE VETERAN Wild West showman, G. P. Kemp, has passed on—see Final Curtain column.

JACK CASE has been doing some reorganizing of his troupe playing dates in Florida.

AMONG well-known contestants heard of last week were Chick Johnson, Vaughn Kreig, Gene Kreig and Shorty Creed, at Wichita, Kan.

RECEIVED WORD last week that Red and Fewe Lunsford put on their comedy whip act at Craveville, O., New Year's, and clicked immensely.

SYDNEY, Australia.—Thorpe McConel and his rodeo bunch are a regular feature in the country towns around Christmas.

SOMEONE sent a "marriage" for publication. It was not signed, hence, could not be published. Also, the name of the "groom" was carelessly written.

FRED BEEBE was recently in Oklahoma City, Okla., relative to the staging of a rodeo at a local large structure during the forthcoming Junior Live-Stock Show.

MILT HINKLE attended the Ohio fair men's meeting at Columbus last week. Mil advised that he had booked an eight-day rodeo for one of the Central Ohio cities, to be staged within a few weeks.

THRU an abundance of local and interstate publicity nearly all cowboy and cowgirl contestants and performers in that section of Australia were applicants for placement at the Rodeo at Sydney showgrounds.

JOHNNY MULLENS, while visiting his wife, and daughter, Colleen, and mother-in-law, Mrs. Todd, Los Angeles, was a dinner guest of Ed Wright, rodeo clown, and wife at Burbank, Calif. He has returned to Tucson, Ariz.

AMONG rodeo workers recently leaving Hollywood, Calif., to take part in the rodeo at Denver, Colo., were Abe Lefton (announcer), Earvie Collins, Fox O'Callahan, Pat and Eddie Woods, Smokey Snyder, Homer Halcomb, Lloyd Saunders and Ike Rude.

ACCORDING TO a letter from Boca Grande, Fla., a bunch of folks were aboard a 56-foot yacht, "Annie G.," recently purchased by Billy Crosby, with a flatboat tow, for a trip into the Everglades to secure wild swamp cattle, also an adventure voyage.

IN LAST ISSUE mention was made that California Frank and his coterie of workers were slated for an event at Carlin's Park, Baltimore, starting January 21. Col. Haly informs that the Rodeo scheduled for Fikesville, Md., under auspices of Baltimore County Police, late in December, was changed to the event at (See THE CORRAL on opposite page)

Picked Up in Philly

PHILADELPHIA, Jan. 14.—The White-side Troupe, after playing the Tivoli Theater, Brooklyn, returned here for a few days, opened yesterday at the Paramount Theater, Newark, N. J., with Frank Wirth Circus Unit.

Carl H. Clark, of Carl Clark's Animal Circus, was a visitor for a few days while on route to Columbia, S. C.

Boss Bros.' Trio, comedy acrobatic act, are in the city for a few days. Lowell Roberts, concessioner, was seen lining up his concessions for an early opening.

Roy Leonard, clown, left for Mount Olive, N. C., at Snellingsburg's Department Store five weeks.

Lew Glab, clown, with his dogs, Mitzie and Mollie, is clowning for a large cafe. Larry Saunders, heel- and toe-catch performer, who will play fairs this season, went to Boston, where he has formed an indoor circus company.

Circus Saints and Sinners Club

George Hamid, now a full-fledged OSSCA, promises his full support to our Old Troupers' Home project and that means much, coming from him. A home for old and indigent troupers is not a new thought with this renowned booker. It has been his dream for many years and no one is better qualified to pass on the necessity for such a home than G. H. Mr. Hamid began in the circus business at a very young age, knows everyone worth knowing in the show business, knows his business and has made good. He is of a sympathetic nature, always ready to lend a hand for a worthy cause and can always be depended on for a square deal.

Carlton Hub, Al Sielke and Ray Rourk, the committee looking after the surprises for next week's Dexter Fellows luncheon, are continually going into Masonic huddles. The secrecy with which they are going about gets on one's nerves. This gum-shoe committee studied Arabian at Cooper Institute so that they could converse without being understood by outsiders. Unfortunately, they do not understand each other. One night this shush committee met in the Hub home in the Oranges and Carlton had his maid wear earmuffs so that she would not get the drift of the conversation. And all this secrecy means—well, just wait and see.

Thru the efforts of GSSCA Jim Pond, who manages many of the world's celebrities, William Beebe, famous under-sea explorer, will be the Fall Guy on January 25 on the "lot" in Sardi's, Dexter Fellows' Tent.

Fred J. Hecker again rings the bell with another check attached to the application of H. J. Schonblom. Freddy can always be depended upon for a couple of new ones each year.

They must have cleared off the track at Bradford, Pa., to let the mail train thru, for we have received two letters

from Vice-President Heckel within 10 days. Here is the last one: "I expect to have more applications in a few weeks. Everybody seems to have the urge to help us in our great project, in which Bradford hopes to take part. Schonblom is our newest GSSCA. Is about the age of Jack Bovalrd, another ardent member, and will be a good running mate for him. Jack is an attorney and Jimmie Schonblom is the city's tennis champion. We may not have the celebrities you have in New York, but we have champions in other lines. Ed Hanley is champion Brown Boy of Long Beach and he is just picking the last piece of cellophane from his burned schnozzle. Our circus art gallery in the Tent room at Casey's is admired by visitors. Bluch, the famous clown, has one of the key positions on the line. Regards from the Lillian Litzel Tent, eight strong." But, boys, what an EIGHT!

Carl O. Hoffman, prominent New York attorney and a member of the Dexter Fellows Tent, will accompany the New York delegation of the home committee to Richmond, Va., in an advisory capacity. He is an expert on real estate law and a regular fellow who loves the circus.

We only realize how time is fleeting (Abie, breeng da fleet!) when we receive annually pictures of Ed (Flashlight) Kelly's boy. The last picture, taken at yuletide, makes one think he is looking into the toy section of a department store, but suddenly in the setting you recognize someone standing like a tiny major within arm's reach of a toy circus — it's Kelly Jr. growing to look more like his father each year. Only a few more annual photos and Eddie Jr. will be big enough and old enough to be handed a GSSCA application blank to fill out. F. P. FITZGERALD.
41 Woodlawn Ave., Jersey City, N. J.



By CLAUDE R. ELLIS
(Cincinnati Office)

A LOCAL company is to be organized to build and operate a rink in New Waterford, N. S. Plans call for a rink to be used for ice skating and hockey during winter and for roller skating during summer. New Waterford is rinkless at present.

A PIONEER in roller skating, Gordon Woolley, Salt Lake City, who took over the Odeon Spanish Ballroom there for skating some time ago, is offering some innovations this winter and the local fad of basket ball on roller skates has many devotees. Years ago he had charge of a small hall and during summers he took his skates in a truck and played small towns with one-night stands. When Saltair burned he had a lease on the old Bluebird dance hall, recently demolished, which also burned, where roller skating was conducted. He sold his lease and opened the Odeon Spanish Ballroom and roller-skating rink in an uptown location. Since that time he has gone into the roller-skating business exclusively and has one of the most beautiful halls in the State. Mr. Woolley has a vaudeville act which he plays gratis in various "Mormon" wards and local clubs providing they allow him to speak on roller skating as a health measure. His act is professional in nature. Summers he is manager of Lakota Springs, Ida., an outdoor resort, but also operates his skating rink in Salt Lake City and summer one-night stands in larger towns.

ROSE, HONEY AND MORRISON are presenting their skating act at the Alhambra in Paris. The skating season is in full swing at Sainte Catherine Rink in Chalet a Gobet, Switzerland, one of the largest ice rinks in Europe. During the holiday weeks the rink in the old Sporting Club at Monte Carlo was inaugurated and is doing excellent business.

ANNOUNCEMENT of the sudden death of Tom Elliot on December 31 was a shock to all who knew him in the athletic world. Tom coached all the Montreal speed skaters, especially Russell Wheeler, who won the Canadian championships many years. Within two years this is the third official connected with the Amateur Skating Association of Canada to die. Preceding him were James Taylor and Louis Rubenstein, both of Montreal and president and secretary, respectively, of the Amateur Skating Association of Canada.

IN WALTHAM Roller Rink, Waltham, Mass., on January 10 Billy Nelson, New England pro roller champion, raced three local stars, Paul Emerson, Larry Ropson and Michael Patterson, former amateur champion. Distance was three miles and Nelson was winner in 9 minutes 30 seconds, lapping the field twice on the last mile to go.

ROLLER HOCKEY is to be revived in Eastern Ohio. This was assured when the Midwest Roller Hockey League of seven members was formed at a recent meeting in Columbus. Cities represented are Buffalo, Erie and New Castle, Pa.; Cleveland, Toledo and Salem, O., and Detroit. Fred Warak, Cleveland, has

been named temporary president of the circuit.

WORLD'S CHAMPIONSHIP for men in figure skating will be decided in Davos, Switzerland. The present champion is Karl Schaffer, Austria, who won his title at the Montreal meet for the world's figure championship in 1932.

A TEAM of fancy skaters went from Toronto to Detroit to measure their skill with American figure cutters. The skating meet was an invitation one, with speedsters from Ontario, Buffalo, Detroit and Chicago taking part. Lella Brooks Potter, Alexander Hurd, Herb Flack, Jimmie Moffatt, with the Misses McNaughton, Donaldson and Hurd, comprised the stars from Toronto. The Detroit Winter Sports Carnival is donating its profits to unemployed. Eddie Gloster carried greetings from Mayor Murphy of Detroit to the mayor of Toronto.

Notes From the West Coast

By "Rolling Ernie" Bartlett

Long Beach Skating Club has joined with the Los Angeles Olympic Rolling "13" Club and will henceforth be known as the Olympiad Rolling "13" Club No. 2, with headquarters in Long Beach, Calif. I enjoyed very much the article in *Billyboy* by my old friend Ed M. Moor. It is one of the best and I feel sure there would be a lot more interest if we could have some more of these articles from some of the more prominent oldtimers and skaters thruout the country.

I have been roller skating 22 years and enjoy it just as much today as I did when I first started and also am of the same opinion as Mr. Moor, that we will see roller skating come back as strong again as other sports. It has shown an improvement this year and if we all continue the work of boosting the sport we will make more headway this year.

But we must first get our sport back into the Olympics again, where it will be recognized as a sport. If we can do this it will encourage amateur skaters to get out and train for a prize worth while. The professional should stop and think how this will help the sport and him also, for as the sport becomes more and more popular it will make more money for everyone connected with roller skating. So let's all pull together and make the 1936 Olympics.

Skating has been a big money maker in European countries in the past year and has passed many of the other sports in gate money, as well as having some of the most prominent people take it up. One of these know all over the world in another branch of sport is none other than the famous Suzanne Lenglen, retired women's tennis champion, who has lately taken to skating and has ambitions of becoming a fancy skating champion in two years.

An California governor of NSAA I have planned a State-wide drive for members in California this year. These members will not only get their membership cards and pins as in most skating clubs in the country, but will receive skating instructions in all branches of skating three nights a month, and will have a general meeting with a dinner the first week of each month; also contests for fancy skating, figure skating and speed races, for which they will receive real prizes.

We all regret Bert Randall being ill of late and sincerely hope he will have a rapid recovery and will get back into harness to keep up the work he has started with the NSAA.

Johnny Jessup, Southern California amateur champion, will accompany me on a tour of Southern California cities in the near future, meeting all amateurs, preparatory to a big meet to be held here in Los Angeles some time in September, 1933, for the Coast titles in both amateur and professional roller skating.

NSAA Notations

By Bert Randall, Secretary

Executive officers voted on January 2 to meet the first and third Mondays in each month in headquarters, 5544 John R street, Detroit. Membership application blanks have been mailed to district governors.

Billy Nelson, New England pro champ on rollers, has been having considerable success on ice in Leconte, N. H., winning first place in half and three miles and second in two miles.

Lewis Swinney, Memphis, is booking hockey games for his league with NSAA sanction. Hockey games were scheduled in Western Pennsylvania, New York, Fort Worth, Tex., and Memphis.

Hockey league game scheduled between Detroit and Cleveland in Cleveland postponed from January 14 to 21, owing to



GORDON WOOLLEY, veteran roller skating rink manager and many years prominent in the intermountain West as an enthusiast in the game. He is now operating in the Odeon Spanish Ballroom, Salt Lake City.

arena not being quite completed in Cleveland.

Lansing, Mich., girls hockey team booking games thru NSAA and will play against men, with privilege of using a male goalkeeper.

Fred Goss, Omaha, has applied to be appointed governor for Nebraska and this will be acted upon at the next meeting.

Over 70 letters and telegrams have been received from about the country regarding roller hockey and the new league and leagues will be formed in different sections as quickly as possible.

A six-day race will be promoted in one of the large cities in April with the sanction of NSAA. Entries are being received.

THE CORRAL

(Continued from opposite page)

Carlin's Park, where there is much more room for presentation.

CURLY McCALL returned a few weeks ago from Europe, where he was with O'Compton's outfit last summer, and has been visiting relatives in the East. Curly says he isn't a bit sorry he made the trip, altho the show had tough sledding—"it's a swell country over there, after you learn to 'parle vous'." Incidentally, Jack Brown also landed from across the pond early this month with his three horses and had a rough voyage.

WHILE MANIPULATING the dial of his radio Tuesday night of last week, this editor picked up a singing, with guitar, program and listened in its closing 10 minutes. It was WBAP, Fort Worth, and Bob Clien was the vocalist-musician; the program in behalf of the rodeo, during Pat Stock Show, at Fort Worth. Bob recently delivered several ballads, also answered some inquiries, one about outlaw bronks (this scribe didn't get the name, as the local Cincinnati police broadcast cut in, but think he told something about "Steamboat"). The announcer paid tribute to Bob's trick roping at contests.

CURLY FLETCHER, who was married (announcement under "Marriages" in the December 24 issue) while en route from staging Strawberry Rodeo, along with Ed Wright, at Salem, Ore., to his judge job at Dallas (Tex.) Rodeo, is a featured trick roper and entertainer with Arizona Wranglers, of Station KNX, Hollywood, now on a tour of California cities. Jack Knapp, rodeo clown, is also with the troupe as emcee in place of Loyal Underwood, who is taking a rest.

FROM THE Jack Case Rodeo Company Meeting with success in Florida in spite of the high license. With George Scott as general agent the show is being routed thruout Florida and Georgia till spring, then will head north for the summer season. Additional bucking horses have been ordered for the Gainesville engagement. Riding and dogging steers arrived in time for the Ocala date. The program consists of 15 events and the show is snappy. A new line of paper arrived and is a big flash. The outfit is being enlarged for several fair dates contracted. Al Hicks is official announcer and handles the publicity with the show, and Jack Knight is handling the publicity in advance. The management plans to make this one of the largest companies of its kind on the road. "Champaign" one of the top buckers, swallowed "dip" and died at the close of the Ocala engagement. The Pensacola date is February 18-20, and will be a gala event.

FROM SAN FRANCISCO comes the following: Jack Cavanaugh and his sister have been doing roping and knife-throwing acts in theaters in this city and vicinity, also Slim Cropley and partner, combined roping and acrobatics. Rose Smith and Thelma Hunt observed window shopping on Market street. . . . Bud Golins, former cowboy, driving in antique machine about town—maybe an election bet. . . . Maxwell McNutt, president Rodeo Association of America and a prominent attorney, elected judge of San Mateo County. . . . Among contestants in the recent horseback marathon here were Rose Smith, Norma Drayer, Thelma Hunt, Mabel and Peggy Baker, Nick Nichols and Pete Saunders. Jerry Bean was to enter but a siege of the flu kept him out. Ike Lewin was a feature with his clowning, also B. Rucker, who rode bronk each evening. Morris Weiden was on hand and rode a bronk bareback at one performance. Will Tevis, using a string of polo ponies, rode almost 200 miles in a little more than 10 hours.

After a run of more than two weeks the management closed the show, opining that San Francisco was not "horse conscious" or something. It was said that contestants had divided contest money, but contestants claimed they received no money and started suit for same.

NEW YORK. — Walter Murley, trick-riding contestant, is around these parts for the winter months. Murley talks glowingly about his visits to the studio where "Tom's Roundup" broadcasts are being "etherized" under the direction of Tom Ritter. . . . Your Gotham correspondent is strong for the idea of putting on cowboy events in the local legitimate theaters. A rodeo man with just a little imagination can do the trick, make some money for himself and put a lot of "chute" people out of the "at liberty" class thereby. Of 65 accredited theaters in New York given over to the presentation of legitimate attractions, about 30 are "dark." Which indicates that house managers would welcome the novelty—and may even respond to a p. c. arrangement. That end of it could be worked out. What is chiefly important is that Col. Johnson's show at the Garden last October grossed in the neighborhood of \$260,000; meaning that New York is definitely rodeo-conscious. Ye reporter thinks this merits a little thought on the part of managers and promoters interested in the pastime. . . . Harry A. Fausett, chief of police of Ocala, Fla., proved his friendliness to showmen when the rodeo was held there last month. However, that was to be expected, since Fausett was formerly general agent of the Boyd & Linderman Shows. He and Tex Sherman, the announcer, have had a pleasant time of it talking over old times. Tex expects to rove around the Miami until about March 1. . . . The familiar figure of Tex Cooper hasn't been observed here, especially on Times Square, for some time. But there's always Charlie Aldridge to represent the oldtimers.

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FAIRS-EVENTS

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

Ohioans Mum on Mutuels; No Concession Law Repeal

Fair Managers' Association, however, will leave proposed changes to legislative committee—close harmony is promised with Director Hanefeld, Guthery successor

COLUMBUS, O., Jan. 14.—Sidestepping with care any commitment on pending pari-mutuel racing bills, preparing to seek amendment of the concessioners' State license law, rallying to support of the county extension system, threatened financially in the 1933 budget, and developing a veritable love feast with the State Department of Agriculture, board members representing more than two-thirds of the 81 enrolled in the Ohio Fair Managers' Association ended a two-day session in the Deshler-Wallick Hotel here on Thursday with a rousing pledge of support to the new director of agriculture, Earl H. Hanefeld, who just as emphatically assured the Buckeye State fair men and women that he would stand by them.

This mutual admiration society of director and workers from the county fairs was in interesting contrast with the 1932 annual meeting, when relations were strained, to say the least, between the association and the then agricultural director, I. S. Guthery, resigned.

All officers and members as they left for their homes expressed gratification over the amicable prospect which, they declared, meant momentous things for the success of 1933 county shows.

Extension Work Threat

Considerable division of sentiment was evident regarding bills which will be introduced soon in the Legislature providing for pari-mutuels at county fair tracks, and that some of the income received from these by the State shall revert to fairs, 4-H Club and other vocational exhibiting.

No effort was made to put the issue to a vote, but President I. L. Holderman, Dayton, was authorized to name a legislative committee of five who shall watch progress of the racing bills and any other capitol matters affecting the association.

To this committee, to be named soon, apparently will fall the task of trying for amendments to the present unpopular law which provides for licensing of concessioners at fairs and a State inspection service which takes supervision of concessioners out of the hands of local fair managers. The motion was by T. A. Billingsley, Greenville.

T. B. Cox, Lancaster, led the fight on the law, declaring the \$5 fee for concessioners, which cannot be pro rated, to be an injustice and that State inspectors should be removed and control of concessioners placed entirely with the fair officials, who come in direct contact with the privilege men.

A motion to put the association on record as favoring repeal of this law was lost and no comment on the subject was forthcoming from the resolutions committee. However, it is tacitly under-

Later Event for Four Days Is Considered for Trenton

TRENTON, N. J., Jan. 14.—Discussion of a proposed four-day Trenton Fair the last week of September instead of the six-day exposition held the last three years during Labor Day week will be a feature of the annual stockholders' meeting of Interstate Fair Association today.

J. Fred Margerum, general manager, said the event might be limited to four or five days, opening day, "Children's Day," to be on Tuesday. Should a four-day event be decided upon, bringing the fair to a close on Friday, the regular closing automobile racing feature would be held on that day. Saturday may be held open in the event a day is spotted by unfavorable weather.

"It is felt," said Mr. Margerum, "that after the experience of the last three years it will be wise to go back to the old date (the last week of September). The weather, while it was ideal in September, proved to be extremely hot and about as detrimental as possibility of colder weather or rains later in the month."

He also pointed out that Labor Day week followed too closely on the summer season and was at a time when farmers were still harvesting.

Tough on Race Plants

RAVENNA, O., Jan. 14.—Grand stand of Brimfield Kennel Club was destroyed by fire, the second Portage County racing plant to be razed by mysterious flames within the last six months. The stand, seating 2,500, and practically all of the greyhound track equipment stored within the building and concessioners' property burned. Loss is estimated at \$18,000. The structure was not insured. The grand stand is said to have been owned by Paul R. Randall, Columbus, who also was owner of the fairgrounds race plant leveled by fire several months ago.

Arizona Commission Holds Cash Balance of \$12,084

PHOENIX, Ariz., Jan. 14.—The State Fair Commission has reported to Governor George W. P. Hunt that it has a credit balance of \$12,084.08, which includes cash on hand funds remaining in the commission's appropriation.

"The report to the governor means," the commissioners said, "that after all our bills are paid, which include premiums in all departments, there remains to the credit of the commission the sum of \$12,084.08 on November 30, 1932.

"The only expenses to be paid from this will be operating and maintenance expense between November 30, 1932, and June 30, 1933, such as salaries and incidental expenses."

The 10th State Legislature appropriated \$50,450 for use of the fair commission. To this was added the operating income received from admissions and concessions, which amounted to \$21,830.95.

stood among members that efforts will be made this winter to amend the law more to the liking of concessioners and fair officials.

Holderman Is Re-Elected

Several ovations were accorded Director Hanefeld and Charles M. Beer, assistant director and manager of the State Fair, upon their several appearances before the body. Mr. Beer was especially active on the programs and assured county fair men of the co-operation of the State department, and was, in turn, told that the association would do all in its power to boost the State Fair. Mr. Beer was in the background at the 1932 gathering, having been removed from the State Fair post by Mr. Guthery following dissension arising between the two during the 1931 fair.

Judge Holderman was re-elected on (See OHIOANS MUM on page 33)



OO, LOOK WHAT THEY HAD ON THE MIDWAY in Jackson, Miss., when the Pearl River went on a rampage at Christmas time! Showfolk and concessioners familiar with Mabel L. Stire's Mississippi State Fair might have trouble finding their locations, what? There was 13 feet of water on the joy zone, another record for 1932, because there was plenty during close of the fair in October. During the recent holidays the groundsman made his rounds in a boat which he moored to his porch.

Hamid, Curley See Sports Events As Perking Up Biz for Off Days

NEW YORK, Jan. 14.—What is seen as a strong feature for grand stands on "weak sister" days appears to be on the way, with the projectors awaiting favorable response from attraction managers before shaping a definite program. Interested in the project are George Hamid, head of Wirth & Hamid Fair Booking, and Jack Curley, wrestling, boxing and marathon dance impresario. Program would embrace wrestling and boxing, with outstanding contenders, as well as titleholders, doing their stuff in front of the stands.

Curley, who has many athletes under his wing, is the man who first made the grappling art pay big in this country, and with Harry Van Hoven, his general representative and exploiter, has landed live newspaper features from Coast to Coast.

Lately Curley has been preoccupied with marathon dance events, with one over in Brooklyn still running. Curley would be in charge of production, the Hamid office doing the booking.

A publicity staff would be formed to function in advance of and during fairs at which the attractions appear.

Plan is to send an advance corps into a town and work with the fair on advance sales campaign. Sponsors would work on flat rate or percentage, depending on the setup, territory and potential draw.

Local troupe—sporting goods stores and general merchants—would be sought. Curley would use his own portable stage, ring, seats and boxes, plus the fair's facilities.

Truax Socks Show Taxes

New Ohio congressman-at-large has repeal bill for existing admission law

COLUMBUS, O., Jan. 14.—"Repeal the tax on checks, all 'nuisance' taxes and especially the tax on admissions," is the slogan of Charles V. Truax, former State director of agriculture and newly elected congressman-at-large in Ohio.

He told the joint session of the State Board of Agriculture and Ohio Fair Managers' Association Thursday forenoon in the Deshler-Wallick Hotel that he will introduce bills in the coming Congress for repeal of amusement admissions tax laws which, he declared, are an injustice to millions of citizens. His subject was a "New Deal for Fairs."

"This Federal tax passed at the last session of Congress is wholly unnecessary, unjust, unfair and un-American, and should be repealed," he declared. "It is a burden upon showmen and patrons alike.

"It taxes the poor man and his family to enjoy clean, wholesome amusement. It should be the solemn duty of every fair board and individual interested in the perpetuity of amusement institutions to bombard their senators and representatives in Washington with protests and demands for repeal. Personally, I shall be glad to lead the fight in the 73d Congress."

Mr. Truax also advocated repeal of liberalization of the Ohio concessioners' law. He took the fair men to task for not making larger outlay for pretentious amusement features and in not adopting more modern publicity measures.

Free Gate Will Be Topic For North Dakota Annual

FARGO, N. D., Jan. 14.—Experience of North Dakota fairs with a free gate, which was used in 1932 for the first time to any extent, will be aired at the annual convention in the Waldorf Hotel, Fargo, on January 20 and 21.

Discussing free gates from the standpoint of experience will be H. L. Finke, manager of Northwest Fair, Minot; F. S. Talcott, manager of Fargo State Fair; D. F. McGowan, manager of Grand Forks State Fair, and E. W. Vancouver, manager of Wells County Free Fair.

Finances will be discussed by Franklin Page, manager of Pembina Fair, and by Mr. Finke. Other talks will include How Fairs Can Improve 4-H Fair Activities, H. E. Rilling, North Dakota State 4-H Club leader; Co-Operation of Fair With Carnivals, by Carl J. Sedlmayr, Royal American Shows; response Dr. C. A. Ottinger, Stutsman County Fair, and D. F. McGowan, manager, Grand Forks State Fair; A Century of Progress, Ed F. Carruthers, D. E. Groom, manager, Cavalier County Fair, will lead an open forum.

A banquet will close the first day's activities and the last day will be devoted to considering acts and other entertainment features.

Louisiana Sessions Called

BATON ROUGE, La., Jan. 14.—A call for the 1933 meeting of Louisiana State Association of Fairs has been issued by Harry D. Wilson, commissioner of agriculture, for January 20 and 21, in the Majestic Hotel in Lake Charles. Sessions will begin on the afternoon of Friday, January 20, and a banquet will be held at 7 o'clock that night.

PROVIDENCE.—Rhode Island fairs are left out of the slashed budget sent to the General Assembly by Finance Commissioner Frederick S. Peck to be approved by that body. Included in \$567,000 pared from the State's operating budget is the \$8,900 present appropriation set aside for fairs and \$6,950 for poultry shows, no such appropriations being listed in the 1934 tables.

Legislation Is Pennsy Topic

State association is to hear of needed laws during Harrisburg sessions

HARRISBURG, Pa., Jan. 14.—Needed legislation for county fairs will be a main topic here on January 25 during the 21st annual convention of the Pennsylvania State Association of County Fairs in the Penn Harris Hotel, according to program announcement by Secretary-Treasurer Charles W. Swoyce, Reading. There will be circuit meetings on January 20.

President Blair O. Seeds, Loretta, will call delegates to order at 10 a.m., followed by an introductory address by Dr. W. H. Turner, Doylestown, and appointment of committees. Discussion on legislation will be led by A. Lincoln Frame, chairman of the entertainment committee.

At 1:30 p.m. Mayor George A. Hovetter, Harrisburg, will welcome the fair men. Mr. Swoyce will report and Secretary W. H. Gocher, National Trotting Association, will speak on racing rules. There will be addresses by Director M. S. McDowell, agriculture extension, State College; Director John H. Light, Farm Show, Harrisburg, and George W. Schuler, past overseer, State Grange, Fleetwood. Fair advertising will be discussed by Tom Nokes, Johnstown. Committees will then report, officers will be elected and place of meeting chosen for 1934.

At a dinner at 6:30 Mr. Frame will be master of ceremonies; Mr. Seeds, toastmaster, and main speaker, John A. McSparran, State Secretary of Agriculture. There will be entertainment furnished by booking agencies, 12 numbers being scheduled, with music by Joe Basile's Madison Square Garden Band.

At 10 a.m. on January 26 there will be meetings of the Central Fair Circuit, of which Mr. Swoyce is secretary, and of the Coal, Oil and Iron Circuit, of which J. N. Hyle, Butler, is secretary.

Fair Elections

PLYMOUTH, Conn. — Plymouth Fair Corporation elected Irving L. White, president; Andrew Wilson, John Rusavage and Albert Kruger, vice-presidents; Ith E. Stulliffe, secretary; James Kelley, treasurer; directors, Ard Weldon, Fred Buell and Nathan Talles.

DAYTON, O. — Montgomery County Fair Board re-elected T. A. Routison, president; Frank Hamburger, vice-president; C. E. Brown, treasurer, and Ralph C. Haines, secretary. A day and night fair will be held four days beginning on September 4.

FARGO, N. D. — William Stern, vice-president last year, was elected president of North Dakota State Fair Association. He succeeds J. F. McGuire, who remains as a member of the board of directors. Murray Baldwin was elected vice-president; F. R. Scott, re-elected treasurer, and P. E. Talcott, re-elected secretary. George M. Black was elected a director to succeed M. N. Hatcher, now in California. Other directors re-elected are Mr. Scott, Mr. McGuire, H. T. Alsop, Dr. J. H. Shepperd and Wesley McDowell, Fargo; John P. Sundquist, Aneta; James A. Brown, Rolla; E. O. Lucas, Lisbon; S. H. Wilson, Bottineau; J. E. Phelan, Bowman; John Shaw, Williston, and John Dawson, Mandan.

DETROIT.—Van Buren County Fair Association, Hartford, Mich., re-elected Stephen A. Doyle, now serving his 16th year as secretary. Other officers are Charles E. Anderson, president; Charles C. Cole, speed secretary; James Ingalls, treasurer, and directors: Charles E. Anderson, Stephen A. Doyle, Donald F. Cochrane, Edward W. Ewald, R. F. Brown, James Ingalls, Paul F. Richter, E. W. Hastings, Clare Leach, R. D. McLean, Eugene Heuser and Warren J. Clark. Dates are September 26-30. A cut in admission from 35 to 25 cents has been ordered.

BLUE HILL, Me. — Hancock County Agricultural Society named as directors: Chairman, A. K. Saunders; Harry Leach, Maurice Leach, R. W. Hinckley and R. D.

Hinckley. The directors elected: President, Dr. R. V. N. Bliss; vice-president, Walter Bisset; treasurer, M. R. Hinckley; secretary, E. G. Williams. The society reported a successful year with a good balance in the treasury. Bluehill Fair will open on Labor Day for three days and two night shows and will give a benefit for the hospital on July 4.

MANKATO, Minn.—Mankato Fair and Blue Earth County Agricultural Association elected F. B. Madigan, president; Math Sanger, vice-president; W. E. Olson, secretary, and V. A. Batzner, treasurer.

WAUSAU, Wis.—Wisconsin Valley Fair and Exposition officers were re-elected by Marathon County Agricultural Society, as follows: John D. Christie, president; John Mathisen, vice-president; Bert E. Walters, secretary; Frank J. Gaetzman, treasurer; Guy A. Mills, superintendent of speed.

Keeping in Step With A Century of Progress

News and Notes of What Is Going on at Chicago's Second World's Fair in the Making

CHICAGO, Jan. 14.—Here's a prosperity note worth recording! Five months before the opening of A Century of Progress on June 1 six large hotels of Chicago have \$30,000,000 worth of advance bookings in convention business, according to a survey completed a few days ago. In addition to this the principal railroads entering the city have tentatively booked transportation to and from Chicago for some 400,000 visitors, representing approximately another \$32,000,000 certain business for the railroads and hotels.

Hotel and railroad men are elated at this showing, which indicates, they feel sure, that expectations of A Century of Progress will be more than fulfilled and the fair will go a long way toward banishing effects of the depression from Chicago.

A forest of trees, shrubs and flowers will move to Burnham Park within the next few months to complete the landscaping of A Century of Progress in time for the opening June 1. Early this month the first carloads of topsoil and the first four cars of peat moss were delivered on the exposition's railroad siding. Altogether 15,000 yards of topsoil will be required. Simultaneously a contract for the major remaining portion of the landscaping was awarded to C. D. Wagstaff & Company, of Evanston, Ill. and Swain Nelson & Sons Company, of Glenview, Ill. The contract calls for scores of American elms, 40 to 45 feet high and between 45 and 60 years old; more than 500 roundheaded trees, 18 to 30 feet in height; 700 evergreens, 8 to 30 feet high; 24,000 square feet of flower beds, 27,000 lineal feet of hedging, 20,000 shrubs and 1,600 vines for buildings and ground cover.

W. T. Van Norman, thrice winner of the International Balloos race for the James Gordon Bennett Cup, is in Chicago to study the feasibility of starting the 1933 race from Chicago in connection with the world's fair.

Show Boat, the play current at the Auditorium Theater, has several scenes depicting the grounds of the Columbian Exposition—Chicago's world's fair of 1893.

James Rumsey Beverley, governor of Porto Rico, visited A Century of Progress recently and discussed with exposition officials plans to display the attractions of the oldest city under the United States flag—San Juan. He was accompanied by Rafael Rios, the Porto Rican world's fair commissioner.

C. S. Crawford, a retired contractor of Rockford, Ill., who for many years has specialized in the staging and handling of exposition exhibits, was a visitor at the world's fair offices the past week for the express purpose of obtaining an annual pass. He seeks it not for free admission, but to add another world's fair pass to his already large collection. Mr. Crawford has passed to 15 world's fairs which he has attended, starting with the Philadelphia Centennial in 1876. In addition to all of the United States fairs that have been held in the United States, Mr. Crawford has attended those in Paris, Buenos Aires, Turin and Barcelona.

Minnesota Men Will Carry On as Usual in New Year

Big attendance marks fairs' federation meeting in Minneapolis—attractions buying is deferred pending more information on financial status—Bailey heads board

MINNEAPOLIS, Jan. 14.—Determination to carry on with their county fairs in 1933 despite financial difficulties was the keynote of delegates to the annual convention of Minnesota Federation of County Fairs on January 11, 12 and 13 in the Radisson Hotel here. Somewhat contrary to expectations, the meeting was one of the largest the Federation has ever held. Of the 99 fairs in the State all except two were represented. Nevertheless, it was a somewhat quiet meeting as far as signing of contracts was concerned. Many of the fairs are deferring buying until later in order to learn first just where they stand.

Les W. Emery, Hibbing, who has served as vice-president of the Federation two years, was unanimously chosen president for the ensuing year; Ed Zimmerhaki, treasurer last year, was elected vice-president, and R. F. Hall was unanimously re-elected secretary. Directors for six districts were chosen as follows: First District, Ben Campbell; third, Louis Schofield; fifth, George Esterman; seventh, Harry Steele; ninth, Robert Lund, and tenth, O. J. Odgaard.

The State Agricultural Society, meeting on the same dates as the Federation, chose J. V. Bailey, member of the board of managers, president; Lee F. Warner, St. Paul, vice-president. Managers for four congressional districts were chosen: H. A. Derenthal of the first and George E. Hanscom of the second being re-elected, and W. S. Mosscrip, Lake Elmo, and L. O. Jacob, Anoka, for the third and sixth, respectively.

There were no outstanding problems up for consideration this year, the meeting rather resolving itself into a discussion of fair topics in general. There was a notable absence of such topics as passes, racing rules, etc., such as formerly were always to be found on these programs. The addresses and papers dwelt more on a generalization of fair development.

Publicity Given Credit Meetings of both the State Agricultural Society, presided over by Lee F. Warner, acting president, and the Minnesota Federation of County Fairs, presided over by President Walter E. Olson, on Wednesday morning were in the nature of preliminary gatherings. Credentials and resolutions committees were appointed, after which both bodies adjourned.

At 1:30 p.m. on Wednesday the State Agricultural Society opened its first general session. William A. Anderson, mayor of Minneapolis, was introduced by Acting President Lee F. Warner and welcomed delegates to the city. Following the mayor's address attractions people were introduced and the Resorters Quartet, excellent male singers, sang several numbers. Acting President Warner made his annual address short and to the point. After paying a tribute to the late president, D. D. McEachin, who died last summer, he praised the department heads of the State fair for their efficient handling of the 1932 fair, giving particular mention to Henry Lund, publicity director, and his aids for the part they played in putting the fair over. Calling attention to the fact that the 1932 fair lost \$55,000 in spite of many economies effected, he expressed the hope that members of the Legislature will continue to lend their support to fairs of the State.

Each company is supplying its own materials and labor and is being paid no money. They believe it will be a tremendous attraction and figure to take out a 20 per cent profit in the five months the exposition will be open.

Studios are being installed in the Administration Building so that theatrical and movie personalities and other notables may broadcast their ideas of A Century of Progress while visiting the grounds.

June Clyde, one of the new Wampas movie stars, toured the grounds recently with her husband, Thornton Freeland, a Hollywood director. Freeland was inspired to plan a World's Fair movie. June came to visit her aunt, the former Leona Hutton of film fame, now Mrs. Mary Epstein, Chicago.

More flying news: Capt. Hugo Eckener is said to be planning a second Graf (See KEEPING IN STEP on page 36)

Acting President Warner made his annual address short and to the point. After paying a tribute to the late president, D. D. McEachin, who died last summer, he praised the department heads of the State fair for their efficient handling of the 1932 fair, giving particular mention to Henry Lund, publicity director, and his aids for the part they played in putting the fair over. Calling attention to the fact that the 1932 fair lost \$55,000 in spite of many economies effected, he expressed the hope that members of the Legislature will continue to lend their support to fairs of the State.

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Mr. Fair Manager, There Is No Substitute for QUALITY

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No graft. Week January 22, under 2 Lodges, Nash City, Mo. Are you looking for a SECRETARY EXPOSITION & OLD-FASHIONED FAIR, 123 So. Tryon St., Charlotte, N. C.

Restaurant Fees Collection Protest Is Made by Kansans

State Association of Fairs also asks that no change be made in present laws affecting their events — A. L. Sponser on "prizes" and "premiums"—Royer new head

TOPEKA, Kan., Jan. 14.—A protest against collection of restaurant inspection fees at fairs and a declaration that no changes be made in present State laws governing fairs marked the 10th annual meeting of the State Association of Kansas Fairs in the Jayhawk Hotel last Tuesday and Wednesday. The association asserted itself in these resolutions, which were adopted: "That we urge the proper authorities to take steps to eliminate the practice of the State Hotel Commission in collecting inspection fees from the temporary restaurants and lunchstands at community, county and State-wide fairs.

"That we believe it is short-sighted economy to jeopardize the \$2,500,000 investment of the fairs in Kansas by amending the fair laws in seeking temporary relief. While the entire country is now passing thru a very trying economic period, we feel that the fairs of the State are educational and helpful to all classes and we believe that the present laws regarding fairs should be maintained."

Jencks Banquet Director

President E. L. Hoffman, secretary of Central Kansas Free Fair, Abilene, and mayor of that city, announced 60 delegates answered the roll call, representing practically every part of the State. Optimism prevailed and the meeting, as a whole, proved to be more interesting than other years. Mayor Omar B. Ketchum, Topeka, welcomed the delegates. Response was by W. P. Royer, President of Montgomery County Fair, Coffeyville. Secretary-Treasurer George Harman, Valley Falls, gave the financial report and suggested changes beneficial to Kansas fairs.

President Hoffman, on *What Constitutes a Successful Fair*, emphasized the important part played by exhibitors, said exhibitors advertised the treatment accorded them and it is necessary to "treat the exhibitor right."

O. A. Sayre, Cottonwood Falls, and J. Eppinger, Burlington, were selected for the auditing committee, and D. Linn Livers, Barnes, and O. Haughavout, Onaga, on the resolutions committee. Representatives of attractions and shows were introduced to the delegates and each representative given several minutes to make announcements. This was followed by an experience meeting, conducted by W. R. Barnard, Belleville. Here questions were asked by delegates and discussed on the floor. This was one of the highlights of the meeting.

On the Roof Garden of the Jayhawk Hotel the traditional \$1 dinner was served. The banquet was under direction of Maurice W. Jencks, secretary of Kansas Free Fair, Topeka.

Entertainment features were presented by the RKO Western Vaudeville Exchange, Kansas City, Mo., under direction of L. B. Clough, of the fair division. The stage show included the "Hill Billy" musical presentation, a cast of 20. The entertainers were loudly applauded and caused much favorable comment. Principal speaker was Tom Eater, president of Abilene Chamber of Commerce, on *How Does the Fair Benefit the Business Man?*

Thinks Law Misapplied

Wednesday's session opened at 10 a.m. with G. B. Woodell, Winfield, first on the program. His topic, *Gambling—Undesirable Shows and Concessions*, proved interesting. He discussed it frankly and openly.

C. Osterhout, Columbus, spoke on *Rackets—Hotel*, referring to the law whereby eating and drinking concessions are licensed \$3 annually for each location. In the case of independent concessions, the \$3 license is assessed at each location played in the State. According to unanimous opinion of the delegates, this law is the most ridiculous fair law ever enacted and, in their belief, the law was not enacted to affect concessions at fairs.

Assistant Attorney General of Kansas, E. E. Steerman, on *Laws Affecting Kansas Fairs*, read the laws and talked briefly on certain sections and then was ready for discussion. Here he placed himself at the mercy of the gathering and probably never realized until then that Kansas fair laws were so numerous. Mr. Steerman presented the most educational talk on the program. A fair representative stressed this later, when it was suggested to reduce the annual dues of the association. This representative voted a strenuous objection and said he

had received more than the value of his dues from Mr. Steerman's talk.

W. P. Royer, on *Carnivals and Independent Concessions*, was emphatic as to necessity of booking clean shows and attractions, not only from the standpoint of entertainment, but the personnel connected with the show. Maurice Jencks, Topeka, on *Grand-Stand Attractions on Percentage Basis*, favored playing attractions on a percentage basis, providing it was fair for officials and attractions.

On *Which Shall It Be—Free or Pay Gate?*, J. Eppinger, Burlington, said it should be a free gate, while Paul Klein, Iola, favored a pay gate. Mr. Eppinger said his fair had operated since its organization (oldest fair in Kansas, operating without having missed a year) with a pay gate and that thru efforts of the secretary the fair tried a free gate in 1932. For several years prior to '32 the fair operated at a loss, but the free gate in '32 proved successful and showed a small profit. Mr. Klein said his fair, 42 years old, had operated with a pay gate during that time and now owns the grounds and improvements thereon.

Sponser Defines Prizes

A. L. Sponser, Hutchinson, on *Why State and County Should Pay the Prizes*, said it would be valuable to the public to distinguish between the words, "premium" and "prize."

"They are now used synonymously," he said. "The late Senator John J. Ingalls, a distinguished linguist, said there were no two words in the English language which meant exactly the same thing."

"When the Board of State Fair managers was organized 20 years ago, the late F. D. Coburn, then secretary of agriculture, was a member of the board. In getting out the first catalog he defined the difference between the word "prize" and the word "premium," saying premium relates to stocks, bonds, etc., and prize denotes excellence. Hence we speak of the "Nobel Prize" and other famous prizes offered by distinguished people.

"In other words, a prize is given for excellence. It is an idea I would like to see become prevalent. If such were the case it would make fair work easier and better understood by the public, because really the entire offering of any fair is

Fair Meetings

Western Fairs Association, January 20, Whitcomb Hotel, San Francisco. Charles W. Payne, secretary. Sacramento, Calif.

Association of North Dakota Fairs, January 20-21, Waldorf Hotel, Fargo. H. L. Pinke, secretary. Minot, N. D.

South Carolina Association of Fairs, January 20 and 21, Jefferson Hotel, Columbia. J. A. Mitchell, secretary. Anderson S. C.

Louisiana State Association of Fairs, January 20 and 21, Majestic Hotel, Lake Charles. R. S. Vickers, secretary. Donaldsonville, La.

Illinois Association of Agricultural Fairs, January 23-24, Custer Hotel, Galesburg. A. W. Grunz, secretary. Breese, Ill.

Virginia Association of Fairs, January 23 and 24, John Marshall Hotel, Richmond. Charles B. Raiston, secretary. Staunton, Va.

South Texas Fair Circuit, January 23 and 24, Aumont Hotel. George J. Kempen, secretary. Seguin, Tex.

Pennsylvania State Association of County Fairs, January 25-26, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary. Reading, Pa.

Michigan Association of Fairs, January 25 and 26, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary-treasurer. Saginaw, Mich.

Texas Association of Fairs, January 27 and 28, Baker Hotel, Dallas. George D. Barber, secretary-treasurer. Mineral Wells, Tex.

State Association of Tennessee Fairs, February 7 and 8, Noel Hotel. W. F. Barry, secretary. Jackson, Tenn.

New York State Association of Agricultural Societies, February 20 and 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary. 131 North Pine avenue, Albany, N. Y.

Association of Connecticut Fairs, February 21 (place of meeting to be selected). Leonard H. Healey, secretary. Hartford.

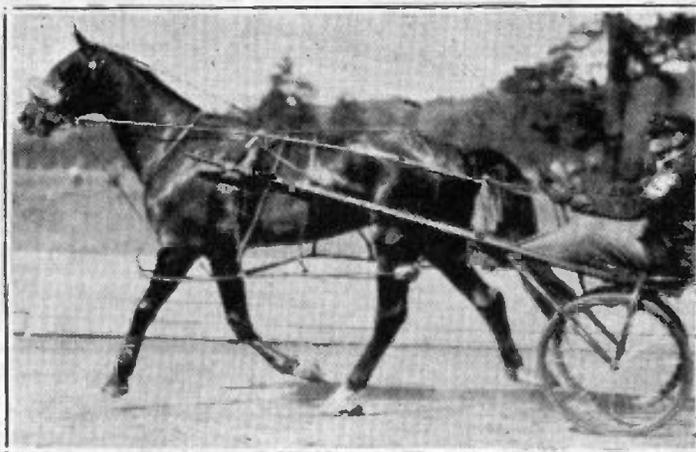
Wisconsin Association of Fairs, February 20-22, Plankinton Hotel, Milwaukee. J. F. Malone, secretary. Beaver Dam, Wis.

STATE ASSOCIATION SECRETARIES—Send in your winter meeting dates for this list. Inquiries are being made by interested persons.

for excellence regardless in what department the exhibit is shown. Therein also lies one of the reasons why State and county may properly and justly appropriate some money to fairs—for prizes for excellence that others may see and learn how to produce as good or better.

"In the founding of the modern fair prizes were not offered for a number of years. It was then thought that the fact of having the best and winning animal, for instance, was deemed of sufficient value to the person making the exhibit. But in more modern times prizes were offered to bring out larger exhibits in various classes for purposes of comparison and encouraging enterprise.

"In 1928 the people adopted an amendment (See RESTAURANT FEES on page 36)



COLD CASH, 1:59½ (BRITENFIELD UP), ONE OF THE OUTSTANDING PACING STALLIONS of all time, was an addition to the select two-minute list the past season, pacing to his record at the Indiana State Fair Grand Circuit meeting, Indianapolis. As a two-year-old Britenfield drove the noted pacer to the world's record of 2:05½ for colts over a half-mile track, which mark still stands. At the recent New York sale the Kansas City trainer bought Cold Cash for his own account and will race him thru 1933 Grand Circuit meetings.

WITH THE Trotters

By EDWIN T. KELLER



Interest thruout harness circles in the Central States the past week centered around the annual Ohio Fair Managers' meeting in Columbus. Followers of trotting from all over the State were on hand to conduct the opening session Tuesday evening, at which time all the various angles of the sport were up for discussion.

Leading topic was the proposed bill to be submitted soon to legalize betting thruout the State. The debate found those in attendance divided in opinions regarding benefits to be obtained from such a bill.

This was to be expected, for Ohio is principally a trotting-horse State, and the sport there rates as one of the State's major industries, and any kind of a betting bill that will be introduced that shows a leaning to the running-horse sport, as all such bills naturally do, is not going to get much support from the trotting-horse followers and the fair men in the Buckeye State.

The general impression at the meeting was that any one of the six or more bills to be introduced within the next two weeks will have little if any chance of being passed. Even with stronger support than they are to receive there are several obstacles in the way of any such bills which are quite apparent to the well informed. Similar bills already have been introduced in Indiana and Michigan, and indications are that little if any success will be felt by either.

Bay Staters' Lineup

The Columbus meeting was well attended, the session of the trotting followers being the largest and most spirited in several years. Principal talk was delivered by Joseph M. McGraw, well-known official, of Washington, Pa., who spoke strongly in favor of handicap events.

Horsemen and followers of the sport thruout the country are more than satisfied with results of the stewards' meeting of the Bay State Circuit of New England in Springfield, Mass., last week. The stewards adopted the original date lineup tentatively drawn up at their last meeting in November, announced their entire list of events which are to feature each of the circuit meetings and expressed the belief that the circuit season of 1933 will be one of the most successful in its 30 years' history.

Circuit lineup is one of the strongest of recent years and for the first time the inaugural meeting will be outside of New England, at the historic half-mile track at Goshen, N. Y.

Our opinion is that Goshen will prove to be the most popular inaugural meeting that the circuit ever has had, and a good start means everything. Chatham, N. Y.; Northampton and Sturbridge, Mass.; Avon and Windsor, Conn., are to follow in the order named.

Circuit Secretary Milton Danziger has released the full programs for each member, which, everything considered, is a highly ambitious and liberal one, one that will instantly meet with approval of campaigning horsemen. A big number of \$1,000 and \$2,000 stakes are to be circuit features, and that right now is mighty good money. It is to be hoped that the circuit will receive the support that those who are promoting and working for its best interest deserve.

Passing of Art Martin

Regrettable news has just come from Pinehurst, N. C., one of the trotting sport's popular winter training spots, to the effect that Pilgrim, highest priced yearling of the last Old Glory sale, that cost \$4,000, had died of pneumonia, and that his full brother, Invader, 3, 2:04½, world's champion 3-year-old over a half-mile track, was in serious condition.

Both were members of the stable of Lyman Brusie, and the loss of Pilgrim is a big one to the trotting turf, for he was one of the most impressive yearlings of late years, a brother to two world's champions, Invader and Guy Fletcher, 4, 2:01, and seemed destined for a bright future.

News also comes from the East of the passing of the well-known trainer, Art Martin, who for three decades has been one of the leaders in his profession. He developed and marked an almost countless number of trotters and pacers during his long period of activity, among them being Neil Brooke, 2:03; Hazel McKiyo, 2:04½; Frew W., 2:07½; Gwyll

Worthy, 2:06 1/4; Rena Azoff, 2:08 1/4, and others.

The Marchioness, 3, 1:59 1/4, world's champion trotting filly, that made two of the greatest campaigns ever credited to a trotter in the hands of Will Catton, Syracuse, N. Y., trainer, and sold by him after close of the past season to parties in Italy, has demonstrated that she is just as good as the European system of racing as she was at that in this country. Making her first start at the San Siro track, Milan, Italy, on December 11, she noted filly won with ease.

Moral of the Marchioness

Her addition to ranks of the trotting sport in Europe is one of the best steps ever taken by European followers of the sport, and in our opinion the great filly is destined to rank as one of the outstanding performers that has ever gone across the big pond, one that is bound to very materially advance interests of the sport.

It is a strange story, one that even leaders of the sport in this country cannot seem to grasp. Here is a filly that was entirely worthless as a racing proposition in the United States at the conclusion of her 3-year-old form, yet foreign interests could and did pay a big price for her for the simple reason that in her new home she has some six or seven years of racing, for highly attractive purses and stakes, in front of her.

Even in these times the filly has a chance to earn over \$50,000 over European race tracks before she will have to be retired to the broodmare ranks, while in this country she could not have won a single cent during the next seven years in racing for the simple reason that there would not have been any races that she could have started in unless possibly she could have been started in the one or two handicap events that might have been given over the Grand Circuit tracks.

The last of the important racing stables to head for Southern training camps was that of Arden Homestead Stable, owned by E. Roland Hartman, Arden, N. Y., president of the Grand Circuit, which was taken to Pinehurst, N. C., by Trainer Will Dickerson, also well known to followers of the sport for his extraordinary feats on the golf links and in match play when the stakes are high.

Thirteen members made up the draft taken from stable headquarters at Goshen, N. Y., of which eight are new 2-year-olds. The two leading aged members include Fair Dreams, 2:03 1/4, and Calumet Crusader, 3, 2:03 1/4, both to be fitted for the rich trotting stakes of the Grand Circuit season.

OHIOANS MUM

(Continued from page 30)

Thursday to his fifth term as president. Don A. Detrick, Bellefontaine, was re-elected executive secretary for the 12th time to this post by this and the preceding State organization of fairs. Walter F. Gahn, Portsmouth, was elected vice-president to succeed M. D. Urnston. John B. Rapp, Batavia, was elected first vice-president to succeed Mr. Gahn; Charles J. Gray, Painesville, was elected second vice-president to succeed A. B. Carlson, and W. B. Richmond, Elyria, was re-elected treasurer.

Machinery of the association was put in quick action Wednesday morning when Walter J. Buss, Wooster, sounded the alarm in behalf of county extension work. Following his declaration that the director of finance had so recommended trimming the deficiency appropriation bill going to the Legislature next week that extension work, county agents and club activities would be denied necessary funds, a committee was hastily named and dispatched to the capitol to present the case of extension work. The president appointed Mr. Gahn; Max M. Phillips, Norwalk, and H. E. Marsden, Lisbon.

Echoes Guthery Attack

On Thursday this recommendation by the resolutions committee, chairman of which was Myers Y. Cooper, former governor and honorary president of the association, was adopted unanimously: "Since a large portion of the fair is now devoted to the junior work, we ask the General Assembly for the necessary appropriation to maintain the agricultural extension work on a standard which will not demoralize and destroy its effectiveness. Such curtailment as will cripple the effectiveness of the work already done and hamper the continuity of its activities would result in great economic and social loss to the State."

In his opening address President Holderman spoke of the successful meeting last year. "Marred," he said, "only by the uncalled-for speech by Mr. Guthery, in which he upbraided us for

our manner of conducting fair matters and alleged irregularities in reports of some fairs. I resented this unwarranted attack."

Mr. Holderman declared that all members had tried to make out their reports correctly and that any slips that had been made were because fair men had failed to keep posted on laws and rules governing the State Department of Agriculture. It was his opinion that Mr. Guthery should have called in boards of the fairs involved and talked matters over "instead of making statements which appeared on the front pages of newspapers and did much to harm the fairs of Ohio."

To Scan Racing Bills

"We tried to co-operate with Mr. Guthery, but we could not do so," he added. "I appeal to you all now throrly to familiarize yourselves with the latest laws and rules governing our reports to the department so that we can make a good showing to Mr. Hanefeld, who is, I assure you, a regular fellow who is doing much already to bring about harmony and goodfellowship among Ohio fair men."

The president suggested some changes in laws affecting fairs and hoped they could be put thru this winter. He said the provision of \$900 for 4-H Club work should be clarified, as he believed it the real intent of the law to give this for other junior activities and not for 4-H Clubs alone.

He hoped the concession law could be modified, not repealed, so that more games of skill would be permissible and more and better concessioners attracted. He thought the director of agriculture should be given more discretion in applying rules for concession operation. He favored giving State aid to independent fairs in counties where there are no regularly organized fair associations. That there will be a number of pari-mutuel racing bills introduced he said he was certain.

"But this organization wants to know all about them," he asserted, "who is behind them and what the results of such a law would be before it can take any stand."

No Agreement on Gates

He opined that in spite of the severe test ahead for fairs in 1933 they will stand that test and emerge successfully if they modernize their methods and adapt their programs to present conditions.

Altho he suggested that perhaps some understanding regarding lowered admissions at county fairs might be reached, nothing definite came up during the sessions except that probably the 1933 State fair will again have a 25-cent gate and that numerous county fairs will follow suit, altho it was the consensus that county fairs with higher gates had not suffered last year by reason of the State fair management deciding late in the season to cut from 50 to 25 cents.

On Wednesday's program among subjects and speakers were *Revision of Premium Lists Downward To Meet Present Economic Conditions*, John D. Hays, Belmont; *Educational Value of the Fair to the Community*, W. B. Richmond, Elyria; H. D. Williams, Lebanon; *Do Junior Boys' and Girls' Activities Have a Proper Place in Our Fairs?*, Max M. Phillips, Norwalk; *Extensions and Curtailments in Premium Lists*, J. B. Bryson, Xenia; O. V. Croy, Dresden; *Value of Departments of Culinary, Fine Arts, Domestic Arts, Needlework and Schools*, W. H. Tobias, Gilboa; *Ancient Vehicle Parade and Antique Exhibit as an Attraction*, A. H. Morton, Camden; *Results of Special Inducements and Attractions at Fairs*, R. C. Haines, Dayton; L. P. Wilson, London; T. B. Cox, Lancaster; A. O. Wolfhorst, Dephos; O. K. Andrews, Loudonville; *What Admissions Should Be Charged at County and State Fairs?*, E. C. Beall, Woodsfield; F. E. Rinehart, Mt. Glend; *How Can We Get the Best Publicity To Keep the Public Informed as to Plans and Program for the Coming Fair?*, A. C. Hartmann, outdoor editor of *The Billboard*, Cincinnati; Fred Terry, Indianapolis; Win Kinnan, Huff's Guide; *Better Business Methods in Fair Management*, Walter J. Buss, Wooster.

White Reappoints Palmer

Director Hanefeld presided Thursday forenoon at a joint session of the State Board of Agriculture and the fair managers' association and a large proportion of the State board was present for the first time in a number of years, that such joint meetings have been scheduled. It was announced that President Lee B. Palmer of the board had been re-appointed by Governor George White. This was declared a generous gesture on the part of the governor and a tribute to Mr. Palmer, inasmuch as he is a Republican, the governor a Democrat

and Mr. Palmer was a candidate for lieutenant governor at the recent election. Jonas Plesech, president of the Columbus Driving Club, a Democrat, was named on the board by the governor to succeed William H. Rittenour, Republican, Piketon.

Renewing his pledges of co-operation, Director Hanefeld urged that no fairs be dropped, not even for one year; that interest be sustained, because, he said, records showed 1932 county fairs and the State fair to have been better attended than in years. He declared the public appreciated entertainment provided by fairs for all classes and not available elsewhere. Mr. Palmer urged that managers adjust their programs to present needs and get new ideas suitable for the times.

Truax Stalking Taxes

President Holderman thanked Director Hanefeld and Manager Beer for their courtesy in having members of the Ohio association as their guests at the 1932 State fair, praising this spirit of co-operation as against the attitude of the previous administration. He adjured boards to offer only such premiums as they felt assured they could pay and he declared a reduced State fair gate would not affect county fairs. Mr. Beer was given a big hand as he appeared again at this session.

Charles V. Truax, former director of agriculture and newly elected congressman at large from Ohio, caused much interest when he declared that he intended to introduce a bill in Congress "to repeal all check taxes and all nuisance taxes," and that he considered "the amusement tax an injustice to the poor man."

He favored liberalization of the State concession law so that fair managers themselves would have authority over such privileges instead of State inspectors. He made a plea for generous amusement programs at fairs, saying: "They cost money, but they make money."

Other speakers at the joint session were B. P. Sandles, manager Ohio State Junior Fair; Prof. W. H. Palmer, State leader of boys and girls' 4-H Club work; Dr. Ray Pife, State supervisor of Vocational Agriculture, and Joseph W. Fischer, assistant director of education.

Banquet Largely Attended

At Wednesday night's banquet there was an outpouring of fair folks, doubtless drawn by the talk and entertainment promised, which was nearly equal to the overflow affair of last year. The diners numbered 412. President Holderman was toastmaster, and acts provided by the Gus Sun Exchange were announced by Bob Shaw and M. B. Howard. A feature was an acrobatic dance by Joan Detrick, young daughter of Secretary Don A. and Mrs. Detrick, Bellefontaine.

A practically intact show was brought by Sun from the Hartman Theater, Columbus, and numbers comprised Ross Lewis and the Three Grimes Sisters, versatile in patter and vocal and instrumental offerings; Arnolds, balancing act; Cortello's Hollywood Stars, "Beautiful But Dumb," a superb canine revue, and Claypool and Lee, who wowed 'em in a burlesque knockabout bit a la correspondence school. Pete Sun demonstrated that he has lost none of his finesse when it comes to putting over a paper-tearing act, so popular in days agone.

Two public men again sat side by side at the speakers' table as they did a year ago. Governor White and former Governor Cooper. Both made happily phrased addresses of encouragement for fair workers. A note of mirth was sounded by Judge A. W. Overmeyer, guest of the association from Fremont, and a story teller par excellence. Director Hanefeld's subject was *Co-Operation Between the State and County Fairs* and he made the most of it, to the entire satisfaction of his hearers. A. P. Sandles, past president of the Ohio Fair Circuit, and Manager Beer rounded out the speaking program.

Attraction Business Slow

Attractions people were numerous, as usual in Ohio, but little business was definitely closed. Among amusement and supply concerns and representatives in attendance were Gus Sun Exchange, Gus Sun, Pete Sun, Bob Shaw, Gus Sun Jr., M. B. Howard; Jack Champion Attractions, Jack Champion; Barnes-Carruthers, Ed P. Carruthers, Herman Blumenthal; Easter's Educated Horses, Mr. and Mrs. Charles Easter; Seiden's Attractions; St. Julian Attractions, Mr. and Mrs. Jack St. Julian; J. R. Edwards Attractions; United Fireworks Company, W. L. Beachler, L. E. Holt, R. F. Smith; Hudson Display Fireworks Company, J. R. Adams; Thearle-Duffield, Charles H. Duffield, Art Briece; Ohio Display

Fair "Grounds"

HURON, S. D.—President H. N. Johnson, Rapid City, and Secretary John P. White were appointed a legislative committee by South Dakota State Fair Board on January 4. H. B. Text, Frederick, new member, attended his first meeting.

BARABOO, Wis.—Not operating profit of \$192.00 is shown by Sauk County Agricultural Society for 1932. The fair was one of few in the State to show a profit during the year. With gate admittance cut from 50 to 35 cents gate receipts were \$12 more than for the previous year.

XENIA, O.—Despite a 50 per cent cut in admission prices, a net profit of between \$800 and \$1,000 in staging 1932 Greene County Fair was shown in the annual report of B. U. Bell, secretary. Plans for the 1933 fair are under way.

WAUSAU, Wis.—Reports of Wisconsin Valley Fair and Exposition showed that it sustained a relatively small deficit, the red column totaling about \$200. The fair will be held again this year, the third week in August having been selected. The exposition played to greatly reduced crowds last season, which, with reduced gate and grandstand admissions, cut down revenue considerable. Expense, however, was about half that of 1931, so that a credible showing was made.

DAYTON, O.—Operations of Montgomery County Fair board in 1932, Secretary Ralph C. Haines reported, resulted in a deficit of only \$6.16, which was more than covered by a balance in bank. The gate was cut in half after a premium list had been set on the basis of higher admission prices. All premiums were paid in full and the secretary was paid \$200 due him from the year before.

Fireworks Company, R. J. Vitale, N. J. Toscani; American Fireworks Company; Pennsylvania Fireworks Company; Gordon Fireworks Company, J. Saunders Gordon; King Bros.' Rodeo, Jack King; Montana Meechey and his Cowboys; Texas Rangers Rodeo, Milt Hinkle, Tom Allman; K-9 Ranch, E. R. Gentry; J. F. Ranch, J. P. Price; J. C. Weer Show, J. C. Weer; Gooding's Rides, F. E. Gooding; Bill Curl's Rides, Carlin's Rides; Vers Spriggs Troupe, W. C. Senior; Rida and Dunn; A. C. Hartmann, Claude R. Ellis, *The Billboard*, Cincinnati; Fred Terry, *The Horseman*; Mercer Amplifying Equipment System, M. Mercler.

Notes Taken at Random

One of the big laughs was given by W. H. Tobias, veteran of Gilboa, when he said he was caught unprepared on a program subject. Said there being three ladies scheduled to speak ahead of him (they did not appear) he had not expected to get a chance to talk!

J. R. Adams, formerly with Liberty, is now an official of Hudson Display Fireworks Company.

Montana Meechey has deserted the corral and saddle for the "mike" of WAU, Columbus, and declares he is glad of it.

"Either enforce the present anti-betting law or pass one legalizing betting," is the way Judge A. W. Overmeyer, Fremont, sized up the pari-mutuel agitation.

Earl H. Hanefeld, popular new director of agriculture, "looks good enough to be a Republican," allowed former Governor Cooper.

Exactly 48 of the "fair" ladies took luncheon in the Desher-Wallek Spanish Room on Wednesday as guests of the fair boys.

The old one-hoss shay, high bicycle, 'ansom cab and even a prairie schooner were shown on the screen at the banquet, movies of the ancient vehicle parade which went over big last fall in Preble County. Maybe too much work to have a repeater this year, thinks Secretary A. H. Morton, Camden.

During the banquet, when one member of an acrobatic team in the floor show dropped his nether garment, former Governor Cooper dryly remarked: "He is not the only one who has lost his pants."

Resolutions of condolence to the families were adopted on the deaths the past year of L. J. Foster, Cochocton; I. R. Stoner, Stark; Julius Waters, Preble; John D. Halloway, Muskingum; Sam Howell, Lake; John Bain, Wellston; Parke Bigelow, Medina, and C. W. Glick, Fairfield.

PARKS-POOLS

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

Dance Prices Due for Rise

Doldrums in Ohio district must be shaken off, says Mallory, for summer biz

ALLIANCE, O., Jan. 14.—Art Mallory, manager of Craig Beach Park, Diamond, O., also manager of the new Trianon ballroom here, with Lew Platt, who looks after band bookings at the park pavilion and local ballroom, as well as his own and several other ballrooms in Salem and Youngstown, plans to interview Eastern Ohio park men who operate ballrooms in their parks in an effort to fix a standard admission price for park dancing.

Mr. Mallory says in recent months ballrooms in this section have reduced admission prices so low that park ballroom operators will be unable to operate their summer spots without loss unless admission prices are increased by spring.

Most ballrooms in this district are operating this winter at 25 cents top, with some nights admissions as low as 15 cents. East Market Gardens, Akron, largest downtown dance spot in the Rubber City, is dancing all evening some nights as low as 10 cents and offering a fairly good band attraction, it is said.

Invite Dempsey To Set Big Bout for A. C. Auditorium

ATLANTIC CITY, Jan. 14.—Following in footsteps of the late Mayor Edward L. Bader, Mayor Harry Bacharach this week wired an invitation to Jack Dempsey to stage the Schmeling-Baer fight in the Atlantic City Auditorium during the Shrine Convention in the early part of July. Atlantic City is Dempsey's old training grounds.

Telegram: "Jack Dempsey—Atlantic City invites you to promote Schmeling-Baer fight here. Suggest Auditorium and date during Shrine convention, at which 50,000 will be in attendance.

"MAYOR HARRY BACHARACH, Atlantic City."

If this is brought about it will be the first major boxing event to be held in big hall and may be forerunner of more to come. George Keenen, chairman of State Athletic Commission, has several times offered A. C. as a spot to big promoters and promises full co-operation.

What Is Sought in Sunday Laws Told by Fred Markey

LAWRENCE, Mass., Jan. 14.—Legalization of Sunday operation of bowling alleys, shooting galleries, photograph studios, games and distribution of prizes and premiums on games and devices on Sunday are among the things sought in bills to be introduced in the Massachusetts Legislature, said Fred L. Markey, secretary of New England Section of NAAP.

Secretary Markey gave this information following his return to his home here after a conference of 18 Massachusetts members in Boston on January 8. Filing of the bills will be in charge of Mayor Andrew Casassa, Revere; James A. Donovan and Mr. Markey.

Burned Hotel, Concessions Will Be Rebuilt at Buckeye

NEWARK, O., Jan. 14.—Guy Watkins, superintendent of Buckeye Lake Park, one of the best known amusement centers in Central Ohio, says he has been assured by John J. Carlin, lessee, and William Ackers, manager, Baltimore, that they will rebuild Buckeye Hotel, concessions and rides destroyed in a recent fire. They are expected here shortly to survey the loss and to plan for rebuilding all concessions, as well as the hotel, which will be replaced in time for opening of the park in May.

Concessioners who were losers in the fire carried no insurance, it is said. Many concessions destroyed had been recently either altered or rebuilt.



GEORGE A. SCHMIDT, widely known for his activities in the outdoor amusement field and general manager of Riverview Park, Chicago, who was re-elected treasurer of the National Association of Amusement Parks at the recent 14th annual convention in New York City.

Hyla Maynes in Chicago

CHICAGO, Jan. 14.—Hyla P. Maynes, noted ride inventor, was in Chicago on a flying trip this week to check over new features he intends to install on Maynes & Illions rides this year. It also is probable he will have some new features in the amusement line for A Century of Progress. Mr. Maynes while in Chicago was the guest of Mr. and Mrs. H. A. Illions, who are now making their home here until after the world's fair. Mr. Illions has charge of the Maynes & Illions rides at the fair.

'Why Don't More People Attend?' Query of Fansher Before NAAP

Excerpts from address of Fred Fansher, New York, before the recent 14th annual convention of the National Association of Amusement Parks in the Pennsylvania Hotel, New York City.

If we, as purveyors of outdoor amusement, can widen our market and increase the number of those not in the habit of attending parks, we are doing what all progressive businesses are endeavoring to do—increasing the volume without increasing the overhead.

With this idea in mind, I addressed letters to a number of business and professional men whom I knew were in the habit of going places. With one or two exceptions these persons are not identified in any way with the outdoor amusement business.

This was my questionnaire letter: "Do you attend amusement parks? If so—often?—or occasionally?—or seldom?—or never?"

"I want your candid opinion, the more candid the better. If you do attend, is it because of advertising you have seen or the result of someone's suggesting a 'slumming party' or the children saying 'I want a ride on the Merry-Go-Round'?" Or possibly a desire on your part to see if there is 'something new' at the park?

"You may enjoy golf, baseball, swimming, the movies, drives in your car, etc., in the summertime, but are you amusement park conscious? And is that consciousness favorable or unfavorable? Your frank and prompt answer will be very much appreciated."

I did not receive answers from everyone. You can't have everything, you know. One of the most illuminating is from the editor of a prominent business publication who was good enough to make his own little survey. I quote his reply as follows:

"In answering your question I am assuming that neither myself nor my publication will be quoted by name and am further cautioning you that these answers are based on a somewhat limited investigation which consisted largely of bringing up the question at a bridge

Lake Worth Accepts City Rental Scheme

FORT WORTH, Tex., Jan. 14.—Lake Worth Amusement Company, which operates Casino Park near Fort Worth, has accepted the city's proposition for future rental of Lake Worth property occupied by the company and has agreed to pay \$27,000 back rent due the city, according to George T. Smith, manager of Casino Park.

The contract supplements a 20-year lease given the company by the city and provides that future rental shall be 5 per cent of the first \$50,000 in gross receipts for the year, 10 per cent of the next \$25,000, 15 per cent of the fourth \$25,000, and 5 per cent of all gross receipts in excess of \$100,000.

Until the company pays the \$27,000, the city is to get 12½ per cent of gross receipts of the company up to \$100,000. After deducting current rental balance is to be applied on the \$27,000.

Sea Gulls on "Blacklist"; Coach Conferring in Canada

ATLANTIC CITY, Jan. 14.—Word was received here yesterday by Manager Lincoln Dickey of the Auditorium that an early conference between President Frank Greenleaf of the Canadian Amateur Hockey Association and "Reds" Mackenzie, coach of the Sea Gulls, at Montreal, Can., on January 10 failed to bring forth any lifting of the ban against local ice hockey team by Canadian association.

Sea Gulls are still on the blacklist. Mackenzie is staying over in Montreal in additional effort to have ruling revised.

Rumors at a late date are to the effect that he may succeed in time to play scheduled game with the Canadian league team in the Auditorium on January 27.

A. C. To Have A New Casino

Old Blackstone, gathering place of showfolk, being razed to clear site

ATLANTIC CITY, Jan. 14.—A first-class amusement casino is scheduled to rise on the site of the old Blackstone Hotel, Virginia avenue and the Boardwalk, opposite Steel Pier, and will be ready for operation the coming season.

The Blackstone, one of the landmarks of old Atlantic City, is being demolished. It was a great gathering place for show people in the old days.

The new building, according to plans, will contain a dining and dance casino, with frontage of 215 feet on Virginia avenue. It will have a floor space of 39,170 feet. Joseph Margolis, Philadelphia, is architect.

Special features will include an unusually large band shell. Specifications will be sent out within week and it is proposed to have the project finished by May 1.

Macdonald Plans Museum of Antiques for Rock Springs

EAST LIVERPOOL, O., Jan. 14.—C. C. Macdonald, operator of Rock Springs Park, Chester, W. Va., and Idlewild Park, near Pittsburgh, plans to establish a "Museum of Antiques" in the building formerly housing the Green Lantern Tea Room, at entrance to Rock Springs.

It will be open throughout the year and will contain articles of household furniture and kitchen utensils which have been preserved from early American periods, as well as many foreign-made antiques.

Many of the displays have been collected by Mrs. Macdonald, an experienced judge of antiques. Exhibits of the first pottery made in East Liverpool will be shown.

Long Beach Observations

LONG BEACH, Calif., Jan. 14.—Long Beach amusement zone showed the most life of any of the beaches heretofore during the holidays.

On the Pike Goble's lions and other animals were used as free attractions to good advantage.

Among the money-getting attractions were the glass blowers, Wingley and his diving show, Norris' Monkey Show and DeForest with his Ten-in-One Show, the latter being as neat a frameup as has been seen here in many a day.

Tex A. Schubach; his noted dog, Rex, and his new dog, King, and some Sioux and cowboys put on a creditable performance, the novelty of it appearing to lure the public.

On the pier the electrical wax figure show deserved more than it got. Twenty working figures are presented. It has been a bit too cool for ride business.

Business was more quiet at Redondo Beach and Santa Monica. There is many a tango game at Venice and, all in all, things in this amusement line appear satisfactory and there is a feeling that business will continue to improve.

moving rapidly, it is a pleasure to go to the park.

"On the other hand, if you have to go thru an hour of grief before arriving at the park and know that after you get out there is another hour of grief, it is pretty easy to say that instead of going to the amusement park, we will stay at home and listen to the radio.

"Now, as for some of the reasons why the people I have talked to attend amusement parks. You ask if advertising has any influence on attendance. In the first place, my experience in places outside of New York is that the average amusement park does not do advertising in any real sense. It seems to me, and remember this is just my own wild idea, that the amusement parks of the country might do well to consider real reasons. (See QUERY OF FANSHER on page 36)

The Pool Whirl

By Nat A. Tor

(All Communications to Nat A. Tor, care of New York Office, The Billboard)

I promised a reply by Capt. Charles B. Scully, director of the New York Life Saving Service of the American Red Cross, to W. E. Berwick's charges that that organization is lax in its examinations of life guards for pools and beaches.

You'll recall Mr. Berwick, who represented the Long Island State Park Commission, in turn representing Jones Beach, Long Island, at the Pool Association convention, threw a verbal bombshell into the proceedings when he accused the Red Cross of not being efficient enough. Well, at my invitation, Mr. Scully, who, incidentally, is considered one of the country's best swimming authorities, being the author of a number of articles and the spokesman of many radio talks on the subject, sent me a letter the other day explaining his side of the story.

The point that interests me and which undoubtedly will surprise many pool men who listened to Mr. Berwick's denunciation of the Red Cross at the convention, is that Captain Scully writes that the Long Island State Park Commission insists upon Red Cross examinees as their guards, as do most pools and beaches.

All of which seems to prove Mr. Berwick was spouting his own ideas at the convention and that his accusations were his own personal property and had no official sanction of the parties he represented.

At any rate, Captain Scully's letter follows: "The American Red Cross, thru its life-saving service, is vitally concerned with the loss of life thru drowning in this country, and for the last 18 years it has been sponsoring a program to reduce their loss by teaching water safety and training swimmers in life-saving methods.

"The drowning loss in the United States has been averaging over 6,000 a year, so it can be readily seen that the Red Cross has assumed a huge responsibility, and to successfully combat these needless tragedies needs the co-operation of all the groups interested in promoting the teaching of swimming.

"Operators of pools and bathing beaches have made great contributions to the safety of the bathers in making swimming popular, and while making it popular they have helped to make it a safe recreation. They have looked to the Red Cross for leadership in adequately protecting their patrons. The Red Cross has done this by training swimmers in life-saving methods and certifying after strenuous and conclusive examinations that the individual holding the life-saving certificate of the Red Cross is capable of saving the life of a drowning person.

"The training the life saver receives includes the various carries needed to rescue a drowning person, the technique of handling a panic-stricken bather and how to recover by surface diving the body of an apparently drowned person. Also the method of resuscitating a person who has been submerged and whose breathing has ceased. All of these methods which are, incidentally, the most up-to-date, are taught, plus the very necessary training in water accident prevention.

"At nearly every bathing place or pool in the United States an applicant for a life-guard position must be certified by the Red Cross before he is accepted, for the employers and the public know that the Red Cross standards are the recognized ones. For instance, the New York State Park Commission requires that every life guard be a holder of the Red Cross certificate, and at one of the most famous bathing places in the East, Jones Beach, operated by the Long Island State Park Commission, every applicant for the job of life saver must first present his Red Cross certificate.

"The Red Cross is grateful for the help of the bathing beach and pool operators, and is gratified that they realize that the employment of trained life savers pays dividends in lives."

A most interesting letter, don't you think? Is it any wonder that pool men, Messrs. Schloss, Thompson, Pincus, among others, immediately came to the rescue of the Red Cross at the convention?

DOTS AND DASHES—Apropos of the discussion of bathing suits in the last issue, cut-away suits and other risqué models featured the beach fashion show held in New York City last week. Archie Chenuau, life guard at the Jerome Cascades, outdoor pool, Bronx, N. Y., was

seen selling papers on the 59th Street Subway station instead of the 50th Street IRT, where he was all last winter, which means he was promoted, one presumes—Miami-Biltmore outdoor tank, Miami, Fla., broke into the newsreels again with its championships, that pool getting plenty of ballyhoo of late, more so than the Romans Pool, the usual leader. . . . Henry Modell writes that he has a swell tieup for New York City indoor tanks, but he forgets to tell what it is, but if you're interested in a tieup, write to this department and I'll try to get him to talk—Anne Benoit, pro swimmer, is now in Chicago, contacting pools on a new idea of hers. . . . Received the word-down on that new pro swimmers' association but lack of space prevents me from printing anything about it until next issue—And notice where the Red Cross Aquatic School, which started its 10th season in New York last week, has a course in swimming pool management. More of this later.

Long Branch Seeks Revived Racing Pull

LONG BRANCH, N. J., Jan. 14.—The resort of Atlantic City may have a rival for horse-racing honors in Long Branch, which once had a track operating there and seeks to rebuild it as soon as it becomes legal.

Mayor Dorman McFaddin, at a public meeting this week in answer to a letter sent him by Thomas Huselton, secretary Atlantic City Chamber of Commerce, stated:

"The re-establishment of horse racing in New Jersey on the same basis as in Maryland would be a great financial assistance to the State. When racing was abolished a slump followed and even up until the present day we have not recovered from effects."

The Huselton letter was sent when the "reform element" of the Atlantic City Chamber of Commerce raised a protest over proposed indorsement of a track for that resort. They demand more information on the subject before re-submitting for approval.

An association of Monmouth County sportsmen sees in this reluctance on the part of the ACC of C members as an opportunity to make the first move and boom Long Branch into the lead as a coast resort. At the meeting at which the mayor spoke it was pointed out that if old Long Branch track were revived before Atlantic City had a chance to get all warring factions together there is every possibility of thefting the spring and fall trade of the "world's playground."

Jersey Racing Bill Goes in For Pari-Mutuel in Trenton

ATLANTIC CITY, Jan. 14.—A bill to revive horse racing and authorize racing associations under supervision of a three-man racing commission and repeal of present anti-racing laws was introduced into the Legislature when it convened in Trenton Monday evening by Assemblyman Joseph Altman and Anthony Siracusa, of this city. It looks favorable for quick passage, altho the repeal amendment would require a referendum before becoming effective.

Betting in all forms was outlawed in New Jersey in 1897 after a bitter political struggle, with Democrats opposing restrictions. The new bill would legalize pari-mutuel betting.

Flamingo Opens in Miami With Bills Twice a Week

MIAMI, Fla., Jan. 14.—Flamingo Park opened to a good-sized crowd Tuesday night, January 10. Open-air shows twice a week, Tuesday and Thursday, are the order of the day, and large crowds are anticipated, drawn by the high-class brand of talent offered.

The show now holding the boards is headlined by Corlies and Robbins, comedy singing and piano harmony team, who just closed at the Addison Hotel, Detroit; Art Stanley, acrobatic tap; Lee English, blues singer, and Gretchen Nicholson, whirlwind acrobatic dancer.

Long Island Patter

By ALFRED FRIEDMAN

JAMAICA, L. I., Jan. 14.—Hempstead Arena, dark for a long span, is operating again. Possibility is that a variety of events may take place shortly, with most attention being devoted at present to boxing. . . . Murray Lee Brody takes advantage of renewing old friendships

among concessioners on every visit here. . . . Hal Lewishon makes regular visits to Broadway. . . . Teddy Beck, swimming pool special cop, going in for politics.

Freddie Phillips, erstwhile concessioner on the island, taking a minor role in the Radio City Roxy stage presentation. . . . Clay Knowles nursing an injured paw. . . . Nick Leparuta, ex-boxer and concession operator, running the Black Cat, night club, at Edgemere. . . . Requests for employment the ensuing spring and summer are already pouring into the hands of Jones Beach State Park solons.

Irv Guterman, member of the editorial staff of *The New York Times*, may p. a. a Long Island amusement enterprise the coming summer. . . . Precourt amusements will blossom greater next summer than ever before, indication is. . . . Fully a half-dozen outdoor pools have been projected around various portions of the island, altho actual construction has not been started on one of them as yet. . . . Pretty Flo Winkle, winner of several L. I. resort beauty contests, busying herself making moving picture shorts.

Ralph Stutzel, concession worker, active in athletic circles at New York University, where he is an honor student. . . . Queens County Newspapersmen's annual at Flushing last Saturday night drew the bulk of the island's celebs. . . . Bill McShane, Ostend Pool (Far Rockaway) press mouthpiece, home from Washington, where he went with Congressman Bill Brunner of this place. Mac will direct publicity for Ostend once again next summer. . . . Jamaica Bay Airport Beach preparing for the spring.

LONG BEACH.—Lot of concession owners are groaning over the size of tax assessments, insisting that revenue is not large enough to meet expenses. . . . Helen Hicks, the w.-k. golfer, around these portions considerably. . . . Bunch from here travels over to Far Rock regularly to Sammy Zaret's night club. . . . Prof. A. Temme and Sam Brew want everyone to know they're organizing a band.

ROCKAWAY BEACH.—Manager Joe McKee, of Rockaway's Playland, has a crew priming the place for spring. There'll be only a few changes in arrangement of the park, according to genial Joe. . . . Joe Kushner, vet trapper, out of town for a span. . . . Hal Lutz, Hammel concession owner, being lured by tropical literature and may make a brief trip to South America. . . . George Wolpert, Park Inn Baths press agent, as well as publicist for the Queens County Democratic Party, will attend President-elect Roosevelt's inaugural in Washington. He's a personal friend of the U. S.'s new head man. . . . Adam Krebs in Florida.

AL LEWIS and Alex Barth again shared week-end honors at Auditorium ballroom, broadcasting special programs over WPG, while Harry Dobkins held forth at Million-Dollar Pier. . . . the Sea Gulls' hockey drew a good crowd. . . . Interest in sport increasing. Bartha played Red Cross charity affair Wednesday. . . . "Tom" Huselton, floor manager. . . . Lowell Broomall, Pleasantville, wrote score of Temple University's new play, *Keep the Change*, given in Philly during past week. . . . several Broomall hits on WIP-WFAN.

The York (Pa.) marathon, with Doc King, oldtimer, on managing end, hit hard luck this week when closed as a violation of State blue laws. . . . dance began on December 18 and hitherto has been untouched.

Commissioner Joe Paxon loaned Milt Russell, of Aldine Theater, a part of his Absecon Boulevard Zoo for lobby display of *Bring 'Em Back Alive*.

Breakers reopened roof garden with Chef Jones and Hot Chocolates as attraction.

With the Zoos

SALT LAKE CITY.—Salt Lake City's Commission voted to advance \$250 to the Zoological Society to pay interest due bondholders so as to retain the good faith of those who have invested in the zoo. The city took the stand, however, that it will not continue this and the money is to be taken out of the regular allotment due the zoo for upkeep of animals.

MILWAUKEE.—In remembrance of days when Edmund C. Heller, director of Washington Park Zoo, accompanied the late Theodore Roosevelt on his African game hunting trip, Mrs. Theodore Roosevelt, the former President's widow, has joined Washington Park Zoological Society. Mr. Heller was coauthor with Theodore Roosevelt of two volumes on the African expedition.

PORT WORTH, Tex.—J. B. McHugh, keeper at Forest Park Zoo since last February, was dismissed on January 6 by Harry J. Adams, park superintendent, and will be succeeded temporarily by John Larson, Forest Park foreman, and Hamilton Hittson, zoo employee. When economic conditions become normal another zookeeper may be hired if "exactly the right man" is found, Adams said. Patsy, educated chimpanzee at the Zoo, has fully recovered from a severe case of bronchial pneumonia and has been removed to her old quarters in the bird house from her improvised hospital in McHugh's home.

CEDAR RAPIDS, Ia.—Two "deodorized" skunks have been given to Cedar Rapids Zoo at Beaver Park by Norman Smith, in whose home they have been household pets.

CINCINNATI, Jan. 14.—In an effort to popularize the garden the new board of directors of Cincinnati Zoo are seeking suggestions for new concessions and park devices, exclusive of rides. They are to consider bids for concession renewals and with these bids they will entertain ideas for novel features.

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Cincy Zoo After Novelties

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SPILLMAN'S NEW AUTO TWISTER RIDE FOR KIDS—LARGE AND SMALL



THRIFT MODEL (8 Autos), \$740.00
DE LUXE MODEL (as shown), \$1,480.00
Eight Highest Grade Autos, 4 Large Twister Cars, Seats 15-21; loads on one medium sized track, 28 ft. diameter, weighs two tons, 1925. Portable.

SPILLMAN ENGINEERING CORP.
N. TONAWANDA, N. Y.

WILL BUY OR LEASE LARGE AMUSEMENT PARK

In city of 400,000 or over. Send full details. Correspondence strictly confidential.

Care Billboard, BOX D-886, Cincinnati, O.

WANTED Bids and Propositions

Covering Clubhouse, Soft Drinks, Games, Dance Hall and other Concessions. Address N. S. HASTING, Business Manager, Cincinnati Zoo, Cincinnati, O.

1933

AUTO SKOOTER—WATER

Both Devices Have Proven Very Successful and Immensely Popular in 1931.

AUTO SKOOTER.

WATER SKOOTER.

RUSSE BROS., INC., 3800 North Fairhill Street, Philadelphia, Pa., U. S. A.

NAAP

Manufacturers and Dealers' Section

By R. S. UZZELL

The Automobile Show here in New York has many lessons for us. First, they try harder each year to give the people plenty for their money and this is coming to be more and more realized by purchasers.

Second, every worth-while discovery of the Society of Automobile Engineers has the auto makers' careful attention, and, third, improved lines of beauty appear each year.

It was this fact which forced Ford to turn Lizzie into a lady. She is not now afraid of color and can shine with the best of them. Her modern lines and color scheme make them take notice that she has arrived.

Your manufacturers are not unappreciative of these facts, but at the same time must ask you to be indulgent with us, because we do not enjoy quantity production.

They go into millions while we produce by dozens. If Old Mill boats were turned out in million lots the price would astonish you. But as it is they carry only a modest profit for the producer. Compare us only with articles produced on a small scale and you will do justice to yourselves and to us.

Cheer for Older Men

One park manager was once an extensive builder of houses. He was good, but from the very nature of the case gave about the same value as other builders in his city. When your author asked him why a well-known mail-order house gave such values as it was advertising he was instant with the response, "Factory product, quantity production."

But this same man could not understand why a Merry-Go-Round ran into the figure which it does. You try to understand us and we will always try to understand you, Mr. Park Manager, and it surely helps the business.

One man, 65 years of age, has lost his business and has started to build a new business. Can't you admire his pluck and courage? He is not strong physically either.

Do you know that Robert Dollar, the steamship magnate, did his best work and made the big end of the fortune he left to his sons after he was 60 years of age? Some of you younger men who don't buck up and go to it should be ashamed of yourselves.

The man who has had many failures and setbacks and yet comes up smiling with that same old pluck of his youth, after all, deserves our respect.

Anderson Setting Pace

Leslie G. Anderson, of *The Billboard*, chairman of our membership committee, has fired the first gun on committee work of the Division for the year. He looks upon his appointment as an honor and the work as opportunity. Can anyone beat that combination?

He has called the first meeting of his membership committee at the Advertising Club in New York City for January 25. He outlines the work to be done as he sees it, and then asks in the bulletin sent to each of his committee: "What help do you want from me as your chairman?" His bulletin contains nine points, all alive.

Here is the best pattern to follow, Mr. Committee Chairman, that has come to our attention for some time. He says in the bulletin that he wants a report for the next convention that will prove "to our fellow members that our job has been well done." May the shadows of our membership committee never grow less!

Depleted inventories are beginning to make their requirements felt at the factory, the source of supply. It is authentically reported that all of the normal factory output in the possession of the ultimate consumer has been depleted, worn out or beyond rehabilitation. This is being felt by the retailer, who in turn must call on the factory.

Factories are starting, bank failures are fewer and spring is not far away. Inquiries are coming in and the light is breaking. So, after all, a lot of us are going to stay in the game and are keeping open house.

Bouquet for Judge Wilson

At this early date two manufacturers report more inquiries than for the same period last year. Let us hope this portends more business than last year.

The industry is relieved of some anxiety now that it is assured Fontaine

Ferry Park, Louisville, Ky., will continue. This fine old park is a fixture in that State and a public service institution of Louisville. Juvenile delinquency would increase without it.

Judge Charles A. Wilson loves children and makes his little patrons so happy we know they are made better thereby. He was the first juvenile judge south of the Ohio River. We have never known whether he became their judge because he loves and understands children or that donning the judicial robes engendered the love and understanding.

One thing of which we are certain is that this able jurist has the understanding of children to a marked degree. No park manager in America is held in higher esteem by the children of his community. Fontaine Ferry owners know what they are doing when they retain our youthful friend, the Judge.

QUERY OF FANSHER

(Continued from page 34)

Why copy in connection with what they have to offer.

Advertising Can Combat

"It seems to me they should make a careful study of the things that keep people away from parks and then should set out in their advertising to combat these factors. I don't mean that they should aggressively combat them, but that they should do the kind of job that General Electric has done with its electric refrigerator in capitalizing a feature of design.

"I asked a number of people who are regular attendants at parks if they were influenced by advertising, and in every case they said, 'no.' On the other hand, when I questioned them further I found that without exception they had all noticed the advertising this year that the park was open and in each case admitted that this had probably started them thinking about the time when they would take the 'kids' there.

"Of course, in most families the children are the big factor. As soon as spring arrives they begin to make plans for going to the amusement parks, and it is a pretty hard-hearted father who cannot make some kind of arrangements for them to go.

"In closing I want to say this. A clean, modern, up-to-date park does create a favorable impression among the majority of the people. There is no feeling of stunning when you plan to go there. You know you are going to have a pleasant, comfortable afternoon, surrounded by plenty of flowers and grass. Incidentally, to me flowers and grass are a pretty good sales argument for any amusement park."

Not Thunderous Place

From our old friend, Jerry Fleishman, of Baltimore, come these words of wisdom: "Do I attend amusement parks? Well, occasionally. To my humble way of thinking the reason that more people do not attend amusement parks more often is that they are not given sufficient inducement.

"The average business primp itself once in awhile . . . it takes a fresh hold . . . dolls up and looks up . . . offers something new. Not so with many amusement parks. More rapidly than any of us have taken cognizance of, the amusement park is becoming part and parcel of our modern recreational requirements.

"The day when folks went to an amusement park to have a rough-and-tumble time is receding into that grim past that included the saloon and the practice of shanghaiing men for ocean voyages. The modern amusement park must keep its ear attuned to public demands and must be one step ahead of these demands.

"The amusement park of the future will appeal to the souls of its patrons just as much as it will appeal to their desire to 'have some fun.' We are a very practical, very superficial bunch, we moderns, but deep down under the veneer of superficiality is an innate love of beauty, and beauty we must have if we have to get it by gazing on the paper-mache sets in the movies.

"The amusement park of the future will be a restful rather than a thunderous place; it will provide real recreation for the eyes, the body, the spirit. People get tired of noise and dirt and sameness. That last sentence will, I think, answer, in part, at least, your theme: 'Why don't more people attend amusement parks more often?'"

Local Surveys Necessary

On October 27 this letter was received from Bruce Barton: "My dear Mr. Fansher: I don't go because I'm getting old, because the parks are a long way off, because there are so many other things I'd like to do—and because I never like to go where people play in crowds."

And yet on November 12, two weeks later, there appeared a copyrighted article in *The Herald-Tribune* by Mr. Barton with this heading: "Relaxed." From this article I quote:

"Grantland Rice tells me that no man can play any game real well unless he is relaxed. Babe Ruth when he stands up at the bat is a big, graceful animal in repose. Bobby Jones on the tee is beautifully poised and ready, without the slightest evidence of strain.

"These thoughts are set down at this particular time because we are emerging from a period of much stress; from the President of the United States down, almost everybody in a position of responsibility has been tense and worried, hence our leadership has been largely unskillful with the resulting strain on national nerves.

"Let us prepare for better days by letting down a little. Let us stop taking ourselves quite so seriously. Perhaps we may get on much better if we allow ourselves to become relaxed."

Relaxation: we hear it everywhere. Time for work and time for play. The five-hour week, the six-hour day. Relaxation is recreation. Time marches on; the new day of opportunity for the park of recreation and amusement is here. Are you ready?

Surveys, at best, only point the way. After all each particular park has its own peculiar problem. For your thought and consideration I suggest that you, too, ask from your people these pertinent questions: Do you come to my amusement park? If not, why not? Then you also will find why more people do not attend your park more often.

RESTAURANT FEES

(Continued from page 32)

ment to the constitution of the State giving the Legislature authority to levy a permanent tax for use of educational institutions of Kansas.

Educational Value Fixed

"I thereupon wrote a brief and argument to submit to Attorney General E. J. Hopkins, now United States District Judge, to show that the State Fair was an educational institution. He replied to me that my argument was good, but that we would hardly want to be classed as I suggested because we would then come under the jurisdiction of the State Board of Administration.

"I showed by citations that all successful agriculture and live-stock fairs were educational institutions fundamentally. It has been my observation that fairs not so organized and conducted have failed. But the people of the State have been prodigal in support of their educational institutions, such as public schools and institutions of higher learning. But the fairs serve educationally in teaching by example rather than by precept. The fair is the practical method of education. Every fair places its prizes on excellence of production. The ordinary literary school teaches by theory and prescribed rule, the fair by exhibiting the actual thing under consideration.

"Fairs are analogous to public schools in that since every generation must learn for itself, the educational institutions must be perpetual. Children or grown people may inherit property, but they cannot inherit mental training or information, and upon training and education depends the success of our people as individuals and citizens, and upon the education of the masses depends the perpetuity of free institutions and free government.

Entertainment Justified

"The States of this country are permanently committed to the idea of fairs, and hundreds of counties, cities and districts, as well as most of the States, have established fairs and have an attendance of from 25,000,000 to 35,000,000 people annually. It is therefore certainly within the province of States and counties to assist these educational fairs to any reasonable extent.

"It is true that most fairs provide entertainment, which is also true of all other educational institutions. The Supreme Court of Arkansas has decided that entertainment at fairs supported by public appropriations is legitimate and legal.

"Entertainment features are the adornment of institutions and consequently vitally important. Fully as much may be said for the social opportunities afforded. It is these two things, however, that the people enjoy so much that they refer to them more often in subsequent conversation than they do to the educational features and thus lead many to hold the mistaken notion that the fair is a huge picnic and the place for enjoyment of an outing, solely.

"But, be that as it may, the object lessons have done their work and ideals have been implanted in memory too useful not to be of profitable service. This is especially true with respect to children. They carry home ideas and ideals, quite varied in character, which actuate them in their life's work. All people, both the old and the young, learn more by seeing than in other way.

Harman Selected Again

"The modern fair preceded all colleges of agriculture and all breed live-stock associations. It was really the fair that showed the people the necessity of more scientific investigation and education along the lines of rural development and progress.

"Appropriations made by States and counties for the support of these educational fairs are as legitimate and useful as appropriations for any other educational purpose."

John Redmond, Burlington, on *Limiting Exhibits to the County*, said that at the Burlington Fair the board limits exhibits to county residents only and in its belief has found it an advantage. Some delegates disagreed with Mr. Redmond, while others agreed but found it a difficult task to shut out outsiders.

The association meeting then adjourned to the agricultural meeting in the State House, where the two organizations meet. Directors of the State association met immediately following adjournment for election of officers. W. P. Royer, president of Montgomery County Fair, Coffeyville, was elected to the presidency to succeed E. L. Hoffman. E. Lister, secretary of Franklin County Agricultural Society, Ottawa, was elected vice-president, and George Harman, Valley Falls, was re-elected secretary-treasurer for the eighth consecutive year. Dates for 1934 meeting are January 9 and 10 in the Jayhawk Hotel, Topeka.

On Defensive for Shows

These representatives of attractions and shows were present: L. V. Riley and Art Brainerd, ride owners; Jack O. Wizarde, Wizarde's Novelty Circus; John Francis, Southern Exposition Shows; C. J. Chapman, Home Show Print Company; Dave Lachman, Lachman-Carson Shows; J. L. Landes, C. G. Buton, J. L. Landes Shows; Ray W. Anderson, Theatre-Duffield; Clyde S. Miller, Miller's Horses; W. H. Merceles, Barnes-Carruthers; L. B. Clough, RKO Western Vaudeville Exchange; B. C. Truex, Truex's Fireworks; T. H. Easter, Ablene Chamber of Commerce; John W. Johnson, *Kansas Farmer Advocate*; James Thompson, West Mineral, and Gregg II. Wellinghoff, *The Billboard*, Kansas City.

C. G. Buton, agent of the J. L. Landes Shows, on the second day, when most attraction and show representatives had departed from the convention room, took the defensive for shows and attractions. Had Buton been absent some unfavorable remarks toward shows would have gone on record without the defensive attitude. His remarks drew warm applause by the delegates and favorable comment from the chairman.

George Harman, secretary for the eighth consecutive year, is a year-round worker. Constantly fighting laws adverse to fair progress.

Retiring President E. L. Hoffman, also secretary of Abilene Fair and mayor of Abilene, always makes the meeting pleasant with his humor and is one who devotes much time to work of the association.

Belleville Fair this year was represented by Doc W. R. Barnard, Joe Urban and Fred Colwell, who were given a nice hand at roll call.

KEEPING IN STEP

(Continued from page 31)

Zeppelin flight to Chicago for the fair, bringing a blimp load of famous foreigners.

Flying Turns is being constructed by J. M. Bartlett, Dayton, O., and J. A. Torstenson & Company, Chicago, who are making rapid progress with this novel ride. It is planned to have it in operation by May 1. Location is in heart of the midway.

A. L. Vollman, of Messmore & Damou, New York, is a daily visitor. Messmore & Damou are to present a new and novel attraction. Construction of many concession stands is under way and they will be ready for concessioners by April 1. Skill games only will be permitted.

Nat Green and Jack Nelson, of *The Billboard* Chicago office, paid a visit to Nat D. Rodgers and Ross Bartley this week, looking over the new development of the fair as a whole. Both expressed great surprise as to activities.

SPECIAL DATES

Address Communications to 25 Opera Place, Cincinnati, O.

Attractive Program for Apple Blossom Carnival

ST. JOHN, N. B., Jan. 14.—Dates early in June have been tentatively chosen for the Apple Blossom Carnival in the Annapolis Valley of Nova Scotia. The base of the carnival is to be in Kentville, but the celebration is to penetrate the whole valley. The Kentville Board of Trade is to be the sponsor of the celebration.

June 3 is a public holiday in Canada as the King's Birthday. Scheduled for the program are: Selection of a queen of the Apple Blossoms, band completion, a motor procession with bands; street dances; parade of decorated floats and cars, free open-air vaudeville, afternoons and nights; band concerts. The actual dates hinge on the condition of the apple blossoms early in June. Arthur T. Smith is active in the promotion of the three days' carnival.

A model for the Annapolis Valley carnival is to be a yearly carnival held at Winchester, Va., which is also in a valley, the Shenandoah. Like the Winchester celebration, an effort may be made to interest people of the British Isles in the carnival. Mr. Smith, whose home is in Halifax, addressed the Kentville Board of Trade recently on the carnival project, outlining the tentative plans.

Shrine Show in Toledo To Be Held Two Weeks

TOLEDO, O., Jan. 14.—Ben Groenewald has completed the cost for two weeks Shrine Circus to be held at the Armory starting February 13. Will open with a big new spec and will finish with one. Rex de Rosselli will produce the specs and Fred Ledgett will be equestrian director.

Acts engaged are Loyal Family of riders, Amorato Nine Tumbling Moors (new to this country); Walter Jennier and Paul "Buddy"; Felix Morales family, Billie's troupe of high-wire performers, LaBelle Carmen Trio, Hagenbeck-Wallace Circus Liberty horses; three squads of Hagenbeck-Wallace elephants — Irene Ledgett, Thelma Mann and Wanda Wentz, trainers; Walters Duo; Otto Griebling, Kinko, Harry LaPearl Trio, Paul Jerome and company, Kenneth Waite and company, Horace Laird and company of five, Betty Koenig, Jamie Graves, Marge Garner, Mary Kinko; Adeline Meinke, Ruth Hendrix; Esma Wilson, Berna Fowler, Marie LaMarr, Tiller Girls, Eddie Woekener will direct the band and Charlie Young will be boss property man, reports Rex de Rosselli.

Shrine Indoor Show For Grand Rapids, Mich.

GRAND RAPIDS, Mich., Jan. 14.—With 10 circus acts scheduled, the Saladin Shrine Indoor Circus will be held here the week of January 23 with two shows daily. The show will be held in the new Civic Auditorium, dedicated this month.

Among main attractions are the Flying Flemings, with five trapeze performers; the Gastonas, four men and a woman, on a high wire stretched near the roof of the building. Ben Beno, aerialist; Bodgini troupe of six riders; two squads of elephants; a clown contingent, headed by Billy Lorette; Finks' Animal Circus; Curtis animals, under direction of Edna Curtis. Al Sweet's band has been engaged.

Grotto Bazaar-Circus Slated for Pittsburgh

PITTSBURGH, Jan. 14.—Islam Grotto of the North Side is planning a Bazaar and Circus to be held in its temple for 13 days, starting February 4. Dick (Doc) Ashcomb is general chairman. Judging from preparations it is going to be one of the greatest indoor affairs ever attempted in this district. Each night has been set aside for some fraternal organization.

On January 31 this Grotto will honor its retiring monarch, J. Clifford Franz, with a testimonial banquet, the general chairman being Otto A. Zange, well known to circus and carnival people playing this territory.

Legion-Elks Sponsor Show At Sherbrooke, Que., Can.

SHERBROOKE, Que., Can., Jan. 14.—An indoor Carnival and Bazaar is to be staged here, under the joint auspices of the local branches of Canadian Legion and the Elks, the week of February 13, at the 54th Armory, which outside of the fair buildings is the largest hall in this vicinity.

A popularity contest will be run in connection with the carnival, while vaudeville acts, free dancing, side shows and concessions will be among the attractions. Will Wright, who was with Conklin's All-Canadian Shows in various capacities, is in charge of the arrangements.

Preparing for Exposition

MIAMI, Fla., Jan. 14.—Preparations are going forward for the Food Show and Better Homes Exposition to be sponsored by The Miami Daily News February 23-March 5, to be held at the Coral Gables Coliseum. There will be industrial, business and agricultural development exhibits and local and out-of-town acts. Roy Singer's Orchestra will furnish the music.

"Flesh" at Auto Show

SAN FRANCISCO, Jan. 14.—San Francisco's 17th annual Auto Show closed today at the Civic Auditorium. Many "Flesh" acts were presented. Among the

entertainers, including broadcasting, during the week were Murray and Harris, of KFRC; Mona Loew, of NBC; Mme. Migration, of New York; Berna Prechetta and NBC Hill Billies.

INCOME TAX

(Continued from page 25)

October 1. That would mean he was single nine months and the head of a family three months. His exemption would therefore be nine-twelfths of \$1,000, plus three-twelfths of \$2,500.

Corporations and Others

The new law allows no exemption at all to corporations. They used to get \$3,000 if their net income was less than \$25,000.

As for partnerships, since they are not regarded as taxable entities, they have no exemption at all. Instead, the exemption applies to the individual partners.

Estates and trusts are regarded like individuals. They are, accordingly, allowed the exemption of a single individual, namely, \$1,000. This exemption is separate and distinct from the exemption that the beneficiaries may be entitled to.

The exemptions outlined in the case of individuals are the minimum that they are entitled to. There is an additional exemption where individuals support certain dependents.

This subject is deserving of separate consideration, and the next article will be devoted to it.

had quite satisfactory business. The three weeks' stand in Charlotte made the management and personnel think the "good days are here again." The roster is practically the same as given in the January 7 issue of *The Billboard*. CHARLES CHANEY.

Dancers Close at Newark

NEWARK, N. J., Jan. 14.—Mickey Hunter and Gully Gully Mike, who managed the fem attraction at Dime Museum on Market street here, have closed after three weeks' stay. Others in troupe are Billie Vivian and Mildred Pennington.

Jacques Valenti, Paris, France, special representative of Gaston Akoun, has arrived in Chicago to discuss plans for presenting several special attractions on the midway at A Century of Progress.

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Permanent --- MUSEUMS --- Traveling

Joe Erber Launches New Show, St. Louis

ST. LOUIS, Jan. 14.—Joe Erber's "Show of Wonders" opened at 815 Washington avenue on Wednesday to a nice business.

The new museum is splendidly decorated and probably is one of the finest from an artistic standpoint to be found in this country. The frameup is very attractive thruout. Massive upholstered furniture, hanging flower baskets and palms set off the interior in fine shape. Joe Erber is the owner, and his staff consists of Joe Tracy Emerling, manager; Forbes Hendry, announcer and advertising man; Willis Martin and Alvin Horn on the front and tickets.

Attractions the opening week include: Prince Marha, mentalist; Wee Jeanne, Scottish midget; Genie Weeks, legless girl acrobat; "Smoko," the Human Engine; Blue-Blue, Sylvia's Mystical Piano Offering; Betty Broadbert, "youngest tattooed girl"; Lande's Bird Circus—performing canaries, cockatoos, doves and macaws; Four Jazz Kings, orchestra. The added attraction is Lew Dufour's "Hidden Secrets," with Paul Hillis manager and lecturer.

Marine-Firestone, Houston

HOUSTON, Tex., Jan. 12.—Marine-Firestone Museum continues to satisfactory business. The new location, 412 Travis street, next to Woods Hotel, has proved a pleasing surprise, as attendance has been equally as good as at the other place. The management plans to keep going thruout the winter until the opening of Southern Exposition Shows, with which most of the attractions are connected. The roster includes Madam Menova and her Bird Circus; Jimmy Taylor, magic; Frank Karl, glassblower; Tam Tam, spotted man; Kitty Coole, sword box; Madam Marine, mentalist; Frank Russell, strong man; Jo-Ann in the annex.

BILLIE (JO-ANN) BURKE.

Smith, Rubinstein Realign

NEW YORK, Jan. 14.—Otis L. Smith and Charles Rubinstein are joined again in the operation of Harlem Museum, East 125th street, which remained last week after being closed for the holiday season. Lillian T. (Madame Zenda) Sterling, mentalist, is no longer associated with management, but her act is still a feature. There have been a number of other changes. Smith was Rubinstein's partner in museum several years ago.

Palace of Wonders Opens in Baltimore

BALTIMORE, Jan. 14.—The Palace of Wonders, at 941 Pennsylvania avenue, opened Tuesday with a bang, with George P. Reuschling associated with John T. McCaslin. This museum is located in an old theater in the heart of the colored district. Crowded from noon until midnight the opening day. Beautiful lobby, decorated by Edwards, the artist. Program consists of Newt Kelly, with pinhead; boxing midget; Blue-Blue, fire; Ko-Ko, bird girl; Edwards, Punch and Judy and marionets; Johnson, mentalist; Miss Billie Williams, sword box and tickets; Frenchie, tattooed tattooer; Wadsworth's Flea Circus. George P. Reuschling is manager; Bill Crosby, on front; George C. VanArden, inside lecturer. Colored newspaper very liberal with notices. Prospects very bright. The building was secured last Saturday. Headed by Al Raymond, the stuff was moved from McCaslin's winter quarters. Lobby, stages, platforms, partitions, etc., had to be built, painted and decorated. Permission was granted to work on Sunday, so Tuesday everything was ready. A great deal of credit due the management on the way everything was accomplished. HARRY J. BOWEN.

Dixie at Winston-Salem

HIGH POINT, N. C., Jan. 12.—Dixie Museum, Smith and Boardman managers, played Winston-Salem, auspices Post No. 1124, Veterans of Foreign Wars, and located at 539 North Trade street, last week, after playing two weeks in Burlington, auspices Woodmen, in Woodmen Hall, which, incidentally, was a bloomer stand. While at Burlington Madam Bessie, whose trained cockatoos did free attraction, was severely burned on face, hands and ankles thru explosion of some tar, along with some trash, thrown into a fire. George E. Haverstick has booked his arcade for the front of the interior. Roster also includes Shipwreck Joe, Mouse Circus, snake-girl illusion, Monkeyland and fire eater; Aloa the Alligator Boy in the annex. The personnel had an enjoyable Christmas. MRS. ELIZABETH SMITH.

Kortes' Wonderland

HIGH POINT, N. C., Jan. 12.—After making a long jump into this territory Pete Kortes' Wonderland Museum has

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PCSA Holds Its Memorial

Service attended by more than 200—names of those laid to rest in burial plot

LOS ANGELES, Jan. 14.—The annual Memorial Service of Pacific Coast Showmen's Association at Showmen's Rest in Evergreen Cemetery was fittingly presented last Sunday. It was attended by more than 200 persons, representatives of all branches of the amusement field.

A wreath was laid at the monument that marks the burial plot by Past-President Harry Fink of PCSA, whose remarks included "We lay this wreath at this monument, marking Showmen's Rest, and wreaths on graves of our brothers as a token of love and remembrance to those who sleep the eternal sleep in Showmen's Rest."

Mrs. J. A. Bailey sang *Going Home*, with organ accompaniment. The invocation was delivered by John Stanley Lyon in a very impressive manner. Louis Blasinger introduced the speaker of the day, Hon. Burr McIntosh—always a beautiful word painter—who delivered an impressive talk. Mrs. J. A. Bailey sang *Beautiful Isle of Somewhere*. A detail from Boy Scouts of America sounded taps, closing the ceremonies. The program was in charge of President Eddie Brown and Louis Blasinger.

Among those identified with PCSA and the show world attending the service were: President Eddie Brown, Vice-President Charley Hatch, C. F. Zeiger, George Tipton, John Bachmann, Ross R. Davis, Frank Downie, Steve Henry, John Stanley Lyon, Stanley Dawson, Col. Ed Nagel, Mark Kirkendall, Dick Purks, Harry J. Howard, James J. Dunn, Charley Guberman, Doc Hall, Harry Huncocok, Archie Clarke, O. N. Crafts, C. O. Schultz, Frank Foley, Bert Erlenborn, William Moore, Joe Olacey, C. E. Moore, Charles Soderberg, Ray Fortune, Charley McMahon, Charles Walfivan, Dick Ferris, Mel Vaught, Walter Hunsaker, Louis Blasinger, Joe Krug, J. L. (Judge) Karnes, Capt. Harley Tyler, Harry Seber, Joe Diehl, Felix Burk, H. O. Rawlings, Ed Mozart, Bert Chipman, Dick Wayne Barlow, Lew Hoffman, John Miller, George Hines, M. Lee Barnes, G. E. Blondell, Pat Armstrong, Pat Lyons, Tom Atkinson, H. J. Braehler, George Braese, D. N. Rhoades, Solly Wasserman, Harry Phillips, Harry Freedman, Clyde Gooding and Charley Curran. Among the ladies: Mrs. Tom Ambrose, Mrs. A. J. Ziv, Mrs. Harry Fink, Mrs. Harry Seber, Mrs. Madge Klucera, Mrs. Harry Myers, Mrs. J. L. Karnes, Mrs. C. F. Zeiger, Mrs. Wilda Saudera, Mrs. Mel Vaught, Mrs. Lelia Plank, Mrs. Tom Atkinson, Mrs. Happy Letter, Mrs. Similing, Emma Todd, Mrs. Joe Olacey, Mrs. Dick Wayne Barlow, Mrs. Al Myers, Topsy Gooding, Mrs. E. Bischoe, Mrs. John Miller, Mrs. Archie Clarke, Mrs. H. A. Weber, Mrs. Billie Wasserman, Mrs. Harry J. Howard, Mrs. Dick Parks, Mrs. Joe Krug, Mrs. Charles Miller, Mrs. Lillie Palmatter, Mrs. Marie Bailey, Mrs. Frank Downie, Mrs. Mazie Lyon, Mrs. A. Bylander, Miss E. Green, Mrs. Scheffer and Mrs. Walter Hunsaker.

Names of persons buried in Showmen's Rest: Thomas P. Ambrose—April 13, 1924; A. E. Atkinson—September, 1924; Timothy J. Buckley—1927; Louis Buckley—October 30, 1922; W. C. (Stub) Campbell—April 1, 1928; John Donnelly—1927; Earl McEroy—January 17, 1924; Jessie F. Enoch—1926; Elmer Garner—1929; C. M. Gillespie—September 20, 1931; Sam C. Haller, past-president PCSA—August 23, 1926; Harry Hunter—1926; John Hilton—October 31, 1922; William Kridler—June 11, 1922; James Keenan—December 4, 1923; George L. Garvey—April 13, 1924; Fred T. Nau—February 11, 1923; A. M. Ricks—June 30, 1929; Fred P. Sargent—September 19, 1931; Robert Stevens—1926; George E. Robinson—November 22, 1923; Walter Rhoades—December 14, 1923; William D. Westlake—July 26, 1923, and A. J. Ziv—April 22, 1932.



MRS. IWAH VELARE, wife of Curtis Velare (one of the owners of Royal American Shows), who was unanimously elected president Ladies' Auxiliary, Heart of America Showman's Club, for 1933 at recent annual election of officers.

Warm Weather Gives Paris Street Fairs Good Break

PARIS, Jan. 9.—As usual, all the principal squares of Paris were dotted with rides and other amusement devices, refreshment stands and numbered wheels during the holiday week. Unusually warm weather on both Christmas Eve and New Year's, when attractions operated all night and throught the week, gave the showmen a much-appreciated break in receipts, for winter business hit a high spot.

Principal spots were the Place de la Republique, where about 30 rides and concessions were in operation, and at Montmartre, where rides and concessions covered about 20 blocks along the boulevards. Among the Montmartre attractions were two Caterpillars, a Whip, two Motordromes, Scooter, "Chanonix," Museo of Anatomy, Arcade, two shows, rifle galleries and concession booths.

Bill Hames on Trip

GAINESVILLE, Tex., Jan. 14.—Bill H. Hames, owner Bill H. Hames Shows, was here recently while on a tour of North Texas. Hames is wintering his shows at Ruak this winter, instead of going to Fort Worth, where he has permanent quarters and where he is opening the season in March. He expects to play no still dates this season, following the same policy as last year, when equipment was kept in storage during the pre-fair season. Mr. Hames has furnished the midway for Cooke County Fair here since it was organized in 1926.

Looking Back Thru The Billboard

25 Years Ago

(Issue of January 15, 1908)

Frank E. Reed is now doing advance and press for a dramatic show, *The Village Deacon*, in Eastern Pennsylvania. Great Parker Amusement Company wintering at Auditorium, Galveston, Tex. Bobby Fountain Amusement Company doing well in Texas, considering the "general scarcity of money." Keboe and Shacklett may have rep or minstrel show coming season. Smith Greater Shows selling their portable electric light plant, to purchase larger outfit. Advertisement of C. W. Parker Amusement Company—H. S. Tyler, lessee and manager—includes "No boozers or chasers need apply." The LaRose Electric Fountain is wintering at Fort Scott, Kan.; Barkley's Electric Show at Mt. Pleasant, Pa.

10 Years Ago

(Issue of January 20, 1923)

Marty Williams, newly-elected president, Heart of America Showman's Club. Johnny J. Jones gets Canadian National Exhibition for third time—C. A. Wortham had it last two years. J. George Loos Shows to play Fort Worth (Tex.) Fat Stock Show eighth consecutive spring. Walter F. Stanley, late of C. A. Wortham interests, has signed with Con T. Kennedy Shows. Both Larry Boyd and Max Linderman deny report that Boyd sold his interests in World of Mirsh Shows to Linderman. Snapp Bros. Shows slated for National Orange Show, San Bernardino, Calif. Phil Hamburg has given up auction business and will launch Phil Hamburg Shows. George W. Fairley missing from passengers when steamer landed at Pensacola, Fla., presumably drowned.

Conklins Return From Trip Abroad

CINCINNATI, Jan. 14.—J. W. Conklin, of Conklin's All-Canadian Shows, returned early this week to the winter-quarters city of his shows, Hamilton, Ont., from seven weeks' tour in Europe, on which he was accompanied by his wife. Among the cities visited were Glasgow, Edinburgh, London, Birmingham, Brussels, Amsterdam, Hamburg, Berlin, Cologne, Paris, Nice and spent several days on the Riviera. He is leaving Hamilton late this week for a tour of Western Canada, relative to his show's coming season, for which, he states, he absorbed, while in Europe, some ideas new to this continent.

Incidentally, portions of a letter from Mr. Conklin, regarding his trip abroad, will be interesting to *The Billboard* readers. The letter includes the following: "I visited many places of amusement in London, Paris, Hamburg and Nice. In Paris I visited several large street carnivals, which appeared to be doing very poor business. Their methods of operating are entirely different from ours. I also visited a street carnival at Nice and saw a number of portable riding devices different from anything I have ever seen in this country. At the Dom, in Hamburg, which interested me very much, I saw more riding devices, shows and concessions than I have ever seen together in one place. They appeared to be doing a very nice business—but low prices. I visited Bertram Mills' Circus at the Olympia, London. This is a one-ring circus which, in plain words, to me was simply marvelous. Twenty-five of the greatest acts I have ever seen. I had the pleasure of meeting Mr. Mills and one of his sons and found them to be splendid men and at all times trying to do something for my pleasure. I also visited the Bush Circus at Paris. While at Birmingham I visited Sir Pat Collins, who is a big man in the outdoor amusement line in Great Britain, and I found him very interesting and ever ready to show me about and give me any information I desired. Taking things all the way thru I must say I spent seven very pleasant weeks in Europe."

Myers Secretary Crafts Shows

OAKLAND, Calif., Jan. 14.—Tom J. Myers, formerly auditor D. D. Murphy Shows for several years, also Beckmann & Gerety's Shows, advises that he has been engaged by O. N. Crafts as secretary Crafts Greater Shows for their coming season, which opens at the National Orange Shows, San Bernardino, Calif., next month.

DeCoursey With O. J. Bach

CINCINNATI, Jan. 14.—O. J. Bach informs that Frederick DeCoursey has been engaged as general agent O. J. Bach Shows for their coming season. Mr. DeCoursey has been in show business many years as agent and in other capacities. The last three seasons with Crouse United Shows.

Old Standby Leaves Jones

Edward Madigan casts lot with Castle-Ehrlich-Hirsch Shows for coming season

CINCINNATI, Jan. 14.—Report reached here Wednesday that Edward J. (Eddie) Madigan, more than 18 years with Johnny J. Jones Exposition Shows, with which he acted in various capacities and operated one of the finest midway restaurants on tour, and lately vice-president the operating company known as Johnny J. Jones Exposition, Inc., had booked his elaborate eating establishment with Castle-Ehrlich-Hirsch Shows for their coming season.

A telegram requesting confirmation of the booking was sent to executives of the Castle-Ehrlich-Hirsch organization and the following wire was received from W. R. (Bill) Hirsch: "Madigan will operate cookhouse our show coming season." Since the closing of the Jones Shows last fall Mr. Madigan has headquartered at their winter quarters city, Savannah, Ga. He is now in Florida to operate his eating stand (or stands) at some of the winter fairs in that State.

Williams on Scouting Trip

ST. JOHN, N. B., Jan. 14.—Ben Williams, prominent showman, of the shows bearing his name, has been making a scouting tour of Maine and the provinces of New Brunswick and Nova Scotia relative to his coming season. Several days were spent in conference with directors of the St. John Fair, during which plans for the 1933 event were discussed. Mr. Williams has supplied the midway attractions and most of the concessions at this fair the last 10 consecutive years. He believes the turning point in commercial and industrial conditions has been reached and that while no improvement is expected this winter, there is likely to be a change for the better during the spring or early summer and that the fall fairs will benefit. The Williams Shows' fair season will start in August, in Maine, and close early in October, in Nova Scotia, after spending practically all of September in New Brunswick.

Farley to Hospital Again

NEW YORK, Jan. 14.—Everett E. Farley, known more familiarly as Buddy Farley, of Coleman Bros.' Shows, on Tuesday was rushed to Veterans' Administration Hospital, Sunmount, N. Y., by friends here. He is suffering from pulmonary tuberculosis, according to medical men at a sanatorium in Asheville, N. C., where he rested during the past summer and into early fall. Farley came here from the sanatorium several weeks ago, presumably in good health, but early this week his condition became serious.

Show Equipment Burns

ROCHESTER, N. Y., Jan. 14.—Carnival equipment valued at \$2,000, owned by Haggerty and Meagher, was lost at Livonia a few days ago when flames of undetermined origin swept the barn in which it was stored. The loss partly covered by insurance.

ST. JOHN, N. B., Jan. 14.—Managements of carnivals in this section of the continent are active in planning for the forthcoming season. Ben Williams will probably again play dates in Maine, New Brunswick and Nova Scotia. Bill Lynch is slated to open as usual at Halifax, N. S. C. A. Walker, Dartmouth, N. S., is planning more celebrations than fairs for his carnival. Harris & Vitale Shows, of the Montreal area, will probably again spend most of the season in Quebec, New Brunswick and Nova Scotia provinces. It is understood that Canadian National Shows, all-French speaking carnival, will play small towns in the Eastern provinces, particularly those with prominent French-speaking population. Pine Tree Shows and Eastern Shows, of the Bangor (Me.) zone, plan opening early in May.



Current Reflections

By Charles C. Blue

ONE of the most silly, "sickening" carnival-knocking stories this writer has had opportunity of reading appeared in a tabloid paper titled *Sunday Star* and bearing date of "Columbus, O., January 8." It was "credited" in the heading to "Jimmy Broadway." Incidentally, after the close of the installment appeared: "Editor's Note: Many a carnival man will recognize the name Jimmy Broadway. That is his professional 'moniker.' Because his home is in Columbus, his real name is not used." The first paragraph reads: "It takes a rat to bite the hand that's feeding him, and I'm going to bite that hand."

Practically the whole installment dealt with "experiences" of the author (at least, "credited" to him in the story) on the midway as a "pick-pocket," "short-change man," etc. Space will not permit lengthy quotations, but here is a paragraph that contained one of the most downright falsehoods that ever appeared in print: "I started out for myself at the age of 16 in the way that most youngsters enter the game—via the pocket-picking route." Here is a former carnival attache (this editor) who strongly resents that statement. During his many years with carnivals (as well as with circuses and in other branches of show business) and directly associated with many hundreds of carnival men, women and children (may the Almighty protect the kiddies from their base accusers), this scribe cannot recall a child having "started as a pocket-pickor." If "Jimmy Broadway" really started as such, also some of his acquaintances, he surely should display respect for the thousands of respectable men, women and children of the carnival profession—surely, even should he be a writer of propaganda. By the way, the paper clipping was sent this scribe by a man, himself in Columbus, whose accompanying letter stated in part: "I am a showman and can say I make an honest living at same, and am tearing a respectable family, who make the midway their home in the season."

The story was headed "Suckers Can't Win" and beneath that, "Exposing the Film-Plan of the Midway Rackets." Rather strangely, the accompanying artwork (drawings) was composed of a Ferris Wheel, Merry-Go-Round, some show fronts and a large crowd of amusement-seekers (no concessions) and, in upper right a reproduced photo—which a sketch beneath informed was Milton Sills, "who portrayed such a character in the movie version of *The Barker*." Why the moving picture angle was incorporated this scribe has not quite been able to fathom.

Showmen's League of America

CHICAGO, Jan. 13.—President Zebbie Fisher presided over a brief but very interesting meeting last night. Seated with him at the officers' table were Second Vice-President Ernie A. Young, Treasurer Jack Benjamin, Past President Ed A. Hock, Past President Sam J. Levy, Past Vice-Presidents L. C. Kelley and Max Goodman and Secretary J. L. Streblich.

Committee reports show the brothers are on the job all of the time. But to the membership committee must go the "blue ribbon," as they have all of the boys up on their toes and it looks like a big year ahead.

The committee on the big *Billboard* party, to be held February 23, is busy on the plans for the affair, and from the reports received this will be one of the banner affairs of the League. Brothers E. F. Carruthers, Nat D. Rodgers and Harry A. Illions are in charge and this alone assures success.

Hyla F. Maynes was the guest of Brother Harry A. Illions at the League rooms during the week.

Brother Homer Saunders was in attendance at his first meeting and promises he will be on hand regularly.

Brother Max Goodman spent a few days in town and was a regular caller at the rooms. He left for a Canadian fair meeting with Past President Ed A. Hock.

Brother H. A. Lehrter admits his feet are "itching." Whitey has been away

from the "white tops" for a couple of seasons.

Vice-President Ernie A. Young has returned from an Eastern trip and promises that he will miss but very few meetings from now on. He reports extreme interest in the League in the East. The secretary will be pleased to mail applications to those wishing to join.

Brother Tom Vollmer is up and around after his illness. He dropped in for a call at the League rooms.

Brother Joe Abrams was in for his annual visit. Joe is one of the regulars, but his work keeps him from many of the meetings.

Brother Harry W. Russell presented the application of Charles R. Jacobs for membership. Harry says there will be more in a short time.

Courtesy cards have been received from Pacific Coast Showmen's Association. Pleased to receive them. The secretary is attending to mailing courtesy cards of the League to both the PCSA and the HASC. So, members of those clubs, if you are planning a trip to Chicago, just ask your secretary and he will be pleased to hand you one and the League assures you a welcome in its new home.

Brother Lew Dufour has departed for the East after attending to his business in Chicago.

Each mail finds some brother's remittance for dues. How about yours? This is important and should not be neglected.

Pacific Coast Showmen's Association

LOS ANGELES, Jan. 12.—At the Monday night meeting the newly installed officers were greeted by the largest gathering of members for some time and it was a most enthusiastic one. President Brown presided, Charley Hatch, first vice-president, C. F. Zeiger, second vice-president, George Tipton, third vice-president, Ross R. Davis, treasurer, and Frank Downie, secretary, answered the roll call.

Usual matters of routine handled. This included current bills and special reports of special committees that served on memorial services. Votes of thanks recorded to Burr McIntosh, speaker of the day; Mrs. J. A. Bailey, for vocal numbers rendered; the Broadway Florists, and Downie Bros., which firm furnished chairs for the occasion. Many letters and wires received from friends of the newly installed officers, including a wire from Mr. and Mrs. John R. Castle to President Brown.

President Brown had previously announced the Board of Governors, whose names appeared in a recent issue of *The Billboard*. The following were appointed on standing committees: House committee, Louis Blasinger (chairman), Charles Hatch, James J. Dunn, E. W. Hall, Finnee, J. L. (Judge) Karnes (chairman), Ross R. Davis, John Miller, Theodore Porstal, Sylvester L. Cronin, Edward Downie, Ways and Means, Archie Clark (chairman), Sylvester L. Cronin, O. N. Crafts, Mel Vaught, Bert Chipman, P. A. Armstrong, A. C. Pohl, Publicity, Steve Henry (chairman), John Beckmann, Felix Burk, George Tipton, Ed M. Foley, Dan Dix, Membership, James J. Dunn (chairman), Ben Dobbert, Charles Smith, Dan Stathotos, Solly Wasserman, H. C. Rawlings, Austin King, Mark Kirkendall, Sick, Lew Hoffman (chairman), Tom J. Myers, Harry H. Hancock, Sam Allen, H. S. Tyler, Funeral, Walter Hunsaker (chairman), Bert Chipman, C. O. Schultz, William Denny, Joe Diehl, Charles Curran, George Hines, George Moffit, Entertainment, Charles Hatch (chairman), George Tipton, Harry Seber, Tony Spring, Solly Wasserman, Milt Runkel, A. C. Pohl, Frank Conkling, H. C. Rawlings, Chaplain, John Stanley Lyons; general counsel, Judge E. L. Davin and Judge J. L. Karnes; physician, Dr. Ralph E. Smith; tiler, C. O. Schultz.

President Eddie Brown, in a talk for "The Good of the Order," took up the matter of making a special rate to new members and reinstatements, this because of the fact that a careful survey in all parts of the country had shown many of the largest fraternal orders had reduced dues and in many cases refunded to those who had paid and were doing their utmost to keep their memberships intact. President Brown invited discussion of this matter. There were talks by Charley Hatch, Harry Hancock, George Tipton, Past-President Harry Pink, Joe Glacey and others and there seemed to be some disposition to reduce dues—temporarily. A motion, made by Harry Hancock, that "effective as of this date, new members and members applying for reinstatement, on payment of sum of \$5, will be issued a card paid up until

September 1, 1933"—this to entail abolishing initiation fee and reducing dues from \$10 to \$5—was to be effective only until September 1, 1933—was put to vote and the motion was carried with but one dissenting vote. So, delinquent brothers, this is a fine opportunity to get back into the fold of PCSA—just send in the \$5 and you will be issued a card as noted above. Other talks for the "Good of the Order" indicated the deep interest being taken in PCSA by showmen of note.

The plan for having a home for indigent showfolks was discussed and it is interesting many who are not showmen.

S. L. Cronin came in from San Marino for the meeting—is an enthusiastic worker for PCSA.

Stanley Dawson, of the Ringling-Barnum Circus, and Col. Ed Nagel were guests of the club at meeting. Stanley was introduced and made one of his interesting talks. Frank Cappe came in for a chat and F. Pat Shanley was introduced by President Brown—Pat, with iron derby, spate and "whatever you like," entertained all too briefly; begged to be excused, saying he was saving his "act" for the Charity Banquet and Ball.

George Tipton, chairman banquet and ball, and Charley Hatch reported the floor show for the big affair was all set—there is every indication from reservations paid for that the banquet-ball will be a financial success—the program, handled by Joe Glacey, will also show a nice profit.

Ladies' Auxiliary

The Ladies' Auxiliary held its usual weekly meeting at the clubrooms, in New Orpheum Theater Building, Monday night. After the scheduled business meeting bridge was the order of the evening. There were 21 members present. Hostesses for the evening were Mrs. W. W. Dyer, Mrs. Harold Weber, Mrs. H. J. Brazier. A delightful luncheon was served.

The new president, Mrs. C. F. Zeiger, presided, with the past-president, Mrs. J. L. (Judge) Karnes. One new member was taken in, Mrs. Dick Wayne Barlow. Stanley Dawson, "invigiled" into the meeting to make a speech, said he was unaccustomed to talking to ladies (in a group). Was taken quite by surprise. Had many thoughts he would like to express, but was dismayed by the presence of so many attractive ladies; that never having been a member of a ladies' auxiliary was fearful that anything he might say would not be apropos of the occasion, so asked to be excused.

Savannah "Skylines"

By FRANK D. SHEAN

SAVANNAH, Ga., Jan. 14. — Mr. and Mrs. Chester A. Dunn, accompanied by Charley Gross, stopped over en route to De Land, Fla., from a visit at Cleveland. Mr. Dunn stated that he will have some concessions at major winter fairs in Florida.

Mr. and Mrs. Edward J. Madigan departed for Largo, Fla., for the first of the fairs. They will operate several eating stands assisted by Ivan Sleeman and George Sutter.

Capt. Frisco Farrell is in charge of the elephants at the winter quarters of the Jones Shows. Frank Warner is caring for the draft stock. Mrs. Johnny J. Jones expects to book her elephant act at some of the Florida fairs.

Mr. and Mrs. C. L. Dutcher, operating Prison Show, expect to make a hurried trip to Rochester, N. Y. Mrs. Dutcher has a most comfortable "home on wheels" at the fairgrounds here and is a pleasing hostess to showfolks.

Off to Tampa, Fla., by motor, "Boots" Hurd and Mrs. Mabel Kidder, and Harry (Whitey) Walker, formerly office manager of the Jones Shows.

J. F. MacDonald, 55 years in the tented show world and last season mailman and *The Billboard* salesman with Jones Shows, will depart for a visit to the Florida fairs.

Announcements will be forthcoming as to the disposition of the Johnny J. Jones Exposition Shows. Mrs. Johnny J. Jones will explain the future of the show in the carnival field to *The Billboard* for a later issue. Up to this time no fairs have been booked in the name of the Johnny J. Jones Exposition and no announcements of the opening in the

Heart of America Showman's Club

KANSAS CITY, Mo., Jan. 14.—The newly elected president, Norris B. Cresswell, appointed his committee to serve during his term. In the appointments President Cresswell selected Tom Sweeney for chairmanship of the Entertainment Committee, which includes the annual banquet and ball.

The sad news received this week that Brother Dan Watson, former general agent W. A. Gibbs Show, died December 30 at Columbus, Kan. HASC extends deep sympathy to his family.

Tommy J. Myers advises from the West Coast that he has been engaged for the coming season with Crafts Greater Shows.

Col. Dan McGugin returned to his home in Davenport, Ia., early this week after a month in this city, including for the annual celebration.

Dillon (Peanuts) Hurt was cast in the leading role of the *Brakeman's Daughter* last Sunday.

Mr. and Mrs. John Francis motored in from Decatur, Ill., early this week.

Brothers Landes, Chapman, Howk, Riley, Brainerd, Wellinghoff, Buton, John Francis and Dave Lachman attended the meeting of the State Association of Kansas Fairs Tuesday and Wednesday in Topeka.

Tom Sweeney, chairman the entertainment committee, has announced a program that will include weekly dances (every Saturday night) in the club ballroom. The room has been done over, including new decorations. The floor was sanded, varnished and waxed thru the courtesy of Brother Mike Wright.

Mr. and Mrs. "Keccus" Lundquist arrived Wednesday night from St. Louis.

J. T. McClellan passed thru the city while en route to Topeka, Kan., to attend the fair meeting.

Mrs. E. H. Hugo and daughter are back in the city after visiting Mrs. Hugo's relatives in Iowa.

St. Louis

ST. LOUIS, Jan. 14.—John Francis, owner Southern Exposition Shows, passed thru the city this week en route from the South to Northern points to attend various State fair association meetings.

James C. Simpson, of Castle-Ehrlich-Hirsch Shows, left Monday for Hot Springs, Ark., where he expects to sojourn the next several weeks.

Harry Smith, general agent Royal American Shows, arrived Tuesday after spending the last several weeks in Hannibal, Mo., his home.

C. O. Mast, secretary-manager Adams County Fair, Quincy, Ill., was among other visitors to the local office of *The Billboard* Wednesday.

E. F. Reinhardt, last several years with Beckmann A. Gerety's World's Best Shows, returned to the city this week and will probably reside here for the next two months.

Tom W. Allen, well-known outdoor showman, is able to be up and around again after being confined to his home for a week.

spring. It is rumored the show may go out in two smaller units under separate management.

J. L. Murray, formerly general manager of the Jones Show interest and a third owner of the operating company of Johnny J. Jones Exposition, Inc., states all activity will cease at winter quarters as soon as his Caterpillar rebuilding finishes this week.

Mr. and Mrs. J. L. Murray have gone to cities in the North to confer with Capt. John Sheesley and William Jennings O'Brien.

BINGO CORN GAMES

FROM \$9 TO 100 CARD SETS.
 20, 25, 30, 35, 40, 50, 75, 100, 200, 250, 300 Cards.
 20-Card Set \$1.00
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 Send for Free Sample Cards and Price List. We pay postage except C. O. D. expense. Instant delivery. No checks accepted. Established 10 years.
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NINE BIG SITES:
 Professional Night.
 Professional Night.
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 Carnival Night.
 Wedding on Horse-back.
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9 BIG DAYS — 2 SUNDAYS
 JANUARY 21 TO 28, INCLUSIVE.
 CAREN'S INDOOR ARENA, BALTIMORE.
 CAN PLACE American Paints for Gypsy Village.
 Test Dancers for Barbary Coast Dance Hall, Mesquite Instruments for The Juana, Indian Fiddle.
 Scaits, Candy Floss, Frits Candy, and other Concessions.
 Address Samuel W. House, Carlin's Arena, Baltimore

Barbary Coast Dance Hall.
 The Juana Cafe.
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 Something New to Baltimore, Headed by California.
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(The Wheel of Fortune) is the common name for RIG ELI in Mexico. In India they call it the "Giant Wheel." Whoever RIG ELI operates it is a favorite ride. The old reliable No. 12 is a fine wheel for any amusement location. Ask about the RIG ELI today. A Postal Card will bring you full information.



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MIDWAY CONFAB

By DEBONAIRE DAB

SEEK IF YOUR NAME is in the Letter List, each issue.

DO YOUR BEST to make the Carnival Week progressively popular.

CREDIT will be due those who think and act to meet changed conditions.

EDDIE MADIGAN'S cookhouse with big Middle West carnival this year.

WHO OF THE FOLKS are "holed up" for the winter at Galveston? Haven't had a line from that city lately.

OMLA WACH sort of cheery around Cincy these days—the missus (Erma) presented him with a boy recently.

HARRY FRAZER, ride man and concessioner, is in winter quarters at Elmer, N. J.

ADVANCE CLAIMS, now, should be of a caliber to ward off dodging "boom-crangs" after the new season opens.

A NOBLE EFFORT: Pacific Coast Showmen's Association working on plans for a home for aged and indigent showfolks.

L. S. (LARRY) HOGAN has been bouncing about in the Midwest in interest of Beckmann & Oersty's Shows.

W. J. BUNTS and family, of Bunts Shows, are spending a few weeks fishing and hunting at Crystal River, Fla.

JAMES (HEAVY) TIERNEY, cookhouse operator, formerly with J. George Loos Shows and other carnivals, advises that he has been sick at his home, 3125 Northwest 21st avenue, Miami.

FLASH ROBERTS, formerly with John Francia Shows, this winter playing theaters in Oklahoma and Texas with his juggling, was in San Antonio last week for a few days' visit with his parents.

WILL JAQUITH, past many years bandsman with circuses, will be with Friendly City Shows coming season with his attractions, including coin-machine arcade.

WONDER will J. D. (Jack) Wright Jr. and the missus advance a show this year or return to their successful venture of a few years ago, independently promoted and produced events?

AFTER ABOUT a year off the road, Paul-Pauline recently joined Whitey Austin's museum at St. Louis—the museum and side-show unit with which the late Euse Stirk was featured.

EDWIN THE OSSIFIED MAN, who usually goes south for the cold months, opines that he is hibernating in the "land of the Eskimo" this winter—he's in Michigan.

MRS. CHARLES H. POUNDS and daughter, Lucille, motored from Cincinnati last week to join Charles at Hagers-

Shows, have located in New Orleans for remainder of winter, residing in their delightfully appointed "home on wheels," which has been newly painted.

MRS. MASON STALLO, wife of the late L. J. Stallo, will "carry on" in show business and is preparing to have a Mickey Mouse Circus coming season. It is recalled that her husband (billed as "Slim Jim," years ago as "Verno"—thin-man attraction) passed away a few months ago.

PRIOR to start of Largo (Fla.) Fair January 10, the Korhns and assistants were busy at De Land constructing new front for Mickey Mouse Circus. There were W. F. (Capt.) Korhn and wife, Myrtle, Ray and Vernon Korhn, Jimmie Lyblough, Morris Voltaggio and W. B. (Chip) Falmer.

MIKE T. CLARK, of S. W. Brundage Shows, East Moline, Ill., has an old photo of a 16-piece band with the Cosmopolitan Shows; no date. Picture was taken in front of the Human Roulette ride and shows ticket seller in box. Mike says he will mail the photo to any person formerly with that show and who may be interested in same.

SYDNEY, Australia—The Westwood Brothers, glass blowers, were returned to mind recently with the return here of the older boy, Jack, who had been hounded-keeping in North Queensland—where business was no good. Jack will rejoin Wilfred, who is with Staig Carnival Shows in New Zealand.

IMOGENE BIRNEY is "all popped up" regarding the new year. Imogene, who has spent years in show business, various branches, and who is known to hundreds of trouper, calls it the "Twin Year" ('33), and opines it therefore should make a better showing, at least better than the last two 12-month periods.

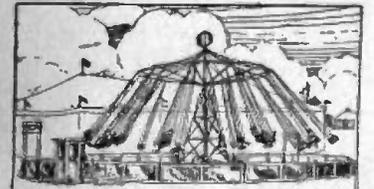
REPORTS COME from Southern Georgia that a store-show manager having been in that section made it tough for others to follow because of being careless regarding payment of rent, lights and readers. Sid S. Crane, one of the intensioned followers, says he found several of the towns unbookable—or words to that effect.

WERE YOU with the Brundage & Fisher Amusement Company (S. W. Brundage Shows) when it played Alexandria, La., Christmas week, 1930? The show also played at Blackwell (Okla.) territory the same year, a heavy storm hitting the town and doing some damage to the show property.

SEVERAL INQUIRIES similar to the following (received last week) have reached this editor's desk: "Tell me what shows will play the World's Fair and what is their winter quarters address?" Answering all of them: There will be no organized carnival at the forthcoming event in Chicago—all midway attractions independently hooked.

A DIFFERENCE between tent-show people wintering and spending money in Florida and in California: in the former State, where practically only pictures of movie actors rake in the shekels, carnivals cannot exhibit except at fairs and other events, while in California, where hundreds of motion picture people are employed, carnivals help entertain the

THE NEW CHAIRPLANE



The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight, 6,800 lbs.
SMITH & SMITH, Springfield, Erie Co., New York.

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 Park Special
 20 in. in diameter. Beautifully painted. We carry in stock 12-18-20-24 and 30 numbers.
 Special Price, **\$12.00**
BINGO GAME
 The-Player, complete, \$5.00.
 Send for our new Catalogue No. 232, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Cans, Pillow Tops, Picnic, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
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 Send photos and full particulars first letter.
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 New HOROSCOPES, Spanish and English.
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ONE SIDE OF INTERIOR of Cash Miller's Modern Museum. Note heavy attendance—at Springfield, Mass.—about one-half of crowd in photo. Other attractions (not in picture) on another long platform.

O. M. MOORE, who has been in Merry-Go-Round business more than 30 years, is hibernating at Gallatin, Tenn.

J. C. WEER, of the shows bearing his name, attended the fair men's meeting in Columbus, O., last week, one of the few carnival managers there.

FRANK DOSS has returned to Central Ohio after funeral of his mother, Mrs. Blanche Barton Doss (widow of the late Doss, man who grows) at Cullman, Ala.

J. GEORGE LOOS SHOWS have a quite attractive talk card, 7x11 inches, multi-graphed two colors, relative to the show and 1933.

SPECIFIC POINTS to Johnny J. Jones Shows for coming season seem still "in the air"—see "Savannah 'Skylines,'" this issue.

TWO COMMUNICATIONS (one from Hertford, N. C., the other from Saginaw, Mich.) were unsigned (on the sheets of paper used), hence are not being used.

AMONG CARNIVAL folks at St. Louis, George S. Haley, last season with Midget Show on Royal American Shows, was formerly a water-show worker.

JAMES GRATZIANO, during summers concessioner, including at Buckeye Lake, O.; winters, manager Zaek White and His Chocolate Beau Brummels, colored orchestra, mingled with the attendance at the meetings of Ohio fairs executives, Columbus, last week.

E. C. MAY, last season with J. C. Weer Shows, is this winter in Detroit, where he is filling position of night superintendent at a large department store. Mrs. May is with him in the Motor City.

ROGERS' MIDGETS, including Syvilla D. Rogers (the "little mother"), Mike and Ike (twins), Suzanna and Marisko, after playing a string of department stores in the Eastern sector, were last week resting up at home in Pennsylvania.

GEORGE E. MOON is sojourning in "Sunny Texas." George wielded his brushes and colors last season with Tilly Amusement Company. Probably will be with one of the Southern shows this year.

JOHNNY JACK and wife, Edna, are spending the winter at Punta Gorda, Fla., and hold confab with trouper at the tourist camp of Mrs. L. J. Stallo, who was last season with Barnett Bros.' Circus.

SUICIDE LINCOLN, high diver, expects to be on the road again early in March. He wonders what's become of Ray V. Smith, calliopter, who was years ago with Con T. Kennedy Shows, and if Ray remembers for whom he (Ray) played Stars and Stripes forever.

MR. AND MRS. J. P. McHALE, former owners Mack Hale Circus, McHale last season on executive staff Tom Hamilton

KINDEL & GRAHAM SENSATION
 Flying Airplanes
 That whirl and glow with color attract the crowd. In 2 colors, complete with stick and string.
\$4.00 Gross
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KINDEL & GRAHAM
 The House of Novelties
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ELGIN WATCHES, \$1.85 Each
 (7-Jewel, 18 Blue, New Yellow Cases)
7-JEWEL 16 SIZE, ELGINS & WALTH, \$2.65
FLASH CARNIVAL WATCHES, 50c Each
 Send for Price List.
CRESCENT CITY MELTING CO.
 113 N. Broadway, St. Louis, Mo.

FOR SALE
Smith & Smith Chairplane
 In good condition, with Warbler Organ. GEORGE YAMANAKA, care West Wonder Shows, Norfolk, Va.

atives and tourists. But right now many carnival folk are spending their savings with business men in Florida—how much on the actors' pictures (on the screens) spending with them?

A BUNCH of fellers have been meeting at Zeller's confectionery in Jeannette, Pa. Joe Lunn, last season with Endy Bros. Shows, says he will add another concession. Buck (Solly) Loughtner will be out coming season. Zeller brothers, Al and Tom, now playing halls, will be back in concession row. Bert Carry, Alfred Dean Frisco and Philip DePalma (circus Barker) also hibernating at Jeannette.

"Observant Bluch" remarks: "Some day carnivals will consist only of paid attractions—shows and rides." "Yeah, and some day matches again have "heads" on both ends. But when?"

HEARD recently of the "box office" and "ticket box" of a buried-alive attraction departing and leaving the subject under six feet of earth. Recalled two former instances particularly. One with the old Buckeye State Carnival at Florin, Ill., in 1903, the other during Fort Scott (Kan.) Street Fair in 1899. At Florin Silm Evans was the subject. Many oddtimers (including the DeKrekos, Baba Delgarian, Frank Chapman) will remember the Fort Scott incident—the underground man was but employed, and on being dug up found himself owner a tent and front—Mat Cannon (Gfrl in Red) lent the fellow one of his fem dancers at intervals to work inside the tent, and the former "teleoper" had a rushing business.

San Antonio "Ballyhoob"

Recorded by KENT HOSMER

SAN ANTONIO, Tex., Jan. 12.—Mrs. Fred Beckmann, estimable hostess, entertained staff and working boys at Beckmann & Gerety Shows' quarters to sumptuous dinner Christmas day. Those attending, in addition to Mr. and Mrs. Beckmann, included Mr. and Mrs. Tony Ybanez, Mrs. Carey Jones, Dell Ward, Sam Feinberg, Felix Charneski, Kent Hoemer, Mrs. Maude Jamelson, Mr. and Mrs. John Ruhl, Whitey Belote, Harry Campbell, Frank Seibert, Doc Wright, Dad MacFarland and Red Fulgona. Mr. and Mrs. Ben Blakley in city for the holidays as house guests of Edna and Johnny O'Shea. Ikey Lewis, debonair and immaculately groomed, strolling Houston street any sunny afternoon. Peanuts Hurtz, well-known cook-house man, left for Kansas City. Frank Lee, last two seasons press agent for a Pacific Whaling Company unit, now in advertising business here and exhibiting his baby whale under Parent-Teacher Association auspices during his spare time. Mr. and Mrs. Red Powell spent the holidays with Mr. and Mrs. Bob Kidder. Mrs. Johnny King came to Benton, Ark., to spend Christmas with her mother, then to Jackson, Tenn., for a short visit with relatives. Mrs. Velma Gordon, widow of the late Burr Gordon, well-known carnival agent, arrived in the city for an indefinite stay. Milton Stipanovich and Sam Minkin seen daily on Commerce street with their picture machines. Silm Wren, of the old school of talkers, pitching on east end of Houston street bridge—alho well past the allotted three-score-and-ten, Silm is still a good hustler and able to take care of himself. Charlie Jamelson, recently injured in automobile accident, which necessitated amputation of right leg, at last reports was sitting up in bed enjoying the many Christmas greetings he received from show friends throught the country. John Ruhl packed 'em into the Circus on East Houston street—publicly handled by the writer, who broke into local dailies with several feature stories and art. The office at winter quarters of Beckmann & Gerety's Shows the scene of many impromptu gatherings of showmen hibernating hereabouts, and the discussions pro and con on the past, present and future of show business coming from such wise old heads as Meyer Meyers, Paul Hunter and Col. Beckmann is gist for much food for thought to those of the younger generation who are privileged to sit in on the confabs. Jack Turner, early part of last season special agent with Schell Bros' Circus and later with Gentry Bros' Dog and Pony Show, is wintering here. Mr. and Mrs. Red James, with truckload of concessions paraphernalia, in town for a couple of days, then on to the Valley to make some winter dates. Mr. and Mrs. Arthur Hoffman resting a few days at Lamar Hotel prior to making a trip to the West Coast—Mr.

Philadelphia "Pickups"

PHILADELPHIA, Jan. 13.—The museums have enjoyed fairly good business this week, weather being more favorable. Max Gruber's World's Museum has about the same attractions, with Eko and Iko as the outstanding feature. Cleve the Seal Boy is the new attraction. South Street Museum has as new attractions this week Prince Eric Zulung, torture act; Laurelio, man of various acts; other acts held over from previous week. Scottie Sheldon is now working the front.

Gorman's Eighth Street Museum has added Van, tattooed man, to the attractions. Jack Shafer is now on the front. Tex Conroy, who put on a show at one of the big department stores during the holidays, is now handling the front of World's Museum. Tex will not go on the road the coming outdoor season.

David Gillian, who operated Merry-Go-Round and Ferris Wheel at Ocean City last season, will again be there the coming summer. At present is operating his shooting gallery in the city, where he has been located the last five years.

Louis Jones, concessioner with various carnivals, last season with Greater Sheesley Shows, worked in this city during the holidays. Expects to be booked with a Western show coming season.

Art Lewis, of Art Lewis Shows, has the paper-subscriptions privilege at the Beauty Show being held here this week.

Max Gruber is leaving for a trip to the various fair conventions. Will first visit at Columbia, S. C.; then to Richmond, Va., and then Harrisburg, Pa. Herbert Tisdale, his general representative, will accompany him.

A number of small promotions were held in this vicinity during the holidays season. In past winters this was a fertile field for promoters, but the last two years have not been very productive.

W. M. (Buck) Taylor, well-known showman of this vicinity, has purchased a large farm, known as Silver Lake Farm, in the neighborhood of Willow Grove Park and intends to operate it as a resort. He has a large number of animals already installed. During the holidays he had a large exhibition of animals in one of the big department stores here.

George E. Roberts, manager Pama-haska Attractions, had a very nice holiday season, considering conditions, with his various attractions.

Al C. Hansen Shows

HELENA, Ark., Jan. 12.—Now that the holidays are over all the folks are at work again. The writer recently returned from Little Rock, where he went to visit one of his daughters who is wintering there with her husband. Mr. and Mrs. Hansen had for their guests for Christmas dinner H. T. Freed and their daughter, Gladys, and the writer—an enjoyable affair — Mrs. Hansen is to be congratulated on her cooking. Gladys has returned to her boarding school at Cullman, Ala. J. B. Sisk and family are located in West Helena, operating a studio there the last two years. Mrs. Sisk and children are recovering from a six weeks' illness of fever. H. T. Freed and Bonny Mays passed thru here recently en route to Jackson, Miss. Mr. and Mrs. Eddie Haun came in to stay the remainder of the winter. Eddie is working out of here, in small towns, with his spot remover and states that he is just making a living. The river has been rising rapidly and more than 200 men are making repairs to damaged wire systems, etc. Mrs. Eddie Obrien and son, Johnnie, spend the evenings with Mrs. Hansen trying to get Hongkong, China, over the radio. Most of the menfolks play pinochle —so far Mr. Hansen the champion. D. W. POWERS.

Hoffman for a number of years has been general manager for Pacific Whaling Company, with line whale exhibits under his personal direction. Willard the Wizard, who has one of the largest and most complete mystery shows touring the Southwest, is wintering his equipment here. Dell Ward, manager Beckmann & Gerety cookhouse last season, has motored north to spend a few weeks with homefolks at Shelbyville, Ill. Mrs. Carey Jones is visiting Mrs. Toney Ybanez, wife of the treasurer of Beckmann & Gerety's Shows. Edgar Neville, secretary concession department Beckmann & Gerety's Shows, has returned from his holidays visit to the old home town, Paris, Tex. Mrs. Ben Blakley after spending the holidays with her sister, Mrs. Johnny O'Shea, has gone to Omaha for remainder of the winter—Ben motored to Florida to make some of the mid-winter fairs.

Cetlin & Wilson Shows

COLUMBIA, S. C., Jan. 12. — Winter quarters again hustle after the holiday lull. General Superintendent Frank Massick says "the best and biggest show ever attempted by the managers." Mr. and Mrs. A. W. Howell have completed work on their Lindy Loop. Skins MacNaughton repainting the Tilt-a-Whirl. Mr. and Mrs. D. C. McDaniel getting all new canvas for their Rocky Road to Dublin and are still holding down their filling station and lunchroom. William (Red) Heppding, sick in bed a week, is out and around again. C. O. Jernigan arrived in town, is working on Moose Indoor Circus. Harry Biggs and Col. Denby back from a week's trip into North Carolina. Russell Harms and wife, after a brief stay, have left town. Billy Hamilton and Jim Burton, of Barnett Bros' Circus, were in the city. Jack Holmes the proud father of an 8 1/2-pound boy. Nevil and Ethel Reed new arrivals here, also Mr. and Mrs. Mack Barnett. Spot Basinger is expected in soon from Salisbury, N. C. Mr. and Mrs. Bob Alexander still in town. Al Harvey, Red Heppding and the writer working on the Moose Circus. At the last meeting of the "Jack Pot Club," the following were present: Col. Denby, Joseph Marks, Harry Biggs, Izzy Cetlin, Dutch Karl, Jack Wilson, C. C. Jernigan, Red Heppding, Bob Alexander, Charlie Jackson, Al Harvey, Big Reed, Muck Barnett, Skins MacNaughton, Jack Ryan, Harry Williams, John Murray, Fred Utter and Jimmie Winters, who took first prize. Fred Utter is getting ready to go to the government hospital here for treatment. GEORGE HIRSHBERG.

Sam E. Spencer Shows

BROOKVILLE, Pa., Jan. 12.—Work at winter quarters going along nicely. Ken Wakefield has the men doing their daily bits toward getting the paraphernalia in good condition for the spring opening. Pat Murphy is overhauling the Ell Wheel. Hook White is working on the Merry-Go-Round. Jack Hefught repairing canvas and repairing and painting scenery. Sam Young making all new stages and bally platforms, also painting all poles and motor equipment. Assistant Manager George E. Hefught was called from the Eastern office at Huntington to map out the spring route, also to purchase new engine for Merry-Go-Round and two new motor trucks. Francis Tholl, of Tyron, Pa., has again signed his Chair-plane for his second year under the Spencer banner. EDOAR HEFUGHT.

Bistany's Gayway Shows

TROY, N. Y., Jan. 12.—Work at winter quarters getting along in good shape in preparation for the new season. Mr. Bistany keeps busy between trips to quarters and covering prospective territory. He plans one of the finest gilly shows on the road. Gene Nadreau has promised two nicely framed shows. Dare-Devil Oliver will again be on the midway with his high dive free act, also his Arcade, which he is getting into a first-class shape. Mr. Bistany has arranged for an eight-piece band to play the midway and street concerts. J. LAMBERT.

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. 19—Joseph Geo. Simmons

Mr. Simmons is professionally known as Sailor Joe. He was born at Kingston, Ont., Canada, in 1888; hence has passed his 44th birthday. In 1904 he was tattooed for exhibition by a Chinese tattoo artist in San Francisco, and the following year appeared at the old Schomer Park, Montreal. In 1908, with the late "Diamond Lew" Walker's Museum in Boston; 1907-1916 with circuses, including Walter L. Main, Hagenbeck-Wallace, John Robinson, Sells-Floto and Al C. Barnes; last 18 years with prominent carnivals, including World of Mirth Shows, Polack Bros' 20 Big Shows, Clarence A. Wortham Shows, T. A. Wolfe Shows, Con T. Kennedy Shows, D. D. Murphy Shows, Johnny J. Jones Shows, Rubin & Cherry Shows, last year his Pygmy Village with Castle-Ehrlich-Hirsch Shows and now with Model Shows of America in Florida. He advises that he has not missed reading an issue of The Billboard since 1906.

Famous Pollie Shows

Work has started in earnest at winter quarters in the spacious old power house at Brookville, Ind. Howard Hensen, general superintendent in charge of quarters, reports that rebuilding, painting and constructing of new fronts, ticket offices, etc., is now under way. A new idea is being used in ticket or cashier booths and they will be unique and flashy when completed. A letter to the writer-agent from General Manager Henry J. Pollie, posted at Kansas City, Mo., states that he and son, John C., the secretary-treasurer, are enjoying their combined business and pleasure trip and that they were leaving for St. Louis, while in Kansas City and Des Moines, Manager Pollie made several purchases of show paraphernalia which has been shipped to quarters. Art and Marie Ritter write that they are spending a nice winter, and with their family (quite a family now with the new addition last fall) will be ready for the opening with their string of concessions. A new marquee, 40x30 feet, with 12-foot red, white and blue side wall, has been ordered and will be used for a main entrance. The unusual size of the marquee is because it will be used for a combination front door and display room for various articles of furniture, radios, floor lamps, chairs, etc., which will be given away each night of engagements thru a morchant-ticket tie-up plan. RAY MARSH BRYDON.

WANTED

Modern Agro-Car Living Trailer, Cheap for cash. Write Daily, LOUISE HARRISON, Hillman Hotel, Birmingham, Ala.

BISTANY GAYWAY SHOWS WANTS FOR SEASON OF 1933

Rides—Tilt-a-Whirl, Set of Kiddie Rides or any Novel Ride. Showmen, I have the best territory for real Shows. What have you? Can place Motordrome, Unborn, Side Show, Clean Musical Tab Show, Gean Nadrew, Doc Hall, Bridsen Green, Milo Anthony, Eddie Harris, write. Concessioners, everything open. Like to hear from Cook House, Custard Machine, Corn Game or any clean and legitimate Concession. Like to hear from 6 or 7-Piece Band. Write or wire LEO M. BISTANY, Trojan Hotel, Troy, N. Y.

DEE LANG 49th STATE SHOWS

WANTS FOR 1933 SEASON OPENING IN APRIL IN ST. LOUIS

CONCESSIONS ALL OPEN AND LOW PRIVILEGE. NO GREFT WANTED. SHOWS—Will book Side Show that has something to put in it. Have beautiful frameup for same and all new canvas, but you must have show to put in it. ALSO WANT People with something for small Grind Shows. Have several Tons that I will furnish for same if you have something worth while putting in. Will consider booking good Half-and-Half for one. RIDE HELD—WANTED—Preference given to those I know who are sober and reliable. State salary expected, but must be within keeping of times. No boozers wanted. PAIR SECRETARIES AND COMMITTEES wanting a good, clean Show with 5 Rides, 10 Shows and 25 Concessions, get in touch with us per address below. Would like to hear from Mr. Blackburn. All address CONCERNATIONS, get in touch with us per address below. DEE LANG, General Manager, 2829 McDonald Ave., St. Louis, Mo.

WANTED WANTED WANTED STATE FAIR SHOWS

Will frame any good Grind Shows. Legitimate Concessions, \$15.00 per week. Have outfit for Circus Side Show. Cook House and Housery open. This Show opens in February—Closes in November. Address STATE FAIR SHOWS, 1234 South Kern St., Los Angeles, Calif.

Pitchmen I Have Met

By SID SIDENBERG

One of the cleverest and fastest leaf boys in the subscription business is Harry Wherry, who has also worked in numerous branches of the outdoor show world.

Harry left school at 14. His first step in the amusement world was to sell candy in Chicago theaters.

In Alaska Harry hooked up with a scaleman and became adept at guessing weights. Later he advanced for the Happyland Shows, Pilbeam Amusement Company, Cory Shows, Wade Shows, and was special agent for Morris & Castle Shows—handled the advertising and contents on the latter show in '21 and '22.

Harry first began writing sheet as a sideline about 10 years ago. Since then he has built up an enviable reputation in that line for himself. Harry has worked with some of the best men in the leaf game. Among them being Si Uhlman, Frank O'Neill, Tommy Johns, Ross Kiljan, Cotton Williams and Bill Bauer.

Wherry is married, 37 years old, and has one son, Jackie, who attends school in Detroit.

any day to go over the air for a prominent radio station.

This city is closed to street workers, but it is a habit of some of the boys to say, "Good evening, Judge." A few of the nifty boys even work Times Square (the cross roads of the world).

Red Hately is back from the West Coast.

Boro of Bronx, on 149th street near Third avenue: Harry Bazla is one promoter who charges his workers less p. c. than most. His stores are always neatly framed and he also demands that his workers treat their tips with courtesy. He has opened a pitch store in this section. One of the workers on the roeter is Lillian Campbell (herbs). Roster incomplete.

What I have said and will say about certain promoters still stands and will stand until they run their pitch stores as they should be run—for the protection of those who depend on the pitch store for their livelihood at certain seasons of the year.

Boro of Brooklyn: A pitch store opened in South Brooklyn, Fifth avenue at 50th street. Murray (Kid) Harmlein is charge.

There is another store in the Brownsville section, on Pitkin avenue. A pitchman will open a store here soon, far away from those already open.

Coney Island: Sunday was very cold. No locations operating. Monday weather was ideal. Fair crowd, mostly natives. Two locations were operating, but biz was not even passable. The resort is overrated for pitch stores and to find this out has been costly to some people.

Promoters from out of town are only wasting time and money coming to this city and asking me to get them workers. I am no booking agent. Put an ad in The Billboard.

Pipe in, you Massachusetts boys, including Jim Reid, Al Allen, Sam Lewis and also that well-known knife-sharpening worker from New Bedford. I have heard that this party is an ace trouper, the I have forgotten the name. Harold and Charlotte Woods (trouper and hawk), also pipe in.

ONE OF THE BOYS

After reading a recent pipe from Zip Hibler wants to know where Zip is wintering, as he talked about his town without mentioning the name.

JERRY RUSSELL INKS

from Kearney, Neb.: "I see in Pipes that some of the boys want the dope on open and closed towns. It is my theory that when you come to a town that is closed you can often do a little fast talking, and you might work regardless of your product or your ways of selling it. Frank Libby once told me that the only positive way of knowing if a town is open or closed is drive into the town and 'tsik to the man.' I am leaving here for Hot Springs, so that the Major will have a chance to see Col.

Ned House's 'boy,' in spite of the leap year just past, I am one of the boys who is still single.

"WELL, HERE I AM..." pipes Jack Scharding (dispenser of health books and horoscopes) from Alexandria. "After closing my store in Louisiana I spent Christmas in Atlanta. Took a trip to Mobile and New Orleans, but could not locate there. I sure like to see The Billboard's Pipes column getting larger and more interesting to pitchmen. But there is one thing that the boys should be more careful about. Some send in info that a town is open to pitchmen. I have gone to some of these towns and found that I could not work. Lots of towns are open to the low or so-called grind pitchman who can work in doorways, but a high pitchman who works from a platform or from a car as I do cannot work unless there happens to be a suitable lot. You boys should say, when you pipe in, that a town is only open to the low pitch—when there are no lots or corners for high pitchmen. The readers in Louisiana are generally issued by the year—no less—but are for the most part reasonable. Next week will find me in Texas, on my way to California, my first trip there. Saw several of the boys working doorways in Mobile and New Orleans, but not doing very much. Well, boys, the planets say that prosperity is coming back in 1933. Meet me at the World's Fair in Chicago."

Ordinance May Go

CHILLICOTHE. — Both wholesale and retail merchants having agreed that the recently enacted local license law has hurt rather than helped local business, action toward the repeal of the measure is expected to be introduced at the next session of city council.

FROM OWEGO, N. Y.

Ed Bailey (Bailey Troubadours) says he and his med outfit get them despite the depression.

"HAVE HAD TWO GOOD weeks here in Houston, Tex.," say Dan and Don (the mouse and rad men). But from now on things are going to be tough. The city has just passed an ordinance setting a prohibitive reader for itinerant vendors. Still we can't kick, as we managed to get a few deamers. Are leaving here, headed for Louisiana.

HAVENT HEARD

the news from Johnny (Rattling Along) Shields lately. Pipe readers enjoy Johnny's contributions.

A POSTCARD from Charles Barnett tells it from Washington: "Hard for the boys to work around here this winter on account of the locals' attempt to keep us out of the business zone. The boys all look for the same situation at the Roosevelt inauguration. A few of the leaf boys are working out of here. Most of them say that biz is bad. Jim Zachary is now connected with the largest novelty house in town. Doc Charles, who has been working foot powder here the last 30 years, is still at it and says that business for him is just about the same as ever. Jim Purdy still here; says he had a good Christmas biz."

"PIPING FROM HELENA, Ark.," cards E. D. Kirkhoven, "where we have been sojourning for a couple of weeks. Expect to work back to the Coast soon. Mary Ragan makes me homesick writing about the 'home folks' in California. Have never met Mary, but hope the misus and I will have the pleasure. The only roadfolks that seem to be getting any money here are pitchmen. It's tuff, brother, it's tuff!"

GENE GOLIN AUTHORS . . . Not having piped from Greenville, Tex.: "Not having piped for a while, guess I will make it up a bit. First, I had a bad holiday season, together with a severe cold. I was in an L of a fix. But I am still among the living as you can see. Worked Little Rock, Arkadelphia, Malvern and Pine Bluff, Ark. Christmas week, Arkadelphia and Malvern; Pine Bluff and Little Rock fair. Was in Dallas a couple of days. Saw a few of the boys working doorways, one with rad, one with jewelry and another with lavender incense. All seemed to be getting their bit. Paid a visit to Universal Laboratories. Talk about real people, they sure are there. They have a beautiful new building and hand you a dandy welcome. Worked here today. I thought Harry Corry was going to

California. He must have changed his mind. Would like to read a pipe from him. Toledo must look good. Glad to hear that Nat Golden and Lil Wagner are doing well in Toledo. I wonder what has become of Joe Garfinkel? Never read anything from him any more, or from Leroy Crandall and his magic men. Why not give all the magic men green googs? Well, boys, the weather here is ideal for a pitch and my car is parked on the Courthouse lawn, so I must be going, or the lip may get tired and leave. More poems, there, Homer Brannon!"

"CLOSED THE HALL, SEASON . . . December 17 at Gorham, N. Y.," shoots W. A. Quackenbush, manager of the Bush Comedy Company. "Frank Vero went to Concordia, Kan., to spend the winter with his daughter. Will Burns went to Corning, N. Y., where he will produce several minstrel shows as in the past. Joe So Lan left for Hornell, N. Y. I am living the life of Riley here at my home in Big Flats, N. Y., where I will no doubt stay until until spring, then it will be the old platform show again."

"JUST TO LET ALL . . . the people in the pitch biz know that things are rotten here in Chicago," writes Buffalo Cody. "None getting any money that I see. Some say they are getting it, but they don't look the part. Burns' store on Madison street is still going. The Ashland health store is working to good crowds. Chief Mex is working on Monroe street. One store on 47th street is doing a little, working commonwealth with seven performers. On Maxwell market I saw Clarence DeFord working novelties; McDowell, art needles; Paddle Smith, oil; Doc Kleckner, corn dope; Harry Rosenthal, gyroscopes (Harry has been in Detroit the last three years); Doc Cramshan, corn dope; Galton, one-man band; Harry Hoffman, flukum, also several others with flukum (I did not learn their names); Dick Garrison, solder; ten men working blades and nine selling aboestrings. Chico was working to a wonderful crowd, but not turning much money. It's so cold and windy up here these days that I will just continue to sit by the fireside until spring."

"BIZ PAIR AT TAMPA . . . last week," says Dusty Rhodes. "Richey Keefe, Jake Croft and the other boys are on hand. Expect the Tampa Fair to be good."

THE MACK-MURRAY PLAYERS have been working spots in Southern Ohio recently. The other night (Sunday) the entire troupe drove to Cincy for a show and "eats." Bill just missed the fun (left home five minutes before they phoned).

"NOTHING STIRRING HERE" . . . writes V. L. Torres from Oklahoma City. "Roving nomads coming this way, just set your brakes right where you are. Detour, vamoose, skiddoo! By these means you will save yourselves time, money and disappointment. This town is desder than King Tut. Prospects are good only for grave diggers and undertakers. Doc Marcell, that touring parlor of yours proves that there is nothing impossible for a man who knows how. Marian Bellamy, break in the news and give an account of yourself. Is Virginia Oregon cutting them out as fast as you can? I'll take a lemonade for mine! He who thinks he can find in himself the means to do without others is much mistaken—but he who thinks that others cannot do without him is still more mistaken. Doc Van Cleave says that a silk hat and a pair of pants do not make a man—by the

way, Doc, how many tent outfits will you put out next season. VI Pusteur doesn't say much, but lets others do the talking—if you notice somebody stealing prunes from your orchard near Boise, Ida, don't shoot, it'll be me. As a pick and shovel artist I am okeh. But can't seem to fill the bill as a pipester. A few days ago I sent in a pipe—big pardon, two pipes—but you know Bill knows his pipes also. He read them and liked them so well that he gave me 10 degrees (below zero). Every day in every way he's getting better and better. Technocracy is the newest thing at this writing, you fellows who can't find anything new! Am training bell pushers and lying low until bluebird time."

THERE ARE SOME of the folks who apparently do not realize that "Bill" cannot take part in family affairs such as separations, "runaways," etc. These are decidedly of a personal nature. Three pipes along this line were received last week. The best way to get into communication, in such cases, is to

JANUARY SPECIALS
Electric Clocks (Guaranteed), Each... \$9.45
18-In. Steel Rules (Best Make), Dozen 2.00
Fountain Pen and Pencil Sets \$3.50
(Lined)
Large Size Heavy Inflated Rubber Animals, Easy 50 Sellers... \$1.25
Bureau Sitture (Boxed) Gross... 8.00
3-Pc. Toothpick Knives, Gross... 1.75
NEW TRICK NOVELTIES
Kosher Ham Charms, Dozen... \$4.45
Cow Voice, Dozen... .75
Hazy Balls, Dozen... .75
Jew. Hairpins, Dozen... 1.75
Shooting Books with Caps, Dozen... .75
Sept. Morn Novelty, Dozen... .50
25% Deposit with Order, Balance C. O. D.
M. K. BRODY, 1116 S. Halsted, CHICAGO, ILL.

AGENTS WANT US
Active Men Earn Big Profits Daily. The Fastest Growing Side The Mechanical devices, New Principles, \$4.80 per Gross, 50c per Dozen. CORD AND STICK \$4.90 per Gross, 50c per Dozen. 75% deposit with order, balance C. O. D. Send 20c for Samples and illustrated Catalog. GEORGE KRINOC, 182 W. 45th St., New York City.
MICHAEL CHAVAT
Amazing Profit Sharing Plan—Keeps you supplied with a large stock of free merchandise so that you can Earn More Money.

TWO BIGGEST SELLING ITEMS
THE MYSTIC RUNNING MOUSE—Runs on all smooth vertical surfaces. No strings. No mechanical devices. New Principle. \$4.80 per Gross, 50c per Dozen. CORD AND STICK \$4.90 per Gross, 50c per Dozen. 75% deposit with order, balance C. O. D. Send 20c for Samples and illustrated Catalog. GEORGE KRINOC, 182 W. 45th St., New York City.

VETERANS—Real Money
NATIONAL VETERANS MONTHLY, cash like interest. Mail order get 100¢. 100 members. Bonus worth 10¢. Street man and occupation. 2 pay up blanks. Supplies free. THE AMERICAN VETERAN, 726 9th Street N. W., Washington, D. C.

DEPARTMENT STORE WORKERS!
THIS DEVICE DOES THE WORK OF 20 NECESSARY KITCHEN UTENSILS!
Year's fastest seller at 25c. Write for CHAMPION FREE SAMPLE—Mounted on Individual Cards. Exclusive Proposition and Special Price List. NEW METHOD MFG. CO., New Method Bldg., Desk MB-2, Bradford, Pa.

300% PROFIT
PITCHMEN
I want a good, live Partner, with small capital, to play piano as my accompanist. SELLER Experienced Pitchman that knows the road. Write BOX 250, care The Billboard, 251 W. 43d St., New York City.

WAXED FLOWERS
DAHLIAS \$20.00 Per 1000
GEORGINES \$2.25 Per 100
ROSES
LAUREL \$7.50 for 50 Pounds
25% deposit required on all orders. Send for our new Catalog.
OSCAR LEISTNER, Inc. Importers and Manufacturers for 32 Years. 323 WEST RANDOLPH STREET, CHICAGO, ILLINOIS

POLEX—The Magic Cleanser
IT'S NEW—DIFFERENT—PROFITABLE!
"JUST WET IT WET." Cleans and polishes as easily as a magician pulls rabbits out of a hat. You'll sell them like hot cakes. Every housewife is a customer. Each is packaged in beautiful display box and brings you a big profit. This exclusive Champion product cleans silver, windshields, headlights, windshields in fact, everything that's greasy or stained or to scratch. It's a whole of a feature!
Send 15c For Sample
N-O-W! CHAMPION PRODUCTS COMPANY, 11 E. 17th St., Dept. 5, New York City

write a letter to the party in care of The Billboard, 25 Opera Place, Cincinnati, O. We will then advertise the name of the person to whom the letter is addressed in our weekly Letter List. We will then forward your letter just as soon as the party sends in his or her address.

JEFF DAVIS (King of Hoboes) got a dandy mention in a book entitled *Old Barley Days*, by Alvin Harlow.

B. E. PATTEN (Patten Products Company), Washington, says: "Your Permanent Address Form is a wonderful institution and will often prove a godsend to members of the profession whose relatives want to get into quick communication with them due to serious illness, accident or death in the family." B. E. adds that he would like to see a pipe from William G. Kew (Billie G.).

AL ROSS PIPES from Gary, Ind.: "While reading last issue there was an article in Pipes that sure interested me. It was by Doc Reed. What he said about readers and telling each other the truth goes a long way, believe me! So here is my story, boys, and it goes for you all: For the last three years I have been a med and soap man, but things got tough around Maine and New Hampshire. Went back to my home in Cleveland and started out again with a new line. Yes, I will give it to you, boys—and it will get the b. r. if anything will—it is steel rulers, and how those hot mills go for them! Worked South Bend, Ind., but the reader per day is too stiff unless you are an ex-soldier. Niles, Mich., is a cinch for the reader but no dough. Gary is good. The wife and I made it for three weeks and have a few skins laid away for the next jump, which will be Egin, Ill. Plenty of doorways here in Gary and no charge, just move in. The city hall location is easy, but don't spoil it with junk. Met Dick Fraser in Chicago. He is pitching inhalers and does he get them! Dick is a Cleveland boy and one of the best talkers, outside of Red

Permanent Address Form

It is frequently necessary, due to illness, death in the family and other important reasons, for Gasoline Bill to get into quick communication with readers of Pipes. Below is a form which every pitchman, leafman, streetman, etc., should fill out and return to The Billboard as soon as possible. We cannot stress the GENUINE IMPORTANCE of this form TOO STRONGLY! 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.

Name
Street
City..... State.....
Occupation
Number of Years in Profession.....

PLEASE PRINT NAME AND ADDRESS PLAINLY.

Feather, I have ever seen (hope Dick doesn't read this, Ha! Ha!). Well, time to quit. This is the first time I have piped since 1931, but more news from Egin."

REMEMBER WHEN Eddie St. Matthews and Earl Crumley tramped together and Ed was accompanied by his trained bulldog, Woodrow? That was some 8 or 10 years ago, wasn't it, Ed?

IN ORDER TO GET records straightened out, who of the old-time Gassaways (mod), of Texas, are still living?

WILL DOG ED FRINK please rise and tell us of some of his long ago experiences, with gila monsters as balliys?

ONE OF THE OLDTIMERS in Southern Indiana wonders if Frank Libby used to make picnics and old-soldier reunions in that territory.

YOU CANADIAN BOYS and girls, what are you doing this winter season?

DOC A. P. McCARTY (White Eagle) used to be an ardent hunter of deer, rabbits or what have you during the wintertime. Whereat and what doin' this winter, Doc?

"THINGS ARE PICKING UP now, as the tourists are pouring in," pipes Mary Ragan from Long Beach. "Williams is working med in a store in Los Angeles. Johnson, with scopes, is in the same store. Carrigan is getting greenbacks on Towne avenue, also in Los Angeles. Mr. and Mrs. Howard, scopes, have returned to San Francisco. The Nellors are still holding down their spot here by the bathroom. Metro still leading with largest passouts: four clean-cut workers, including Paul Hunt (help), Bales (health books), Doc McKay (soap and oil) and Jack Malone (herbs). It is a real pleasure to work for Mr. Malone. He is a swell fellow

and a squareshooter with all his workers, never knocks anyone, and the result is that he has one of the nicest stores in the biz—been in the same location for four years. A big injustice has been done to Mr. Malone by a worker he was keeping and feeding who went to a competitor and knocked him. I also saw one worker here knock religion and politics for an hour and a half, then take 15 minutes to sell his product—the result was a \$1 passout. Boy and girls, I find that when you tell them about the articles you are selling you have about all you can do. Leave religion and politics to the preachers and politicians. Mr. and Mrs. Sid Hirsch, assisted by Doc Rogers, are still clicking and framing their store beautifully. Just had the pleasure of meeting the one and only VI Davis on the Pike. Have heard a lot about her. If she can pitch as well as she looks she must be a world beater."

A RESIDENT OF CLEVELAND pitchman and roadman, recently wrote that judging from present conditions it looks as the 1933 is going to be a little better for the boys than last year, but that the important thing to remember is not to gang-up and ruin the "goose that lays the golden eggs."

LET'S HAVE SOME of those fun pipes sprung at meetings of the "hot stove" pipesters.

WONDER WHERE Billy Ahern is hibernating this winter? How about some of those humorous sayings, Billy? The boys miss reading them.

REMEMBER THE HOT "arguments" between pitchmen that used to be remunerative crowd drawers?

HAVEN'T HAD A WORD from Boston lately. Shoot in the dope, you Bostonites!

"THERE WERE SO MANY fingers in the Christmas pudding where I was working that I almost began to think there wouldn't be any Christmas pudding," says Zip Hibler. "One man whom I approached with my med was hanging some wreaths in his place of business. When he wouldn't condescend to speak to me, I reminded him that the very wreaths he was hanging were supposed to express Christmas cheer and good will to all men, instead of animosity. . . . Edwin Booth may have been a great actor, but there are other present-day actors now strutting the stage of life who, I think, have him beat a mile. And the funniest part of the play is that the saps fall for it and applaud without understanding. So, if a fellow tells you that a road man is the 'cheapest skate on earth,' tell him he's cockeyed."

ARE ANY of the boys working around Pueblo, Colo.? Used to be a good spot for some, when the shops were going full blast.

BURNETTA AND EL FAHL were with two carnivals last season. In the fall the misus went to bed, developed spinal trouble. They pipe: "Year

1932 was generally a blank. However, we got our beans last month. Played two halls and doubled with the Great Richards act. It did look funny—both use hypnotism. The Richards' act is very talkative and Burnetta's act is very silent. The Richards are very nice people. Looks like we will get out soon in the spring."

Los Angeles Notes

The Pipes editorial in the December 24 issue of *The Billboard* should help in putting it over with the "city duds." All the medicine men claim that business was no good here during the holidays. Doc Howard, Sid Hirsch and Will Rogers—in Long Beach—look for season to open up this month.

A carnival (Rose) went over big in Pasadena. A number of novelty men reported good crowds and good biz.

Listened to a book pitch by Tom Sigourney on Towne avenue this morning. He is the first New York pitchman we have had for a long time who is able to put it over.

Lou Johnson and Williams have opened a new store on Main street.

Silk-Hat Harry Downing is working on the Pike in Long Beach.

Moody and the Little Chief, workers in Gypsy Dan's store, are putting it over.

The tourist season here on the Coast is just getting into full swing and we are all looking for better biz from now on.

WHAT SAY, AL BURDICK how does the new year look to you?

KICK IN, ROSS DYAR the boys would like to read your Southern Florida news.

NOT A WORD from Max Margolin since he visited the desk, sometime before Christmas. Let's hear how it is with you, Max.

"TO LET YOU KNOW that I have not forgotten you," posts W. H. Spencer from Washington. "I am ill in bed and as usual am reading *The Billboard*. I am quite interested in Pipes and especially so in those written by my old friend, Doc George M. Reed. I have been confined to my home since the first of last November. I have been very sick, but am now much better. I was in hopes that I could get out on the road as usual this month, but the doctor tells me to go slow, as I am not young any more. I will be 75 February 22, so I suppose I will have to take his advice and stay in bed a while longer. I must say that it goes hard with me, as I have been on the road so long. I will close saying that the 'Fountain Repair Man' is always glad to read pipes from his old friends."

IS BIRDSONG working on the Pike this winter? Pipe in, oldtimer, give us the latest.

WHAT'S THE WORD from Denver this winter? Any of the boys working on Curtis street?

"HERE IS A PIPE from Louisiana," inks Paul Shave, Alexandria. "Money is scarce and all the boys on farm papers say it is double tough. Some of the boys on trade papers seem to be getting it. Saw Jim Dolaney and Frank Moulton working the stem in Baton Rouge Christmas week. They said biz was only fair. Doc Saunders is still working out of Donaldsonville, La., on a farm sheet. Saw H. F. Coffey coming out of Baton Rouge and he looks very prosperous; says trades are fairly good, some big days and some only fair, but on the whole says he can't complain. Henderson says trades are fair. Saw Red Powell in Texas and he is just the same. Hot Shot Austin, Cotton Gusion, Walter Cox—where art thou? Pipe up! George W. Dicks says Opelousas is a real winter spot. The Holiday Greetings Number of *The Billboard* was a real whopper."

SEVERAL HUNDRED department store demonstrators are regular readers of the "column." How's for a few pipes, boys?

IT IS SAID that pipes played an important part during the chicken dinner party given by Mr. and Mrs. B. A. Clayton and daugh-

Sensational Seller FOR SALES OPERATORS
2-HOSE DEAL with Crystals
5 Piece
PERFUME POWDER
Per Deal **53c**
100 Lots 50c
Good Quality Benzene Hoses, Picot Tops, all New Winter Shades, Assorted Sizes, 2-Dram Perfume, 3-Oz. Face Powder, Round Box, Crystals strung on chain. Newspaper Sample. **75c** Mate. 20c. Coupons, \$1 per 1,000.
SALES OPERATORS! You can't go wrong on this Deal. Good for big business for at least another year. Wire your orders. 50% deposit, balance C. O. D.
UNIVERSAL LABORATORIES, Dallas, Texas.

Make Money with Champion GARDER PRODUCTS
ASPHIN, Razor Blades, Golden Combs, Etc. Peanut Cards and B. O. S. E. Enclosures and Premiums.

Flexible Steel Rule
Today's Finest Selling Practical Novelty.
7 1/2-in., in Steel Case 35c
7 1/2 in., Bakelite Case 50c
Samples Free.
CHAMPION SPECIALTY CO., 214 Central Street, KANSAS CITY, MO.

DEMONSTRATORS! PEELER WORKERS!
See the new demonstrating sensation. A real money getter.
The ACME SAFETY GRATER
Sample 25c
Made by the manufacturers of Acme Garnishing Sets and Mincers.
ACME METAL GOODS MFG. CO., 2-24 ORANGE ST., NEWARK, N. J.

RAZOR STONE
Sample Only
Full Line for House-to-House Selling.
Write for Free Circulars.
214 Central Street, KANSAS CITY, MO.

Fern, at their apartment in Miami, Fla., last week. Mr. and Mrs. Ross Dyar, Mr. and Mrs. Ed F. Silvers and Mr. and Mrs. L. C. Zellene were among the guests. After the dinner the party spent the evening at a local ballroom, where a walkathon was in progress.

DOC HAROLD WOODS is among the many trouperes spending the winter in Miami, Fla.

WHAT'S THE WORD from South Texas this winter?

A CARD FROM RICTON tells that while in Sarasota, Fla., he signed Oliver and Stella Kight for the coming season.

WELL, HERE WE ARE with a new year," scribes Toby the Wanderer, New York. "Here's looking for it to be bigger and better than last year. I saw Jack LaMell's pitch store on 126th street. Glad to note that Jack is going full blast, with ace like Eddie Akerman (mental), Chick Quinlan (oil). Chief front and Marie Wilsey, one-time ace of the needle workers, also herbs and oil. Marie has been off the road since she was in California, but 1933 is bringing her back again. She certainly is a good scout, always ready to help out. Rajah King and Arizona Jack and the missus are working in a pitch store on 126th street. It seems to me that the pitch business is doing fairly well. The authorities aren't bad and neither are the storekeepers, they seem to realize that everyone should live and try to make a living, so we are getting something of a break all around. There is one thing I wish we could do—and that is throw the shysters out of the pitch game and keep the biz clean."

ABOUT TIME Frank was reporting in again from Springfield, Ill.

THERE ARE VERY FEW workers up this way, altho the weather has been fine," types Frank W. Beck, Fond du Lac, Wis. "I came in this winter with the usual b. r. and am planning on keeping it intact until things open up in the spring. Then I'll hit for Missouri and Kansas. A recent court decision, in Oshkosh, declares that ex-soldiers' free readers are n. g. and that they must have a local permit to work."

CLYDE VETTER PIPES from Columbus, O.: "Found Dayton and Indianapolis tough, so came here. Have been pitching pot cleaners. Am going to try Chinese ring tricks. Saw one pitcher here who seemed to be getting it with steel rules."

FROM CHICAGO Buffalo Cody says: "Most of the men I talk to here are not getting much. When a man makes money he generally goes like it. But the pitcher here seems to make most of his money talking about it, not pitching. When a man scarcely has clothes enough to cover him he should not tell you about big sales and then make a touch for coffee."

CAME HOME for the winter and at present am in bed with the flu," notes Juanita Dawson, from Tulsa, Okla. "Would like to see more pipes from Mary Ragan; also more from all other pitchfolks. Will go out on the road again this spring with a med show."

DEWITT SHANKS CAN author some dandy poetry when the hood strikes him. Hope he gets 'nother inspiration soon.

All Pipes communications to Gasoline Bill Baker, The Billboard, 25 Opera place, Cincinnati, O.

JEFFY MILK BOTTLE 10c
Screws onto door jamb. Holds milk bottle away from dogs, cats, etc. Easy to reach in the mornings. Simple. Every home needs one. Send 10c for yours now. Post paid. Asents Wanted. HUBBARD, 1019 1/2 WALNUT

MINNESOTA MEN

(Continued from page 36)

of the State fair. He also called attention to the exceptionally fine record the fair has made in encouraging young people's activities, and cited the Boy Scout camp and 4-H Club work as high spots of the fair's educational program.

After reviewing drastic economies during the last two years, Secretary Lee said figures for the last 20 years show that there were 14 years in which the fair made a profit and six in which it lost, and that in the 20 years the fair had made a total profit of nearly \$1,000,000.

"We feel," he said, "that with renewed energies we will carry on and continue to make the fair an institution of usefulness to the State."

J. V. Bailey, member board of managers, State Agricultural Society, sketched the growth of fairs, and of the Minnesota State Fair in particular, and told members it is up to them to continue to make the fair a fundamental part of the community.

Last speaker of the day was E. F. Flynn, assistant to the general counsel, Great Northern Railway Company, whose topic was *Spending Other People's Money*. A fluent speaker with machine-gun delivery, Flynn held the delegates interested for more than half an hour while he urged them to awake to a realization that most of our ills may be traced to the careless spending of "other people's money." His entire talk was frank propaganda for the railroads.

Following the speaking the matter of a uniform contract for free acts was brought up and a motion was carried to appoint a committee to bring in a report at the Thursday afternoon meeting of the Federation. The meeting of the State society adjourned to reassemble Friday morning. It was decided there would be no Thursday morning session of the Federation, the time being left open for meetings of fair circuits and transaction of business with booking agencies.

In Thursday's Session

The Federation reconvened Thursday afternoon, opening with Walter E. Olson presenting the president's message outlining accomplishments of the past year. Secretary R. F. Hall presented a comprehensive report bristling with facts and figures pertaining to the fairs of 1932. Total attendance at county fairs in the State was 1,200,000, Owatonna again being at the top with 81,671. Secretary Hall called attention to the achievements in boys and girls' club work, in which more than \$55,000 was expended. "The attendance at county fairs this year," the secretary stated, "would conclusively prove to the most sanguine and skeptical that as a whole the county fairs in Minnesota are filling a much-needed place, both as to educational and entertainment features."

Report of Treasurer Ed Zimmerhaki showed books of the Federation in good shape. First speaker of the afternoon was William F. Sanger, Windom, who briefly outlined the agricultural development of the county fairs of Minnesota. H. J. Carling, St. Paul Association of Commerce, gave an enlightening talk on pari-mutuel betting. Robert Lund, of Thief River Falls, spoke on *The County Fair, The Big Event*. Andrew C. Henson, speaking on *Three Years of Success*, told how the fair at Albert Lea has been put over, and E. U. Berdahl, of the Minneapolis Civic and Commerce Association, spoke interestingly on *The Influence of the County Fair on the Younger Generation*.

World's Fair Delegates

Following a brief open forum and reports of committees the annual election of officers was held with results as mentioned elsewhere.

Among the resolutions adopted were the following: Urging membership of the Federation to impress upon their legislators the necessity of continuing support of the fairs; resolution of sympathy on the death of D. D. McEacin; suggesting that as many fairs are having trouble in paying their premiums before State aid is received some method should be devised whereby payment of State aid would be hastened, and endorsing efforts to restrict the appearance of circuses in the State during fair time.

Two delegates, Winifred Williams and Estelle Brooks, were named to represent Minnesota at the coming Chicago World's Fair. Both Miss Williams and Miss Brooks have been active in fair work for many years.

A proposal to reduce dues of the Federation from \$10 to \$5 was voted down. The committee report on the proposal to frame a new uniform act contract containing a rain clause was referred to the Federation officials for further con-

sideration. As it is too late to prepare such a contract for 1933 it is proposed to work out the plan with a view to adopting it for 1934.

Banquet Largely Attended

The Flame Room of the Radisson Hotel was scene of the Federation's annual banquet Thursday night. It was a gala event, attended by a crowd estimated at more than 550. Practically all of the fair delegates, numbering close to 300, were present, also all of the visiting showmen and attractions people and most of the State senators and representatives.

Following a sumptuous banquet to the accompaniment of music by the Ingenues Band there was an hour of entertainment of varied nature, furnished thru the courtesy of booking agencies.

Among the acts that appeared were: From Florence E. Reinmuth Agency—Clarice Granville, juvenile; Don Wallace, guitar; Don and Betty, slave dance; Joy Sisters, three-legged dance; Lorlei, jumping-rope dance; Leroy and Don, comedy team; LaDuc Sisters, acrobatic; Barbara Canfield, Spanish dance; Rollins and LaRue, tap dancers. From Northern Amusement Company—Bill Rondeau, radio singer; Hazel Vallee, acrobatic dancer; Paul Shiek, "Little German Giant"; Bob Mann, Swiss yodeler; Leo Semb, master of ceremonies, and Jack Rink, pianist. From Goldie Booking Agency—Irma Bundelle and Helen Johnson, sister team; Jane Boyd and Gertrude Lutzke, WCCO artists, and Ray and Bae, accordion team.

Al Miller presented a cornet solo, with piano accompaniment by DeEtte Brancel; Henry Gordien gave an exhibition of magic; others appearing were Gibson's Radio Revue and the Kay Girls' Orchestra. Following the entertainment there was dancing until long after midnight.

Attractions Folk Numerous

Among attractions and supply firms represented were Amplified Systems, H. S. Stanbery, L. E. Dunmore; Esther Anderson, acts. St. Cloud, Minn.; Bendixen Midway Attractions; Barnes-Carruthers Fair Booking Agency, M. H. Barnes, Dick Trevelick; DeWaldo Attractions, F. DeWaldo; Electruc Broadcasting Service, Thomas H. Canfield, Vernon L. McReavy; Emphosne Loud-Speaker System; John Francis Shows, John Francis; Goldie Booking Agency, Bud Brown; Jay Gould's Million-Dollar Gems; Jay Gould; Fearless Greggs, Mr. and Mrs. Fred Gregg; Henry Gordien, acts, magic; Congress of Thrillers, O. W. Hineck, Mrs. Hineck; Harry L. Hine Amusement Company; Co-Operative Booking Agency, Al Lawson; George Jacobson, attractions; Liberty Fireworks Company, E. E. Roy; Minnesota Fireworks Company, Otto D. Anderson, Leo H. Westman; Northern Racing Association, Howard Hellen; Northwestern Amusement Company, Julie Miller, Leo Semb, Eddie Russell; New Model Shows, E. T. Baird; Van A. Olson, advertising; Porter Fireworks Company, George W. Porter, C. F. Brancel; Regalia Manufacturing Company, T. F. Eicheldorfer; Royal American Shows, Carl J. Sedlmayr; John B. Rogers Producing Company, Theo. Fish; Florence E. Reinmuth, acts; Florence E. Reinmuth, Jean Kriebbaum; Schooley Productions, Edgar L. Schooley, W. J. Collins, Al Miller; Swain's Service Exchange; E. O. Stants & Company, Van A. Olson; Thearle-Duffield Fireworks Company, Frank P. Duffield, Mert Gribble; Earl Taylor Enterprises, Earl and Frank Taylor; Thavlu Productions, A. F. Thavlu; Lew Rosenthal Attractions, Lew Rosenthal, Jake Rosenthal, Babe LaNeal, Thomas Kelly; Wolf Shows, William Wolf; Williams & Lee Attractions, Mr. and Mrs. Billy Williams; Zimdar's Motorized Shows; Vinton and Bulmer, Myrtle Vinton, George Bulmer; United Midway Company, E. Viola, Mme. Viola, Ed Chausett; United Booking Agency; Rex Publicity Company, Henry Lund, Walter Hadlich; Groth's Gold Star Agency; Willama Public Address System.

Some Gopher Sidelights

Plan of the Federation of having no Thursday morning meeting was welcomed by delegates and show people alike, as it gave secretaries ample opportunity to discuss attractions programs with booking agencies.

Carl J. Sedlmayr, Royal American Shows, was one carefree showman at the meeting. Carl wasn't looking for business at all and so could devote himself wholeheartedly to visiting with the boys.

Mert Gribble, in the game 23 years, altho his youthful looks belie it, was on hand and helping that prince of good fellows, Frank P. Duffield, to glad-hand their legion of friends.

Some little business woman is Mrs.

Billie Williams, of Williams & Lee. She and Billy garnered a nice lot of contracts.

Henry Gordien, that quiet magic guy, was the life of the party at several little social gatherings, where he stole the show with his mighty clever sleight-of-hand and card manipulations.

C. W. Hineck, showman, thrill promoter, hotel man, proved himself a wonderful host, his headquarters being a center of social activities thruout the convention. Actively assisting him, his wife added zest to the gatherings with her very pleasing personality—and everyone except O. W. thought the chio red hat she wore was extremely becoming.

Mrs. Jack Brancel, whose husband died some months ago, is going to carry on his act—and she will make good. Her daughter is already working the act nicely and gradually adding new tricks. Mrs. Brancel, in addition to being a splendid pianist, has a fine singing voice that she should capitalize.

Ed Sherman, who has the girl band The Ingenues playing in the Gold Room of the Radisson, was circulating among convention folks. It wouldn't be surprising to see Ed and his bunch in the Windy City during the coming world's fair.

Tom Canfield, whose connection with Minnesota fairs goes away back, is still for 'em. Tom is now in the sound-system field.

Julie Miller and Leo Semb, just back from Europe, had lots of interesting things to tell their friends.

It was good to see S. A. Couch, Mrs. Couch and their two charming daughters greeting friends. Both girls are accomplished musicians, following in the footsteps of their mother, whose girl band has played the biggest and best vaude houses.

Missed at this meeting was Ernie Young, who couldn't be present because of a conflict of dates.

"Mose" Stanbery, Fort Dodge, Ia., appears to have hit upon a splendid idea in his May Day Flay Day, which he has tried out with flattering success in a number of communities.

MAGIC CHEESE CHIPS
Coast-to-coast success
POSITIVE PROOF
OF UP TO \$60 TO \$300 WEEK
AT HOME
MAGIC CHEESE CHIPS

NO HOUSE-TO-HOUSE—
Experience Unnecessary—
No Costly Machine To Buy—
The new coast-to-coast food hit. You work at home, chips come to you already made. Simply drop into hot grease and they're ready to eat. No complicated work, no experience, no failures! Positive proof of opportunity to make up to \$30 first day. Distribution now making high to \$50 to \$500 a week clear! Not a machine. No need to buy special equipment. Shows do your selling for you. NO LOSS on unsold goods—we take care of it! A phenomenal success! Sell faster than potato chips, do-ruis. Magic Cheese Chips are big, fluffy, giant-size chips larger than potato chips. Irresistible taste makes them act like an appetizer. The more you eat, the more you want to eat, and you never get filled up! It's a revelation! Nothing like it. Crowds Maine to California devouring thousands of pounds weekly!

You Don't Invest a Red Cent
Until you have sold yourself on the possibilities. You must sell yourself first. Before we permit you to invest, and our level plan enables you to locate without cost! Then you can start with \$8.50 investment, put back the enormous profit building up without another penny investment if you wish.
Send for Actual Photo-Copies of Orders from Men and Women Starting at Scratch—then Ordering \$5 to \$200 a Month Profit. Men and women succeed alike. No super-success-ship—no add-on big investment—no convincing. We furnish everything—advertising, display stands, etc. Don't wait until life too late to get the FIRST BIG PROFITS in your locality. Write at once and share the enormous profits immediately!
NEW NOW
The Smash Hit of the day. The big Red Parties, Outdoor C. A. M. S. People everywhere are munching 'em on the streets! Take instantly. Biggest food of a life boom in years.
Virgin Territory
Hundreds of successful businesses now operating. Thousands of open territories. Hundreds of cities open—thousands of a million more. Immediate success possible anywhere. Write today.

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Books, Hosiery Menders, Self-Threading Needles. Cost 1c up; World's Fastest 25c Sellers. **FATY NEEDLE COMPANY**, Somerville, Mass. x

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price list; big repeat items. **TROPHY SPECIALTY COMPANY**, 1476 Broadway, New York City. ja28x

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Selling Cleaner, Polish, Shampoo, Vanilla, Tonic Laxative, Metal Polishing Cloth, Spot Remover, etc. Your name on labels. Free samples. **STANDARD CHEMICAL COMPANY**, Dept. N, Dayton, O. fe1x

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derful proposition. **IDEAL**, 113 East 23d Street, New York. x

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yourself; labels furnished; 600% profits. Whirlwind money-makers; repeaters; free offer. **THOMAS MANUFACTURING COMPANY**, Indianapolis, Ind.

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AUTRE—Janine, French dancer, former partner of Robert Quinault, died at Royan, France, January 1.

BAER—Chiff E., 23, member of McElroy's Greater Oregonians Orchestra, died at McMinnville, Ore., January 6.

RAUTH—Eddie, 43, musician and singer, died of cancer recently at the Medical Center, New York, after falling in health for nearly a year. He was a member of Joe Basile's Madison Square Garden Band, with which organization he was affiliated for the last seven years. Prior to that he was with Al Sweet's band in Chicago. He was a versatile musician, playing trombone and violin, and was a featured vocalist with the Basile unit at fairs; Olympic Park, Irvington, N. J.; at the hockey games in Madison Square Garden, New York, and other places. In addition to his musical accomplishments he was a printer. He was a member of the Musicians' Union at Marion, O., and of the Knights of Columbus at Lima, O., where burial was made. Among known survivors are his widow and a sister.

CAMERON—Charles, 60, of the Three Musical Camerons, died January 9 at Zephyrhills, Fla., where funeral services were held. He had a Scotch band with various circuses and was lately with Downie Bros.' Circus. He is survived by his widow, Mary Cameron.

CELLA—Pete, many years an outdoor showman, who had been with Heinz-Beckmann Shows, Rice & Dore Water Circus, C. A. Wortham Shows, Waugh & Hoffer, Beckmann & Gerety's Shows, Snapp Bros.' Shows, William R. Snapp Attractions, died January 9 at Little Rock, Ark., following a stroke. Funeral services were conducted in Little Rock January 10. Interment at Oaklawn Cemetery, that city. Showfolks spending the winter in that city served as pallbearers.

CORRI—William, 73, musical director and composer, died of pneumonia in London recently. He was long associated with the West End Theaters.

DELMERS—Adelard P., 67, widely known years ago as a fancy skater, died at Lowell, Mass., January 9. He formerly operated a large skating rink in Edinburgh, Scotland, and for 20 years was proprietor and manager of the St. Didier Rink in Paris. He was a native of Canada.

DI GIORGIO—Thomas, Italian musician, died at his home in Minneapolis

January 10, after a year's illness. Deceased came to America 53 years ago and resided in Minneapolis for half a century. In addition to appearing with his own musical organizations, Di Giorgio was associated with many well known hands and musical groups. He also gained considerable recognition with his arrangements and compositions. He is survived by his widow and two daughters.

DUFFY—James O. G., 67, newspaper man and playwright, died in Delaware Hospital, Wilmington, January 9 after a long illness. He had been associated with *The Philadelphia Evening Bulletin* as an editorial writer since 1920. His plays included *Hohenzollern*, *The Golden Fleece* and *Brenda's Elopement*. He also wrote several novels. He is survived by his daughter, Eleanor Alleen Duffy.

DUKELAN—George Washington, 88, better known to Negro minstrelsy and vaudeville as "Slim Jim," died January 9 at the Brunswick Home, Amityville, L. I., where he had been under the care of the Actors' Fund for several years. He was born at Smith Falls, Ont., and first appeared under the management of Jarrett and Palmer in 1886. For many years he was prominent with Thatcher, Primrose and West Minstrel, and with George Evans' Honey Boy Minstrel, under the management of Cohen & Harris. In vaudeville he played in a sketch entitled *Rubeville* for C. B. Maddocks and made several appearances in films during the latter years of his career. Interment in the Actors' Fund Plot in Kenalco Cemetery, Westchester, N. Y.

EGENER—Minnie, 49, lyric soprano of the Metropolitan Opera Association and wife of Louis Hasselmann, the Metropolitan's leading French conductor, died at her home in New York January 16.

ESSEX—Lulu, 59, ballad singer and mother of Nellie Essex, burlesque and tabloid soubret, died at City Hospital, Akron, O., January 6.

BILHAUD—Paul, 78, dramatist and

poet, died at Fontainebleau, France, January 9.

FISHER—Dan W., 53, former carnival man, of late a farmer near Rockford, Ill., was murdered January 8. His alleged murderer, John Bellarques, was shot to death by posemen.

FRANTZ—Mrs. C. V., 68, passed away at her home in Orlando, Fla., December 21. Interment at Warren, Ind. She is survived by a son, Gerald, and daughter, Mrs. E. R. King.

FRITH—Del A., who operated refreshment stands at fairs and with carnivals many years, died suddenly at his home in Kalamazoo, Mich., January 6. He is survived by his widow, Ann.

FULLER—Molly, 65, musical comedy star a generation ago, who staged a comeback at the Palace, New York, 10 years ago after she has lost her sight, died recently in Hollywood. Miss Fuller, who in private life was Mrs. Frederick Hallen, first appeared on Broadway with Henry E. Dixey in *Adonis* and *Fay Templeton in Evangeline*. Later she played in several musical comedies, and then entered vaudeville with her husband under the team name of Hallen and Fuller, an act which was a headliner for 25 years. She became totally blind soon after the death of her husband in 1921. Through the kindness of E. F. Albee, then president of the Keith-Albee circuit, and Blanche Merrill she was booked at the Palace Theater during New Year's week of 1923. The sketch in which she appeared was especially written for her by Miss Merrill and was successful enough to provide a living for her during the later years of her life.

GERARD—Frank, 58, uncle of Adelaide Hall, died of pneumonia January 6. He is survived by his sister, Elizabeth Hall, and brother-in-law, William, besides his niece.

GRIMES—Sheldon, 20, musician of Angola, Ind., died January 4 of injuries sustained in a basket ball game. Grimes' last engagement was with the Myron Walz Orchestra at the Golfmore Hotel, Grand Beach, Mich. He is survived by his parents and two brothers. Funeral services and burial were held in Angola.

HAYNES—"Uncle Charlie," 76, many years operator of lunch stands and shooting galleries, last several years in Marion, S. C., died recently in that city. His remains were interred in Rose Hill Cemetery, that city. According to report, he left a will bequeathing an amount in excess of \$5,000 to a Bible class of a church at Marion that had taken him into its fellowship.

HERBERT—Thomas, 70, known as The Great Venora, died of heart disease in his hotel in Bridgeport, Conn., January 12. In his youth he was star juggler with Barnum & Bailey's Circus. He was on vaudeville bills with Lillian Russell and John Drew. He is survived by his widow, Mrs. Kate Silbon Herbert, of Port Jefferson.

HOPKINS—John J., 70, for many years superintendent of the country estate of the late Florenz Ziegfeld in Hastings, N. Y., died January 9 at his home in that town. He belonged to the Foresters of America and Holy Name Society. Burial in Mount Hope Cemetery.

ISENBARGER—Mrs. Cora, 60, wife of John Isenbarger, who managed the Northern Indiana Fair for several years at Decatur, Ind., died recently at her home in North Manchester, Ind. She is also survived by three sons, a sister and a brother.

JOHNSON—Frances Glenrose, former screen artist of Los Angeles, died January 1 in Paris.

KAUFMAN—Harvey Norman, died in New Haven, Conn., January 5. He was the son of Murray Kaufman, vice-president of the Strand Amusement Circuit, of Bridgeport, Conn., and the grandson of Charles Levine, owner of the largest theater circuit in Southern Connecticut.

KEMP—G. F. (Daddy), 68, who for many years operated Kemp's Wild West (also billed Kemp Sisters' Wild West) in the Middle West and Central States, died at his home in Downey, Calif., January 3 after a lingering illness. He moved from his native city, El Paso, Ill., to California about 15 years ago. Funeral services were conducted at Downey January 6, with interment in the family plot in a local cemetery. He is survived by his widow and one daughter, Lida.

KELLY—Joseph M., for the last four years electrician at the Parker Theater, Philadelphia, died in that city last week

after an eight days' illness with pneumonia. He toured for many years as a carpenter with the C. B. Maddocks act in *Withers' Opry, 50 Miles From Broadway*, and Andy Thomas' *Bride Shop*. He was a member of the Philadelphia Local IATSE and TMA No. 3 in that city. Requiem mass was sung in St. Catharine Church, Philadelphia, and interment was made in the Holy Cross Cemetery, that city.

KLING—Elmer A., 60, cornetist, died at the Wells County Hospital, Buffalo, Ind., recently with peritonitis. He was a member of the Bluffton Band. He is survived by his widow, a daughter and three grandchildren. Burial was made in Monroeville, Ind.

KOHLMAN—George H., 68, veteran Cincinnati musician, who retired 23 years ago, died last week at his home in Cincinnati following a two weeks' illness. He formerly played with the John G. Weber Band and also at the Grand Theater, Cincinnati. He was a member of the Carlon Lodge of Masons and the Musicians' Protective Association. Funeral services and burial were held in Cincinnati. Surviving him are his widow, two sons and one daughter.

LANG—Mrs. Kate, 89, died in Asbury Park, N. J., after a short illness. Years ago she sang professionally in England. She made her vocal debut in this country in the old Steinway Hall in New York. She retired from the stage to devote her time to the founding of prison libraries.

LEWIS—Orlen, 62, musician and actor, died in Chicago November 14 from the complication of diseases.

LONG—James G., former proprietor of the Brighton Arms Hotel, Long Island, N. Y., died of pneumonia January 8 at his home in Deer Park, N. Y. He was born in Leeds, England. For a time he was interested in business in Coney Island. He is survived by his widow and one son, James G. Long.

LYNCH—David J., 60, former actor and manager, died January 7 at his home in New York. He was a native of Mobile, Ala., from where he ran away at 19 to go on the stage. For 15 years he managed the Keller Sisters and Lynch, a vaudeville act composed of his three children, Nat, Taddy and Frank Lynch. Surviving besides the three are his widow, Mrs. Katharine Anderson-Lynch, a former Michigan school teacher.

MCCLURE—Harry, billposter, died at his home in Cincinnati January 9. Interment in Spring Grove Cemetery, that city, January 12.

McKEE—Sam A., 69, pioneer Los Angeles cafe, cabaret and night-club owner, passed away in that city January 6 as the result of a chronic heart ailment. McKee for 25 years operated a restaurant on South Spring street, where his Armstrong's *Baby Dolls* girl show became well known all over the Coast. He also was known for his promotion of automobile races in and about Los Angeles. Surviving are his widow, a stepdaughter, two sons and three sisters.

MAHER—Owen, who was associated with his brother, Phil Maher, in various radio and theatrical enterprises, died at

MALONEY—John A., 56, entertainer, and former manager of the Le Roy Opera House, Le Roy, N. Y., died of pneumonia in St. Jerome's Hospital, Batavia, N. Y., last week. Of late years he was an attorney. He leaves a brother and sister.

MANNING—David F., 75, a member of the Fitchburg (Mass.) Military Band for 52 years, died at his home in Fitchburg, January 7 after a lengthy illness. Funeral services were held at St. Bernard's Church, Fitchburg, Monday morning, January 9, with a large congregation in attendance, including the entire membership of the band and a delegation from the Fitchburg Lodge of Elks, of which Mr. Manning was a member. He was born in Easton, Mass. For 52 years he played first clarinet in the band and for 40 years was treasurer of the organization. At the time of his death he was president emeritus of the band. For 21 years he was connected with the Steinert Music Company, of Fitchburg, part of the time as manager. He is survived by his widow, Mrs. Ceilina Manning; two daughters and a son.

MARSHALL—Helen, 28, circus performer, died in St. Louis January 9.

MOORE—Ada, English actress, died in London December 28. She is survived by two sisters, Eva and Decima Moore.

MORTON—Lew Jr., who has been stage director for the Shuberts for many years, passed away at his home in New York January 13 after a long illness. He directed numerous musical comedies, of which Jack Pearl, Al Jolson, Ted Healy and others were featured. He directed several stock companies and for several seasons directed the Municipal Opera Company, St. Louis. He is survived by his widow, Ollie F. Morton, and his niece and nephew, Primrose Semon and

In Loving Memory

of

William Morris

A Great Showman and
Much Better Friend

EDDIE CANTOR
GEORGE JESSEL

erty Semon. Funeral services were held January 16 at the Brooklyn Funeral home.

NEW—Clarence Herbert, 70, author of as world's longest novel, Free Lance in Diplomacy, which has been running in serial form in The Blue Book magazine since 1909, died recently at his home in Brooklyn. He wrote many motion picture scenarios, novels and short stories. He is survived by a son.

O'NEIL—Mickey, water show clown, a couple of years with his own act, driving Aces, and formerly employed with aquatic attractions with Rubin & Cherry shows, C. A. Wortham Shows, Morris & Castle Shows and other amusement organizations, died at Macon, Ga., January 2. At press time details are lacking except that his remains are at funeral parlors of Burkhardt-Connelly Company, Macon.

PARR—Mrs. J. B., 48, wife of J. B. Parr, old-time showman, died at Butternut, Mo., January 3.

FOGUE—Ralph, 40, actor, of St. Louis, was fatally injured January 7 when he fell from a haymow in a barn owned by his parents, Mr. and Mrs. Mack Fogue, at Angola, Ind. His widow is also a actress.

ROLFE—Scandinavian revue producer, drowned near Stockholm, Sweden, December 28.

ROONEY—Pat, 42, stage and screen actor, died at his home in Hollywood, Calif., January 15 after an illness of more than a year. He did his first screen work with the pioneer Essanay Company in Chicago, and since had appeared in numerous productions, playing with Charles Chaplin and Douglas Fairbanks among others. Rooney formerly was on the stage, making his first appearance in The Man From Mexico in San Francisco in 1911. Several Pat Rooneys have done screen work here, among them Pat Rooney II, of New York, vaudeville singer and dancer, but the one claimed by death January 15 was a veteran in motion pictures.

SHELL—Lew, 60, bandmaster and conductor of the American Legion Band, Argonne Post 9, Jellico, Tenn., and musical instructor in schools in that city, died suddenly in his room at the Buckner Hotel, Jellico, January 9. He was a veteran trouper. At one time he took a band to Alaska. He conducted bands with Hagenbeck-Wallace, John Robinson and Barnum & Bailey circuses. Body will be held at Ellison Mortuary, Jellico, for a few days while efforts are being made to locate relatives to make funeral arrangements.

SCHENK—Mrs. Florence Augusta Bollen, 38, died in Bronxville, N. Y., January 6. She was formerly a soprano at the Metropolitan Opera House.

SHANK—Russell, 43, one of the oldest movie operators in Canada, died recently in Toronto. He was a charter member of the Moving Picture Operators' Union and had projected pictures since the day of the nickel shows. With his brother, Walter Shank, he was responsible for the Canadian presentation of Birth of a Nation. He was born in Listowel and came to Toronto in 1902. Surviving are his widow and brother, Walter, of Cooksville, Ont.

SLOAN—William Hope, 60, veteran comedian, died at the Brunswick Home, Smithville, L. I., January 12, where he had been for many years under care of the Actors' Fund. He was a half brother of the German dialect comedian, George B. Knight, who died in 1892, and a brother-in-law of Sophie Worrell, one of the well-known Warrall Sisters. Sloan was born at Parksburg, near Philadelphia, and first appeared on the stage with Wallen and Hart in Later On. He was in the original production of Rice's 1492 at Palmer's Theater in 1894 and in the original cast of The Belle of New York at the Casino in 1897. Following this he played with George M. Cohan in The Governor's Son, and with A. H. Woods in Tenderly Enemies. He was well known in vaudeville both in England and in this country, appearing in a sketch entitled The Plumber. Interment in the Actors' Fund Plot, Kenilco Cemetery.

SPRAILES—M. B. (Fat), died recently at the General Hospital, Knoxville, Tenn. Survived by widow.

STANFORD—George, died in New Haven, Conn., January 4. He was many years a concessioner and proprietor of a hotel at Savin Rock Park, New Haven, Conn. Death occurred after a long illness.

TYLER—George, 57, with the late Charles Thompson, builder of the Grand Theater, Rochester, N. Y., and well-known hotel man, died suddenly in Rochester last week. He conducted hotels in Auburn and Syracuse, where he was well known to the profession, and later was proprietor of Tyler's Inn at Pittsford, N. Y. He leaves his wife, Mary, and a son, A. J. Tyler.

WALKER—Mrs. Kate Hinds, 78, long active in musical circles and dramatics in Rochester, N. Y., died at her home in that city last week after a long illness. She leaves her husband, William C. Walker; a son, two daughters, five grandchildren and two great-grandchildren.

WATSON—Col. Dan C., 66, the last 26 years in outdoor show business, died in Community Hospital, Pittsburg, Kan., December 30 following a stroke to which he fell victim less than a year after his wife died of heart trouble. Burial was at Columbus, Kan. He is survived by five daughters, two sons, two sisters and a brother.

WELLS—Ernest J., son of James Wells, died at Oxford, Eng., December 23.

WHITE—Maude E., 73, prominent actress of a former generation, died in Hartford, Conn., January 10. She once played with Richard Mansfield and was featured in several productions by Charles Frohman. Her early stage training was under Dion Boucicault, playwright and actor. She was a favorite 40 years ago with New York and London audiences, appearing under the management of Charles Frohman and J. K. Emmett.

WOESHKE—Charles F., 56, musician, died at his home in South Bend, Ind., recently following a year's illness. He was a member of two local German musical clubs. Funeral services were held at St. Peter's Evangelical Church, South Bend, with Rev. M. C. Hofer officiating. He is survived by his widow, two daughters and a son. Burial was made in the Highland Cemetery, South Bend.

WOLLE—Dr. J. Fred, 69, organizer of the Bach Choir festivals, which attracted countless music lovers to Bethlehem, Pa., during the last three decades, died in that city January 12 after a three years' illness. From 1905 to 1911 he was professor of music at the University of California, where he organized the California Bach Choir, but he then returned to Bethlehem. In recent years the choir has numbered 300 voices.

MARRIAGES

DEL BARRIO-COSTELLO—Helene Costello, Hollywood screen star and former wife of Lowell Sherman, of film fame, was married in Cuba on January 6 to Dr. Arturo Del Barrio, Cuban lawyer and movie producer.

GABLE-GABLE—William H. Gable, father of Clark Gable, film actor, and Mrs. Edna Gable, the widow of William Gable's elder brother, Frank, were married in Yuma, Ariz., January 11.

EDMONDS-KNAPP—Dorothy Knapp, winner of the 1922 Atlantic City beauty contest and with various Ziegfeld and Carroll shows, was married recently to Jack Edmonds, Montreal radio announcer.

LEATHERBEE-LOGAN—Mary Lee Logan was married recently to Charles Crane Leatherbee in New York of the Theater Unit, which offers a season of plays every summer at West Falmouth, Cape Cod, Mass., and two winter seasons in Baltimore.

LITTLER-GOPPIN—Cora Goffin, English musical comedy and revue actress, now appearing in Francis Laidler's pantomime at Daly's, London, was married to Emile Littler, theatrical manager and producer, in London January 13. The bride has been on the stage since she was 13, launching her career as a child dancer in ballet.

MILLER-D'LOUHY—M. Leo Miller, many years associated with Roton Point Park, Norwalk, Conn., and for the past year radio editor of The Bridgeport Sunday Herald, was married in New York to Florence Eloise D'Louhy, Bridgeport, January 5.

MOSS-MOSETTI—Carlotta Masetti, English ballet dancer, who was prima ballerina at the London Coliseum and Alhambra, was married in London recently to Walter James Keith Moss, book publisher.

NAPOLIS-LLOYD—Louis Napolis, showman, and Jane Lloyd, nonprofessional, were married recently at Ada, Okla.

ROACH-LEE—The marriage of Bryan Roach, for several years superintendent of Casino Park, near Fort Worth, Tex., to Ginger Lee, Ft. Worth, in Marietta, Okla., was announced in Fort Worth January 7. Roach was arena director for the rodeos staged by Col. W. T. Johnson in New York, Chicago and Boston last year.

SOUTHERLAND-HENDERSON—Eddie Henderson, m. p. director, and Audree Henderson, of Hollywood, were married at Yuma, Ariz., January 8.

WRIGHT-VON RUE—William Wright and Greta von Rue, both in pictures, were married in Los Angeles January 9.

COMING MARRIAGES

Lewis Arfine, musician, and Henrietta Miller, both of New York, have filed marriage intentions at Greenwich, Conn. Margareta Melamet will be married to Jozef von Roessler, son of Baroness Wilhelm von Roessler, of Karlsbad, Czechoslovakia, in Baltimore February 3. The bride to be is daughter of the late Professor and Mrs. David S. Melamet, well known in musical circles in Baltimore and in Europe. She formerly sang with the State Opera Company in Prague, Czechoslovakia, and plans to continue her musical career.

Larry Lee, of Cincinnati, will be married shortly to Jo Warren, of Grand Rapids, Mich. Miss Warren is a dancer and Lee is a singer and violin player. The two met while appearing with the RKO National Opportunity Revue. John Wayne, Western film star, and Josie Saez have announced their marriage for March 10.

BIRTHS

A 7 1/2-pound boy was born to Mr. and Mrs. Orla Wach in Cincinnati December 24. Instead of a girl as was stated in the January 7 issue. The new arrival has been named Charles Edward. Mother and baby doing fine.

Born to Mr. and Mrs. Bert Bernier, of the Bernier Players, Champlain, N. Y., a 9 1/2-pound boy January 8. Father is a well-known repertoire comedian.

Libby Holman, former stage star and widow of Smith Reynolds, gave birth to a boy at Pennsylvania Hospital, Philadelphia, January 10. The father died under mysterious circumstances in his Winston-Salem (N. C.) home last July.

A daughter was born to Dr. and Mrs. M. Ginsberg in Hollywood January 8. Ginsberg is a plastic surgeon catering to the film colony.

DIVORCES

Elsie Neal, musical comedy dancer, is seeking a divorce from Jack Neal, actor, in Supreme Court, New York. Justice Morschauer, in White Plains (N. Y.) Supreme Court, granted Henrietta Deich, dancer, a decree of divorce from Lazore Deich, gem expert.

Alda Reid has filed a separation action against J. Lewis Reid, radio announcer, in New York Supreme Court.

Mabel Pearl, former music arranger for Irving Berlin, is suing Harry Pearl, booking agent, for divorce in New York Supreme Court.

Yvonne Vallee, wife and former music hall partner of Maurice Chevalier, asked a Paris tribunal for a divorce January 11.

Lawrence T. Hager, tenor, well known in vaudeville and until recently with Henry Prather's Moonlight Revue, was granted a divorce from Virginia Garcia Hagen, of Hollywood, in Owensboro, Ky., January 10.

Mrs. Edna Hickox won a divorce from Sidney B. Hickox, cameraman at First National studios, in Los Angeles Superior Court January 11.

Seraphine Davidoff was granted a divorce from Alexis Davidoff, Russian technical director of Hollywood studios, in Los Angeles January 10.

Margaret Martin, Alexander Pantages' adopted daughter, was granted a divorce from Orlando (Slim) Martin, orchestra leader, in Los Angeles January 10. Martin recently completed a two-year engagement at the Pantages, Hollywood.

Col. Lucien Tallafiero, retired army officer, won a divorce from Lucerne Goodenow Tallafiero, Hollywood screen writer, at Reno January 11.

Ruth E. Trump was awarded a divorce from Paul B. Trump, film studio musician, in Los Angeles January 11.

Blumenfeld Out, Then Back

CHICAGO, Jan. 14.—Herman Blumenfeld made some quick changes in his connections last week. He recently left Barnes-Carruthers to go with the Schooley Productions. When Edgar I. Schooley returned from a trip to New York early this week he found Blumenfeld had returned to B-C.

Rubin & Cherry Shows

MONTGOMERY, Ala., Jan. 12.—Rubin Gruber, who had been sick in bed with a very bad cold for a week, is now much improved and able to be about again. Mrs. Elizabeth Penn is visiting relatives at Greenville, Ala., and informs she is taking a much-needed rest. Roy Shepard left for a visit to Largo, Fla., and will be back soon. Jim Eskew has started breaking in some new stock for his show for the coming season. He is assisted daily by the capable George Hennessey. Junior Eskew and "Tom Mix" Eskew are also to be seen daily practicing new rope and riding feats. Dutch Christ is

kept busy with the train team. Mike Reed doing a lot of hunting these days—birds and rabbits. No work started yet at quarters and one has been contemplated till some time in February. George Shannon's cookhouse still the most popular place at quarters and show talk is "cut up" nightly by the "jack potters club," which consists of the following: George Shannon, Bert Minor, Dutch Christ, Sailor Gardner, Arthur Sharpe and the writer. J. A. PEARL.

Isler Greater Shows

ADA, Okla., Jan. 12.—All members of this organization were heartbroken when the news of the death of Andrew Hanson, affectionately called "Daddy" by old and young on the caravan, was announced. All felt that they had lost a pal, as "Daddy's" smile and never-failing good humor were an antidote for the "blues." He was owner of the giant Mixup with the show and had his ride booked with this organization for six consecutive years. The midway will never seem the same without him. Nip Butts, owner and manager All-American Shows, was a visitor at quarters and a guest of Business Manager Dick O'Brien. As they had not met in more than 10 years they had an agreeable visit. Fred Bond, of freak-animal show note, was up from Dallas to give the quarters the once over. Bob Miller, manager the shooting gallery and Arcade, left for Wichita Falls, Tex. Louis Napoli, one of the members of the show colony here, was married to Jane Lloyd, a member of one of the prominent families in town. Louis has not fully decided whether he will troupe the coming season or settle down. Quite a few of the boys wintering at the show's permanent quarters at Chapman, Kan., are due here about February 1. MARK BRYAN.

AIR BRIEFS

(Continued from page 15) cans who know how to speak Chinese fluently. He spent three summers there during his college days. Altho off the air, George Price continues to study mike technique. Morton Downey made a recording of Kol Nidre and Ell, the two Hebraic chants. Tommy McLaughlin spent the week-end at Lake Placid skiing. Ferde Grofe's next composition will be titled Rhapsody in Fire. Mildred Bailey is recuperating from the effects of a minor operation.

Sisters of the Skillet had offers from three sponsors while in New York, but returned to their commercial in Chicago.

When Carson Robison and his Pioneers go out of town for theater appearances they fly there and back.

Frank Black, NBC's musical director, predicts a new fad in radio music.

The Funnyboners are making a talking short for Nick Kenny, Daily Mirror radio columnist, this week.

If his sponsor permits, Eddie Cantor has agreed to credit David Freedman, author of his radio programs, at the conclusion of each broadcast. Authors will be tickled pink at such a move by Cantor.

Ted Weems claims that his whistler, Kimo Tanner, taught Bing Crosby how to whistle when Weems was on the Coast and Gus Arnheim was at the Coconut Grove with Bing Crosby.

Chick Farmer is being featured with Lee Kuhn's Orchestra over WMCA each Sunday afternoon.

Cliff Hall's song, I Know You're Lying But I Love It, is now being featured by all the Magic Carpet orchestras.

Earl Ferris, radio p. a., has just published a dizzy book called How To Have Fun With Your Clothes On.

The Boswell Sisters took a week's vacation before embarking on their vaudeville tour.

Jack Fulton and Irene Taylor, both featured vocalists with Paul Whiteman's Orchestra, made a big hit with the automobile salesman at the General Motors Show at the Waldorf-Astoria a week ago Friday.

McC Gale has opened his own radio production offices on Broadway.

Most of the radio editors and all of Johnny Johnstone's friends showed up at a surprise party given for him by his wife. The only trouble was Johnny wouldn't leave the house all day and was there to receive the guests as they dropped in instead of being surprised by a houseful of guests.

Ben Rocks Productions clicked with another radio act when NBC signed Martha and Hal for a series of sustaining programs over WEAJ three times weekly, Tuesdays, Thursdays and Saturdays, at 11 p. m.

Duo did a broadcast over WJZ for the auto show.

"Lotus Land," a favorite feature with WMCA audiences two years ago, resumed last Sunday over that station, the artists being the Kyra Robertson vocal trio, Claude Wells and Robert Lewis Sharon, readers, and Elmo Russ at the organ.



Line Forms to Right for Snapshots of Bernard, Imson, Smith, Sterling and Capon—Week's Tidbits

By LEONARD TRAUBE (New York Office)

SNAPSHOTS. Charles Bernard, Burt Imson and Fletcher Smith. The trio formed a characteristic group of itinerant showmen during the last quarter of the past century. Fletcher and Burt were on a tour of Canadian provinces with Andrew Downie's Tent Dramatic Company. Then Imson to the Burr Robbins Circus in clowning and concert, when, recalls Bernard, "the Baraboo boys were getting educated in circus opposition." Bernard the agent for Imson's Uncle Tom's Cabin Company 43 years ago, with a 22-week barnstorming season. At close of 1889 circus season The Savannah Chronicle saw Imson's advertisement in The Clipper; joined show at Kirkeville, Mo., with previous agent leaving without notice, no route contracted or billed, company on commonwealth plan and everyone slaying the blues. Bernard had just closed circus season and had a little b. r., so he wired the Great Western Printing Company, of St. Louis, for rush shipment of "Tom" paper to Kirkeville; at end of week had troupe contracted and billed in half a dozen towns—all short railroad jumps and show playing on two days' billing. Show drew well from first stand out of Kirkeville, heavy billing after four weeks, keeping eight to 10 days ahead. Actors on salary instead of co-op. Imson and Bernard intimate friends for nearly half a century, with former becoming identified with Kiakapoo (Chalmers Lowell Pancoast please note) Indian Medicine Company, managing a number of their troupes with notable success. Imson now residing in Soda Springs, Idaho.

ERNEST A. CAPON. Custodian of the John H. Thiele animals at Port Chester, N. Y. An animal man for 25 years, getting started with Frank C. Bostock in London. Had ye celebrated boxing kangaroo on the late Capt. Jack Bonavita's unit in Luna Park, Coney Island. Hit off to Pacific Coast for animal flickers. Head prop man for three years for the late Thomas H. Ince in Culver City, Calif., in the days of Dorothy Dalton, Douglas Maclean, Doris May, Charles Ray, Anna Q. Nilsson, Louise Glaum, William S. Hart and other film stars of that period. Superintendent of animals at Riverside Zoo, Wichita, Kan., for three years. Lately with Lorraine Wallace's lion turn.

FRANK T. STERLING. For many years manager, lecturer and exploiter of Lillian Sterling, the Madama Zenda of the mentalist world, who is at the Harlem Museum, New York. Thirty-five years in the show business and cauliflower calisthenics. Nationally prominent amateur lightweight boxer of titular significance before and after the turn of the century. Met such ring satellites as Kid Broad, Frankie Erne and Kid Lavigne in his pro days. Elbow McPadden licked him at Fort Erie, N. Y., in 1906 in a title match. Fought prelims with Battling Nelson. Boxing exhibitions on Keith-Proctor time in 1914, meeting all comers. Girl units on Brown & Dyer Shows, George Reynolds Shows, etc. Attractions with Dufour-Tilford and John M. Sheesley. With original Wortham Show. Attached to Billie Clark's Broadway Shows and Otis L. Smith. After many ups and many downs, his view-

Governor Herbert H. Lehman of New York, meeting with the State Board of Regents, announces reduction of \$10,000,000 in budget of State aid to schools. Does this presage elimination or reduction of State grants to fairs? Looks like Eighth avenue will be ornamented by a marathon dance before long. That was Frank C. (Steel Pier) Gravatt, of Atlantic City, who's on scouting trip here and seeing shows. And was that Zack (Sells-Floto) Terrell around the Square? Raymond Lee Ditmars, curator of reptiles and mammals at Bronx Zoo, was to discuss his trade over NBC network January 15. Dr. Ditmars joined Bronx Zoo way back in 1880 and has authored tomes on snakes and mammals. Talking of the other world, here's thanks to Don Lang for mentioning this publication and its radio editor, M. H. Shapiro, on that animal story program over a WABC wire last Tuesday; just why he commented on us is not clear. Martin H. (Speedboat) Dacey comes thru with a couplet from Miami: "In this warm and sunny clime we all forget it's wintertime." Sylvester Sullivan has an interesting article in February issue of All Nations Magazine, his subject being correct use of King George's English. A thoro digest of it has done us no good, as you can see, can't yuh? American Fireworks Company comfortably settled in new Boylston street offices in Boston. Henry Rapp, Fred C. Murray and Al Striano holding down traditional fort. Stuart (Wirth & Hamid) Kollins in same building—but in an office below. So a wag cracks that he's coming down in the world. Was that Tom Mix?

Dodson's World's Fair Shows

MUSKOGEE, Okla., Jan. 12.—Christmas was greatly enjoyed at winter quarters. "Mother" Kinsey had a dandy dinner for the "bunch" in the dining car. Car trimmed in red and green, with Christmas tree in one end. Gifts distributed by "Uncle" Harry Sanford. Music by radio during feast and for dancing. Johnny Hoffman was called home, Chicago. His mother was very sick, so closed the corn game night before Christmas and left, accompanied by his wife. Mrs. Lucille Dodson Osburne spent the holidays with the writer and wife. Doc Ward, spending winter in Kansas City, will be back this summer with his bride. Dillon (Peanuts) Hurt passed thru on his way to Kansas City. Manager Guy Dodson will be back on the show about February 1. Mr. and Mrs. Mel Dodson have returned after a business trip to Dallas and San Antonio, stopping off to see Scout Younger. "Uncle" Harry Sanford made a trip to Tulsa to look things over for a corra game. Heavy James, who has the Outlaw Show and is spending the winter in Florida, will be back to overhaul his show by 1st of March. Scout Younger says he has something new for his show and it will have a fine new front. Fat McCaully has a coyote that he is training for the Wild West Show. Mrs. Mel Dodson's dog, "Von," is the proud mother of seven pups. Mr. and Mrs. Beeman Yancy are spending the winter at Kansas City with Mr. Yancy's father. J. George Roy and wife and son will soon return from Chester, Pa., to start building new wagons. S. R. Dodson, Guy and Mel Dodson's father, spent Christmas with Manager Dodson in Chicago. Mr. and Mrs. Krewer are spending the winter in Chicago; also Mr. and Mrs. George Regan. Will Kehoe and wife are on a hunting trip in Kansas. Mr. Glenn, who has the riding school at the fairgrounds here, had a nice business over Christmas. On the side Mr. Glenn is getting his Wild West Show back in shape for coming season. Bill DeRant made a trip to his home at Atlantic City to spend Christmas with his family. Major Andrews and wife, Billy, are spending the winter in California at Mrs. Andrews' home. F. VAN AULT.

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point on life in general and amusements in particular is still fresh and invigorating. Last year down with illness and at one time near the Final Curtain. Now making what he describes as a "come-back."

IKE ROSE scored the full week of engagement at Savannah (Ga.) Theater with his midgits; then two-day date in Thomasville, Ga., and two in Dothan, Ala. Pensacola, Fla., may be next in line. Wonder why the local Madison Square Garden is interested in that list of annual rodeos. Is it in the cards for that mammoth arena to attract shows to foreverun the World Series rodeos? W. A. (Sheesley Shows) Thomas calls Miami the "showfolks' paradise," and so it's there he's spending the winter.

Friendly City Shows

PITTSBURGH, Jan. 12.—Things moving along nicely at winter quarters. Among visitors lately Charles Hays, James Eation, Jake Meyers, Inodora Masoff, Billy Burk, Jack Dalley and several others whose names the writer did not get. Latest bookings are Will Jaquith, with coin arcade, and E. F. Rely, with his frozen custard machine. Bob (Blackie) St. Clair met with an accident while crossing a street. Was struck by a truck. Will be under a doctor's care for some time, but is getting along as good as could be expected. The writer was sick for a couple of days, but is up and doing ok'ed now. Manager John Geoma and Assistant Manager Harry H. Winters made a trip to Western Pennsylvania, looking over some of the territory the show will play. The show is slated to open its new season in Beaver Falls, Pa., April 22. It will be much larger than in the past, with practically all new canvas and new fronts. Mr. and Mrs. Charles McCune, wintering in Florida, will be here in time for opening; also Claude Oederkirk, Russell (Heavy) Tosters and L. M. Leader, now also in Florida. William (Scotty) Cover made a business trip to Harrisburg. Will have his Chairplane with the show third season. Mike Mutt is wintering in West Virginia.

MRS. HARRY H. WINTERS.

Are Off for Winnipeg

CHICAGO, Jan. 14.—John R. Castle and R. L. Lohmar, Castle-Ehrlich-Hirsch Shows, and E. F. Carruthers, Barnes-Carruthers, left last night for Winnipeg to attend the annual Western Canada Fairs meeting. Edgar I. Schooley, who left earlier in the week to attend the fairs meeting in Minneapolis, also will attend the Winnipeg meeting, going from there to the Dakota meeting.

J. J. Page Shows

GREENVILLE, S. C., Jan. 12. — J. J. Page arrived in Greenville from the home port, Johnson City, Tenn., and decided to forego his contemplated winter tour, hence the Carolina Amusement Company is no more. Adverse weather and shaly business conditions the reason for the sudden closing. Billie Clark, who handled the winter show, says he had more tough sledding with the little outfit than he ever had with his railroad show. R. F. McLendon says he couldn't beat the weather, so after a hectic week he decided to close his store show. Ben Mottie has passed thru here several times on his way north with fruit. Mrs. Ben Mottie is still under a doctor's care at Tampa. Bill and Bobbie Wilson, with their daughter, have left—were with the Motties the last five years. Harry and Helen White and Marguerite Yarran are at present with the Motties. Bill and Helen Moore returned from their Florida trip with an automobile, and after storing their truck and living trailer, motored to Ohio and Michigan to visit homefolks Christmas. A sumptuous repast was enjoyed by the folks at quarters. At the dinner with all the trimmings, were Mr. and Mrs. McIntyre and daughter, Roy Fann, R. F. McLendon and D. T. Morrissey. Mrs. McIntyre was the chief cook and all voted her A-1. Charlie Abbott, ex-general agent, was seen on the streets here recently. Said he has a small promotion on in a South Carolina town. Charlie has been staging the annual fair here. All hands in quarters are busy these days with sandpaper, as all the "horses" of the "jinnny," along with the charlots, panels, etc., will receive a new coat of paint. Owner Page says he will have three new tops to grace the midway the coming season. Roy Fann has received instructions to repaint the massive front arch—Mr. Page truly believes in the pay-gate system—says it's the show owner's only out. R. E. SAVAGE.

C. W. Paige to Blackpool

NEW YORK, Jan. 14.—Charles W. Paige, riding device builder and the past season at Woodliff Pleasure Park, Foughkeepsie, N. Y., as construction superintendent, last night sailed for England. Will supervise building of a Coaster at the famed Blackpool playground, which already has four of the giant rides.



Hartmann's Weekly Broadcast

THE Ohio Fair Managers' Association has the distinction of having the largest membership of any State organization of fairs in America. The membership in fact is larger than that of the International Association of Fairs and Expositions. At one time the Ohio association's membership numbered about 105. Today it is 91, 18 more than the number of fairs in the International Association of Fairs and Expositions.

The Ohio association's program for the general sessions, too, I feel safe in saying, is the heaviest of any State association of fairs in the country, not even excepting the International Association of Fairs and Expositions. The program bridges with topics, and not only that, in almost every case four, five and even six people are programmed to speak on each subject. Some, of course, either do not attend the annual convention or absent themselves from the meeting when the topic upon which they are to speak is reached.

There might be good reasons for scheduling so many speakers on the same subject, probably the most important one being to encourage the attendance of those concerned, but whether it is good policy to have a heavy or bulky program is a question. Personally, I am not in favor of such, because many of the delegates grow restless and walk out before the sessions are three-quarters if not half over.

Of course, I well realize that those in charge of the business program aim to give the delegates and others all the benefits possible from the convention, but one must not forget there is such a thing as too much, and too much is just as bad as too little. Probably no one (See Hartmann's Broadcast on page 58)

Model Shows Present Neat Appearance at Largo Fair

LARGO, Fla., Jan. 14.—Model Shows of America, under general management of Milton M. Morris, this week started their tour of Florida winter fairs here at Pinellas County Fair with a very attractive midway. The attractions include 19 shows and 8 riding devices. The following, additional to the list given in last issue, joined here: Working World, Bonnie Jean (fat girl), "Hiko," "Gangster Car" and Glover's Riding Ponies. The show's paraphernalia, embellished at Tampa winter quarters, makes an excellent appearance. A member of the staff informs that business has been in excess of some previous years of this fair.

Among visitors were P. T. Streider, manager South Florida Fair, and family; John F. May, Jack Guthrie and others, of Winter Haven (Fla.) Orange Festival; E. S. Holman, secretary Hardee County Strawberry Festival, Bowling Green; Mrs. Malville, widow of the late Harry G. Malville, of Melville-Reiss Shows; Rube Liebman, exploiter of fairs and special events, and many others. Capt. Elton Denham, who was severely injured in wreck of Rubin & Cherry Shows' train at Evansville, Ind., last September, informs the showfolks by wire that he is about to leave hospital at Evansville, also that he is able to walk a little and probably will not be badly crippled as was expected.

Legion Shows

AUGUSTA, Ga., Jan. 12.—The weather conditions for the past week have been ideal, and the Hawaiian and Arcade fronts have been repaired and painted. A new front for the crime show, "Well's Highway," has been built. All of this work done by Cody Smith and Joseph Rubbell. W. A. Comer has arrived to start lettering and scenic work. On his travels the writer, general representative, found cotton-mill towns of South Carolina promising. The show will spend March and April in that State. Manager Al Ketchel is optimistic regarding the coming season. Opening date has not yet been set. Recent visitors to quarters included Star De Bell, Gene Madreau, Marie Russell, Dusty Rhodes and several others the writer did not get to see. Dixie Museum, operated by Mr. Ketchel, closed after the holidays because of lack of sufficient business. J. A. (JIMMY) WINTERS.

Playland Probe Gets Under Way

NEW YORK, Jan. 14.—The inquiry into the financial affairs of Playland, Eye, reached its first stage at the initial hearing before the Westchester County board of supervisors on Thursday in White Plains, the county seat. Conspicuous by his absence was John Macri, ex-Playland concessioner, regarded as the principal instrument in pushing the investigation. Old stuff was discussed, no important testimony introduced.

Chief Engineer Jay Downer, of the county park commission, emphasized the point that no major complaints have been backed up by facts since an investigation committee was appointed last November.

Brought out that Frank W. Darling, director of Playland, has been on a salary of between \$22,000 and \$32,000 a year since his appointment five years ago, with Arthur W. Lawrence, president of the park commission, characterizing him, in consideration of the position, as one of "the most underpaid employees in the county."

Witnesses testified that Mr. Darling's salary is \$15,000 a year, and 10 per cent of the profits under \$180,000 and 5 per cent in excess of that figure. They disclosed that, under this arrangement, he received \$32,867 in 1930 and \$22,208 in 1932, plus a residence, office and car.

Another subject under discussion was cost of operation, which Mr. Lawrence said would come to \$135,000 this year. He said that interest on capital investment of more than \$9,000,000, the not charged on the books as an operating cost, had been paid for from new taxes from increase in assessed valuation of county.

Alamo Exposition Shows

SAN ANTONIO, Tex., Jan. 12.—Work has begun on the equipment of the shows at winter quarters. Larger quarters were secured this year than formerly, and both the No. 1 and No. 2 shows are quartered in the same large building. Work is going ahead on overhauling both outfits. The "Nalda" show is doing a good business on a lot, and the Pit Show is in a storeroom; also doing nicely—Don Brasher, the manager; Nick DePlo, inside lecturer; the writer making openings on the added attraction; 10 acts and 2 concessions. J. George Loos and Ed Marshall were among visitors. Tol Teeters spent a few days in town, en route from Dallas to Brownsville, Tex. Frank Bynum, commercial man and friend of showfolks, visited with Manager Jack Ruback. Herlington's Nickel-Plate Circus, Berry & Son's Dog and Pony Show, Beckmann & Gerety's Shows and the Alamo Exposition Shows are all wintering here, giving San Antonio a large show population. DAN MEGGS.

Sol's Liberty Shows

CARRUTHERSVILLE, Mo., Jan. 12.—Ideal weather of late for repairing and painting. Pop Whitman with a small crew at work daily, after a 10-day vacation spent by him, and Quinton Kane, at Dixon, Ill. Tom and Mrs. Berry have returned from a visit to Tom's parents at Marlon, Ill. Gene Martin has returned from a four months' absence on account of illness, which was relieved by an operation. Manager Sam Solomon away on business. The "magic carpet" is "upstaid" every afternoon and evening at "majestic" hotel. Kid Stevens and Sam Solomon are operating a cleaning establishment for all plinocchio players—the junior of the Solomon brothers the latest victim. There are quite a number of visitors almost daily at winter quarters on the fairgrounds. Dutch Ward and family have moved in for remainder of the winter. Mrs. Tommy Stevens and her assistant, Edith Stanlet, are operating their palmistry booth. LOUIS LA PAGE.

West's World's Wonder Shows

NORFOLK, Va., Jan. 12.—Work has started in earnest at winter quarters, a crew is putting rubber-tired wheels on all wagons, which means the show will be completely rubberized by opening time. Bill Sterling is redecorating in resplendent colors the big orchestra. Mr. and Mrs. Frank West have returned from their annual visit to relatives in New England. The writer and wife returned from a motor trip to Dallas, Tex., visiting relatives. On way back paused at "Braden Hollow" (Lynnville, Tenn.) to visit at the fine home of Mr. and Mrs. E. B. Braden. L. H. (Doc) Cann is awaiting the "call" at Lynn, Mass. Frank B. Hildebrand, special agent, hibernating at Warren, O. Frank LaBar, newly appointed mail man and salesman The Billboard, whiling away the winter months with Capt. Curley Wilson at Cleveland (O.) Zoo. While in Dallas the writer renewed acquaintances with Leo Blondon, superintendent Dallas Zoo, and his charming wife, who tramped with the writer on the old Rutherford Greater Shows and World at Home Shows. Also had a pleasant visit with J. C. (Tommy) Thomas, "Adam" and "Eve," Frank West's educated chimpanzees, are still holding down feature platforms of museums in the East. In keeping with Manager West's idea to have innovations Starr DeBelle has contracted to produce an original and new type of attraction, with 100-foot front, to be built in quarters. Chief Electrician Al Brust and wife visiting homefolks at Shamokin, Pa. Claude Mullen is slowly regaining his health at his home in Fort McCoy, Fla., and he and the missus will again troupe with the show coming season. George Yamanaka, at quarters, is building a "home on wheels." Jim and Emma Braden postcard from Augusta, Ga. The Singletarys are here in quarters. F. PERCY MORENCY.

Ottawa to Linderman

Bernardi Greater Shows title changed to World of Mirth Shows for this year

CINCINNATI, Jan. 16.—Two points of outstanding interest were contained in a telegram received today from William (Bill) Holland from Montreal, Que. One of these was confirmation that Max Linderman, operating head of Bernardi Greater Shows of late years, formerly World of Mirth Shows in connection with other showmen, has secured contract for providing midway amusements at this year's Central Canada Exhibition at Ottawa, Ont., the other that his organization will this year be titled World of Mirth Shows. Also received contracts for Valleyfield (Que.) Exhibition and the fairs at Burlington and Rutland, Vt.

The exhibition at Ottawa, one of the outstanding in the Dominion, of late consecutive years was played by the William Glick Shows; also, formerly, by Bernardi Greater Shows when William Glick was associated therewith.

New Deal Shows

Savannah, Ga. Week ended January 7. Auspices, Mayor's Relief Fund. Location, downtown. Weather, fine. Business, very good.

Broadway Stoppers Revue, formerly of Model Shows, played to overflow houses nightly. Local press gave plenty of space to that attraction. The writer and several others have had slogs of the flu, but with good business are content to keep moving. Manager Dedrick has booked the show in Ooorgia for seven more weeks, then will head north to his native Kentucky. Jimmy Winters and Al Ketchel were visitors. The Mixup, Monkey Circus and Fleming's Kiddie Ride are getting their share of the business. FLOYD R. HETH.

Tom Mix Goes to Erie

CHICAGO, Jan. 14.—Tom Mix, who has been in and out of Chicago during the last two weeks, left last night for Erie, Pa., for a hearing of the Zack Miller suit.

Equipment and Supplies
Manufacturers — Distributors — Jobbers
By BILL BOARDER

In an effort to be of service to our advertisers and readers we print below a partial list of items for which we have received inquiries during the past week. It is, however, not the purpose of this department to assume the duties of correspondence between readers and advertisers. It is not practical for us to handle requests for various catalogs. These should be sent direct to the advertisers. Requests for information on merchandise which is advertised more or less regularly in The Billboard should also be sent direct to the advertisers:

- Ash Trays (Douser type).
- Buttons containing pictures of actors.
- Candy (1c and 5c draw deals).
- Candy Floss Machines.
- Cat Balloons.
- House Cars.
- Jig Saw Puzzles.
- Keyno Board (Played on Pool Table).
- Lead Pencils.
- Milk Bottle Covers (rubber).
- Name Plates for Automobiles.
- Prizes for Popcorn Packages.
- Spangles.
- Turnstiles (coin-operated).

All information requested has been given, but if any of our advertisers want the names of the inquirers we will be glad to furnish them upon request ad-

ressed to the Cincinnati office of The Billboard.

Notice to Inquiring Parties—Self-addressed envelopes should accompany all requests for information. Inquiries are answered promptly, but because we frequently receive additional information which might be of interest to those inquiring, it is advisable to furnish us with a permanent address whenever possible.

H. SPARBER & COMPANY, well-known jewelers of St. Louis, have moved from 121 N. Broadway to Suite 416 Holland Building, 211 North Seventh street. This firm has been supplying carnival men and "hustlers" for the last six or seven years with watches and diamonds. Herman Sparber, the genial owner, reported one sale alone last week of approximately \$800. The order was received from a reader of The Billboard.

THE TARROSON COMPANY, Chicago, has filed a bill for an accounting of profits and damages for alleged infringement of its trade mark, "Taroo," against Parker Pen Company, Janesville, Wis., in the United States District Court at Chicago. It is claimed by the Tarroson Company that the mark "Paroo," which was recently adopted by the Parker Pen Company, is an infringement of its trade mark, which it has used for many years on pens, pencils and desk sets.

Razor Blades
We Lead in Razor Blades with These New Low Prices.

1. NEW 1932 DOUBLE-EDGE FACTORY RUN BLADES, 5c or 10c.	\$6.00
2. GUARANTEED BLUE STEEL WHITE BLADES, New Type, Excellent Quality, Double Edge, Packed 5c or 10c.	9.00
3. NATURAL BLUE STEEL or WHITE BLADES, New Type, Double Edge, Each Package Cellophane Wrapped, 5c or 10c.	10.50
4. SINGLES QUALITY NATURAL BLUE STEEL or WHITE BLADES, Exceptional Value, Each Blade Etched, 20 Packages to Cellophane Wrapped Counter Display Carton, 5c or 10c.	13.50
5. 25 Packages to NEW DOUBLE-EDGE BLADES on Attractive Display Card, BLUE or WHITE BLADES, Per Card.	56c
6. 25 Packages to NEW DOUBLE-EDGE BLADES on Attractive Display Card, BLUE or WHITE BLADES, Per Card.	85c
7. SINGLE-EDGE GEM TYPE NEW STYLE 5c, Per 100 Blades.	1.15
8. BLADES for DURHAM TYPE RAZORS, Per 100 Blades.	2.20
9. BLADES for VALET TYPE RAZORS, Per 100 Blades.	1.30

25¢ deposit must accompany order, balance C. O. D. Above prices in 1,000 lots only. See catalog for free samples. On orders for \$25.00 or over, transportation charges prepaid, also 2% cash discount. Order by number.

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AMUSEMENT-VENDING

COIN MACHINES

A Department for Manufacturers, Distributors, Jobbers and Operators

Edited by Walter W. Hurd

Address All Communications for This Department to WALTER W. HURD, Care The Billboard, Chicago Office.

New Machines and Trade Show Occupy Attention of Coin Men

CHICAGO, Jan. 14.—Reports coming from many sources indicate the widespread interest in the new machines that are now being announced, and also the preparations being made far and wide for the coming trade exhibit and convention at the Hotel Sherman February 20 to 23.

Reports from the East and the Midwest suggest that the income of operators is making a good showing, and the emphasis is also on the better grade machines. Operators seem to be working for steady earnings rather than the hazy chances of boom days. They are buying machines with the thought in mind of getting machines that will earn steadily until they have made good on the investment.

The announcements of new machines thus far indicate two trends in development. One is the trend toward counter devices and particularly the small upright machines, a movement which started last fall. Some of the manufacturers are also trying to incorporate the pin-game principle in machines of counter size. The other trend in machine building is an adherence to the pin-game type, with wide variations of course to increase the play value of the pin games. There seems to be a definite conviction growing that pin games in their wide variety of forms are here to stay. Manufacturers say that this will not stop the search for something new and entirely different from the pin-game principle but that each manufacturer will probably have a pin game and then continue developing other ideas that may prove to appeal strongly to the public. One manufacturer states that this condition indicates a very healthy atmosphere in the trade, which is a good sign for the new year.

Not many details of new machines have been given to the public as yet. The feeling prevails that each manufacturer will reserve something good for the show. But the manufacturers in most cases are getting their machines ready for shipment as soon as possible so that live operators can be out in the field and making money from the first of the year. The latter half of January is expected to find many of the new machines in production and ready to be placed on locations. These new machines will serve the operators for the first quarter of the year, then as one jobber suggested, the operators can get their machines lined up at the show for the second quarter, which will bring the trade up to the summer months. This has the appearance of a good suggestion. It would mark off a system on this order, that each manufacturer should introduce at least four good machines a year. Operators would expect to get their investment plus a good profit out of machines in three months' operation, and then be ready for replacements.

The big trade show in February is attracting attention apace. Every day brings news of widespread preparation for the big event. Lee S. Jones, president of the Coin Machine Manufacturers' Association, said this week that all booths in the exhibit hall were sold, and also half the mezzanine floor, and that it had reached the point now where late-comers for space were beginning to squabble about the choice of booths. The choice is limited now, he says, and the condition cannot be helped. Manufacturers have accepted the rivalry that has developed in making displays and each will come to the show, expecting to exhibit his best. Optimism prevails everywhere that it will be the best exhibit of the magnitude of the coin-machine business ever made in the country.

One of the most promising facts in the period of preparation for the show is the interest which operators are showing in the event. In many cities organized plans are being made to come in groups to the show. The operator organizations, wherever they exist, are proving very energetic in getting up

these delegations. Special cars are being chartered and in one or two cities there is talk of a delegation coming to Chicago by plane. The idea prevails that the trade show is an annual event which every operator needs to attend, in order to get into the national spirit of the trade, if for no other reason. It is recognized as a practical way to see other men in the same business, and to inspect the wide variety of machines at first hand. Ideas for new fields of operating are often gained by looking over the great array of machines and devices of all kinds.

Secretary Joe Huber says that he is as busy as can be with the details of getting ready for the show. He is also taking care of the entertainment side of the preparations, and promises that there will not be a dull moment.

Reports Are Encouraging To Makers of New Flash

WINOOSKI, Vt., Jan. 14.—The Richard Manufacturing Company is preparing an intensive advertising campaign on its new machine, the Flash, made in junior and senior models. This is the machine which the Automatic Jobbers' Association is said to have admired so much when a sample was sent to this group for examination and tests. The manufacturers report that the jobbers are all placing repeat orders in rapid succession, which is taken as a good sign of the success of the new game. The management of the firm here has been anxiously awaiting the verdict of the trade on the machine.

Machines formerly placed on the market by the Richard Manufacturing Company include the Joyball, King Tut and Loony. The new machine was called Flash on account of the tremendous speed at which the ball travels about its regulated course and because of the zip with which it sometimes hits the scoring pocket. Arthur Coburn, the sales manager, says that many fine compliments have been received from jobbers and others who have seen the machine.

The Richard Manufacturing Company has long been recognized here as having one of the most outstanding plants in the country for woodwork, as well as the building of machines. Its plant has three floors, each more than a city block long and a half city block wide, and the most modern equipment is found throughout the plant. A railroad siding is also built right to the shipping department door, so that the firm can promise overnight shipments to all the eastern cities. The offices of Mr. Richard, president, are paneled and made of hand-carved walnut, designed by Mr. Richard himself.

The location of the firm here places it close to one of the well-known lumber centers of the country, so that it has on hand some of the choicest lumber for building cabinets for machines. The capacity of the drying room is 100,000 square feet per day. The firm recognizes the opportunities for quality built coin machines and it has gone into this business with determination. The newest game is the firm's fourth machine to be announced to the trade.

Sport Center Has Games

SCRANTON, Pa., Jan. 14.—Large number of pin games were installed in Rick's Sport Center here, just opened by Joseph Ricciardiello, former circulation manager of *The Scranton Sun* daily. Nickel and penny Tangos, midget Hi-Ball, Goofy, Whizz-Bang and Ballyhoo games are already in operation. Ricciardiello plans to install a dozen more pin games within a week or two thru local operators. He is said to be the first to introduce the modern game arcade idea here and to show what the games will do on a big scale. A pin game in the Hotel Jermyan lobby is getting big play, judging by the crowds to be seen around it at night. U

Opinions

"Sometimes I have wanted to kick about some of the things you publish that don't suit my notions. But the more I read your news columns I am beginning to appreciate the big variety in news that you give us every week. My daughter in high school is now keeping a scrapbook for me of some of the things of interest I want to save. This is what led me to see how much you are giving your readers in the news from every part of the country, and also the opinions of men in this business. I wish you could give us more ideas on operating, but I had not realized how much was in the paper until I started my book. Some jobber wrote in that he used an article in *The Billboard* to get some locations that were hard to convince, and that led me to save some of the things you publish."—(An Illinois reader).

Operators' Dinner A Huge Success

NEW YORK, Jan. 14.—The first annual dinner and dance of the Greater New York Vending Machine Operators' Association, Inc., was held Wednesday night at the Central Plaza. The affair was a huge success, about 250 operators and jobbers attending.

Theodore Blatt was master of ceremonies. Speeches were made by the retiring and incoming officers, followed by a cabaret show and dancing. The new officers are Bart Hartnett, president; Harold J. Norby, first vice-president; David Stern, second vice-president; Joseph Mendelsohn, third vice-president; Snuil Kalson, treasurer; Jack Tashman, secretary.

The Bronx Local installed the following officers: Daniel Goodman, president; Isador Levanar, vice-president; Sol Wohlman, treasurer; Mac Pearman, financial secretary; Louis Goldberg, recording secretary.

An attractive souvenir journal was distributed among the guests.

Six Ways To Attract

NEW YORK, Jan. 14.—The new Handicap machine, recently introduced here by the Universal Novelty Manufacturing Company, Chicago, is reported by operators to be attracting players in six different ways. Some players only use the scoring features as in any pin game; others are attracted by the horse-racing feature and play the machine for that part of the game. The possibilities of color matching is reported to be attracting other players. Operators say also that with the variety in appeals, the players seem to come back more often as they get acquainted with the machine.

Dime Cigarets Puzzle

NEW YORK, Jan. 14.—Ten-cent cigarettes, which would prove a decided convenience for cigaret vending machines once they gain the market to stay, are still a matter of conjecture in financial circles. The recent reduction in wholesale price by the four leading manufacturers of cigarettes has renewed the popular interest in lower-priced smoking and also increased the price problems for cigaret vending machines.

The downward trend in the consumption of cigarettes started early in 1931 and the decline has continued with one interruption since that time. Lower prices in the cost of raw tobacco made it possible, observers say, for manufacturers to enter the market with dime cigarettes, altho the "big four" undertook to keep prices up and even advanced wholesale prices. But it was soon discovered that the dime cigarettes were getting from 20 to 25 per cent of the market, which was something unusual in tobacco history.

One of the first brands to enter the

Operators Show Great Enthusiasm

CHICAGO, Jan. 14.—Lee S. Jones, of the American Sales Corporation, had a general get-together for the Chicago customers of the firm this week. In addition to the enjoyment of the entertainment provided by the firm, it was to talk over business conditions and the prospects for the year.

"I can say without any attempt to be over-optimistic," states Mr. Jones, "that these operators are all enthusiastic about the operating business and they also give credit to the high-grade machines for making their operations successful. These operators are a select group, as we have carefully chosen our customers and have kept close contact with them all along. We have meetings for them so that ideas may be exchanged. There was unanimous opinion also that the pin games will be a permanent type of amusement machine. I can't explain why they continue to appeal to the public, but I have also come to the conclusion that we will always have pin games."

The firm has recently increased the production of machines in anticipation of increasing business, Mr. Jones states.

Gottlieb Returns With Confidence in Future

CHICAGO, Jan. 14.—Dave Gottlieb, president of D. Gottlieb & Company, arrived home today after an extensive tour thru the Southwest and along the Pacific Coast. He had previously made a business trip to all the Eastern cities, calling on jobbers and visiting the branch offices of the firm. Mr. Gottlieb says that he has now completed a business tour covering the entire country and that he has been able to establish close contact with the operators and jobbers, and also make personal observations of trade conditions. It has been one of the most interesting and profitable experiences of his life, he says.

He admitted having a feeling, along with most other manufacturers, of wanting to know what trade conditions are actually like in all parts of the country. "Rumors get started," he said, "and sometimes they are not all true. There is a feeling also that trade conditions might take a turn of some kind in 1933, and as a manufacturer I wanted as much information as possible to know what to expect. Then a manufacturer can get a lot of ideas at first hand as to what the operators actually want and what their problems are.

"I gained one conviction that is worth more than all the trip cost, and that is the knowledge that the coin-machine trade is in a sound condition. The trade has its evils, like any other business, but everywhere you go there is a bright outlook among the operators and the jobbers. It has encouraged me beyond measure, not that I had been discouraged at all, but when confidence is so widespread it assures us that 1933 will be a better trade year than 1932. There is enthusiasm for the trade show everywhere, big plans are being made for delegations to attend, and the prospects are for a show beyond all expectations. Special cars to bring the coin men to the show are being arranged for in a number of places."

Mr. Gottlieb visited all the direct factory branch offices of his firm on the trip and says that he is well pleased with the direct branch policy. The firm now plans to equip each factory branch with a machine shop to make repairs, and particularly will this service be carried out on the Coast. He says that he visited Universal City to see the movie stars and also was delighted to see some of these luminaries playing his game, the Five Star Final. He got some pictures of these events, which will be sent to the trade.

market so that retailers could sell at a dime was Wings. The makers of this brand had been trying for several years to get a foothold in the cigaret business of the country. When they introduced the dime package of Wings sales began to mount quickly and soon other new manufacturers were introducing cheaper cigarettes.

According to Tobacco, weekly trade paper, it is not known whether the manufacturers of the dime cigarettes are making enough profit at the price to continue making them over a long period of time. It is also felt in tobacco circles that if the price of raw tobacco remains low, which it is expected to do for some time, then it will be reasonable to expect the dime packages to remain.

Ice Cream Vender Making Early Start for Next Summer Trade

KANSAS CITY, Mo., Jan. 14.—Vending machine circles are watching eagerly the advent of the newly improved Ice Cream Bar vender, recently placed on the market again by the Ice Cream Vending Machine Company here. This refrigerated vending machine was first shown to the trade at the annual exhibit in 1931 at Cleveland. It was the center at that time of a great deal of attention, due to the feature of refrigeration by dry ice and the immense possibilities in being able to sell frozen confections by machine.

George A. Aylsworth, president of the firm, was present at the Cleveland convention to demonstrate the vender. He says that some "bugs" were discovered in the device at that time and that the vender has been withheld from the market until it could be made right. Over a thousand inquiries were said to have been received from the showing of the vender at that time and the publicity obtained by it. It is now being placed before the trade again in its improved form, with the purpose of arousing interest in this type of machine preparatory to the summer months. During the two years since the first showing of the vender the ice cream bar and frozen confection business has grown by leaps and bounds, and it is generally recognized that an immense field is awaiting a successful vender of these products.

"We have splendid manufacturing fa-

cilities at our command," Mr. Aylsworth states, "and are able to turn these machines out in most any quantity desired. We believe the machine we are now putting out will answer every call. The machine now being built has been designed attractively enough to be a credit to any location. It carries temperature at zero or lower, using dry ice, and is made adjustable so as to handle ice cream bars of most any size up to 3 1/2 inches long and 1 1/2 inches wide. It will deliver ice cream in cartons, in foil or in thin paper bags. The coin mechanism is quite efficient, rejecting slugs and also thin nickels. The capacity is 60 bars of the Eskimo Pie type of bar. It will refuse coins when empty.

"We have never wavered in the belief," Mr. Aylsworth continues, "that there is a big field for this type of machine, but we have been determined that we would not put it on the market until it was right. We may find it advisable a little later on to build a larger size of machine for busy locations. The market for ice cream bars is already made, and we feel that we have the machine for the operator to sell them and cash in on the popularity of frozen confections."

Scale Firm Will Build Its First Amusement Game

CHICAGO, Jan. 14.—The makers of Royal scales have added a new division to their firm to be known as the Royal Manufacturing Company. The first product to be offered thru the new division is a game called Bouncing Ball. This is the first amusement machine to be placed on the market by the Royal firm and it anticipates for it a fame as wide as that of the Royal scales. Contact with jobbers will be easily established, since jobbers everywhere already have the scale on display, according to reports.

The design of the new machine is entirely modernistic. It has the features of the newer counter games and records winning scores. The ball is shot upward along the face of the machine and then gradually bounces down to a score pocket. The total score is easily counted and reward cards are sent out with each machine.

The front of the machine is of polished aluminum and the principle of the game itself is built right into the attractive front design. The mechanical principles are simple and it is claimed to be cheap proof. Royal is ready, it is announced, to go into immediate production of 500 machines per day on this new device.

Lieberman Believes in Seeing Trade Activity

CHICAGO, Jan. 14.—Bud Lieberman, direct factory representative of D. Gottlieb & Company and the Standard Manufacturing Company in New York and vicinity, was here this week to visit the firms which he represents.

"I came here to stay right with them," he stated, "until I get plenty of machines. Operators want to get the new machines out on locations, and I want plenty of them to supply the trade. I and other matters, the jobbers in New York territory are making good money, and there is a fine spirit among them all."

Lieberman explained in his genial way the jobber situation in New York. There are plenty of jobbers in New York, he admitted, but in spite of all the stories about competition, two organizations and other matters the jobbers in New York are a fine bunch, he said, and get along remarkably well together.

"The modern operator is the fellow who has come into the business in the last two years or so," he said when questioned about what the operators are doing. "For some reason the old-time operators did not wake up to the newer movements in coin-operated machines. They have stuck to their old machines and their old ways and have not made the money that the newer fellows have. I think the majority of the operators are sold on the pin games and have come to depend on them to earn a good income."

"I have noticed this about the way operators are buying machines today. They buy for variety and do not stick to any particular make of machine as they once did. Two or three of this make of machine and so on until they have a big list of different makes. It is hard to tell how long this way of buying

BALLY bringing home the bacon—\$25 TO \$50 A DAY!

NO MARBLES—NO REELS OR ANY SIMILAR MECHANISM..

Entirely New Principle

7 THRILLING GAMES IN 1

Sample Machine **\$19.75**

To Operators Only

In Lots of 5, \$19.75 Each; in Lots of 10 or More, \$17.75 Each. Machine Equipped with Poker Blanks. Other Blanks, \$1.50 per set. PRICES INCLUDE TAX and are F. O. B. CHICAGO.

SEE YOUR JOBBER AT ONCE

BALLY MFG. CO. 308 W. ERIE ST. CHICAGO, ILL.



Height, 18"; Width, 10"; Depth, 6 1/2"; Weight, Only 16 Lbs.

Venders Win Approval

CANTON, O., Jan. 14.—Service stations, tire dealers and accessory stores here are proving profitable locations for coin machines, a recent survey disclosed. In late months a majority of the garages, service stations and tire stores have permitted the installation of peanut and candy vending machines of the penny variety. These machines not only get a heavy play from employees of the stores but from patrons who are compelled to wait for service.

Garages, where there is a large force of workers, have allowed the installation of machines which dispense small pies, cakes and sandwiches and these have proved immensely popular thru this section. In many garage salesrooms and in the service departments as well, machines of the nickel variety, which dispense candy bars and other sweets, have found favor with the garage owners as well as employees and patrons.

While the garage and store owners derive only a few cents a week from the machines, they contend it prompts greater efficiency among the workers because the use of the machines puts an end to the employees running out several times a day to a near-by confectionery store for their needs.

Large Playing Surface

CHICAGO, Jan. 14. — Genco, Inc., manufacturer of the Jiggers game, is already in production on its new Tip-Top machine, according to reports from the factory this week. This is a new counter-type machine, using the pin-game principle. It has the most modern fixtures and is designed to be attractive in appearance. The manufacturers state that it has the largest playing surface for a counter-model cabinet of any machine on the market. It was first introduced to the jobbers to get their reaction before announcement to the trade. Jobbers are reported to have been well pleased with it.

Cigaretts

"We have noted with much interest your news reference to a penny cigaret vending machine and also to a Mr. C. A. Roth. We note further that these machines are being placed on locations in New York City. We are at present operating a number of penny cigaret machines in this territory that were manufactured by a company with offices in New York and Chicago. This company has, however, evidently gone out of business and we are unable to obtain the machines at the right price from any other firm. We are anxious to get in touch with the party mentioned. We are interested in jobbing this machine in the southern district." —(From a jobbing firm in Alabama).

BUSY BALL A FASCINATING NEW COUNTER GAME

See It at Your Nearest Jobber, or Write

ORIOLE COIN MACHINE CORP.
17 So. Charles St. National Distributors, Baltimore, Md.

MIKE & IKE—TIP-TOP—JIGGERS, Sr. & Jr.—MATCH-A-SKOR—JOCKEY CLUB—ARISTOCRAT—PICCARILLY—FLASH—5 STAR FINAL—GOOFY—SCOOP—FRUIT—EIGHT & SIX—KING TUT—CLOVER LEAF—STEEPLECHASE—BOUNCING BALL, and All the Other New Games.

WRITE FOR PRICES >>>

AMUSEMENT COIN MACHINES CO.
62 Kingston Ave., Brooklyn, N. Y.

Name
Address
City..... State.....

will last, but it is the operator's way of solving the problem of the great number of machines on the market today."

Lieberman stated that he would be back in Chicago for the show and that New York would have a big delegation. He said that he was considering the idea of coming to Chicago quite often over the week-ends to see what was on the market. He could do this easily by plane, he said.

"To keep up with the trade in this day you have to see what is going on, what the other fellow has and is doing," he stated.

Pin Game Champs May Yet Meet in Combat

NEWARK, N. J., Jan. 14.—Apparently the Middle West has produced a contender for the national pin game championship now held by Howard Kass, of the Globe Vending Company here. Local fans here have noted that the new contender is none other than Jack Lefkowitz, Paul Gerber's good man of Chicago.

D. M. Steinberg, president of the New Jersey operators' association, is managing Kass, and he recognizes Gerber's claim for one special reason—that originally Lefkowitz was a Newarker, altho now transplanted to the Windy City. Coin men here assert that this will always be held against Lefkowitz.

"We have delved into Mr. Lefkowitz's past record," states Archie Kass, of the Globe Vending Company, "and we find upon due investigation that Lefkowitz has been on the short end in many poker and bridge games with the boys. We do not know what this indicates with respect to pin games, and not that we wish to depreciate the challenger. Our champion feels that to put the match on even terms he will stand on one foot and use only two fingers."

"We ask that Mr. Gerber choose his game and arrange to meet on virgin territory. Of course, the challenger guarantees all expenses in the event the 'gate' does not exceed the champion's 'windle sheet.' Need we say that Howard Kass is now in light training, pending definite arrangements. Breathing and oozing confidence thru every pore, the champion presents a fearsome and awe-inspiring spectacle."

BULK BLADE USERS Packers, Distributors

If you can really use large quantities of Razor Blades in bulk and want to save money, write, telling us what style Blades you want and the quantity you will buy and we will quote prices that will startle you.

Monarch Sales Co.

"THE KING OF 'EM ALL"
26 East 17th St., New York, N. Y.

IT'S NEW! NOTHING LIKE IT QUICK MONEY for STREETMEN



FORGETMENOT CHANGE PERSE.
One-hand operated. Closes automatically. Genuine Leather. Plenty of Fish. Each Cellulose phone wrap.

66c A DOZEN
Sample, 10c. Postpaid. Patents fully protected.

FORGETMENOT MFG. CO.
16 East 18th St., New York, N. Y.

FRENCH TAILORED NECKTIES 75c Doz.

In Green Laid, Send \$1.00 for Sample Dozen.
Silk Bow Ties \$4.50 Doz.
Rayon Silk Ties, Silk-Lined 1.75 Doz.
High-Grade, Silk-Lined Ties 2.25 Doz.
Genuine Crisp Ties 2.00 Doz.
Royal Tailor-Made Ties 3.85 Doz.
Royal Custom-Made Neck Ties 7.50 Doz.
Deposit required on C. O. D. Orders. Money back if not satisfied.

Ask for FREE Guaranteed Sales Plan.
ROYAL CRAWAT CO.
Dept. 57, 111 Fifth Avenue, New York.

The Last "Word" in Your Letter to Advertisers. "Billboard".

SWEEP AWAY All Competition

BUY ONLY LICENSED BLADES AVOID LEGAL TROUBLE

REGISTERED TRADE MARKS OF THE MANUFACTURERS



- All of Our Blades Are Licensed and Manufactured under Patents controlled by GILLETTE CO. Each Blade Inscribed in Individual Lithographed Envelope, FACED 5 BLADES in CELLULOPHANE Packaging.
- CHAMPION DOUBLE-EDGED BLADES (20 Packages) **\$1.20**
- 100 Blades
- BROADWAY DOUBLE-EDGED BLADES (20 Packages) **1.30**
- 100 Blades
- HONOR DOUBLE-EDGED BLADES (20 Packages) **1.40**
- 100 Blades
- RUBY AND PEARL OIL Double-Edged Blades for 3-Hole Gillette Razor, Twenty Cellulophane Packages of 5 Blades to Carton. Best Quality Made. **75c**
- 100 Blades
- EMERALD AND PARAGON Double-Edged 8-Hole Blades, 24 Packages (48) Blades on Each Display Card. (\$2.40 Retail Value.) Also on Single Cards. Highest Quality Blade Made. **40c**
- 14 Packages
- PINETRINE SOAP, each cake wrapped. 10c Seller. Gross lots. Each. **1 1/4c**
- PINETRINE SHAVING CREAM, large 35c size. Special. Gross lots. Each. **4c**
- PINETRINE SHAVING CREAM, GIANT 75c size. Special (New York). Gross lots. Each. **6c**
- 35c size SHAVING CREAM & TOOTH PASTE, Very Big Sellers. Gross Lots Each. **5c**
- STYPTIC PENCILS, Gross Retail Special. **80c**
- MERCURIOCHROME, Guaranteed H. W. D. **\$3.40**
- Gross
- PALM AND OLIVE OIL SOAP, Also HONOR TRICOLOR SOAP. 8 Cakes Wrapped in Cellulophane. **20c**
- Dozen Cakes
- PALM AND OLIVE OIL SOAP, Large Size Cake, each individually wrapped. **21c**
- A Very Fast Seller. Dozen
- HONOR HEALING SOAP (Red Color, Medicated), Also BABY CASTLE SOAP, 2 Large Cakes Wrapped in Cellulophane. Dozen Cakes. **24c**
- HONOR CAKE SOAP, Wonderful Variety Assortment. \$1.00 Value, in Attractive Box, Box Complete. **12c**
- LIFETIME NEEDLE BOOKS, The King of all Books. 100 Books. **5.75**

FREE NEW CATALOG. Lowest Prices Always. Deposit on All O. D. Orders.

MILLS SALES CO.
ORDER FROM NEAREST BRANCH
901 Broadway 37 So. Wells St.
N. Y. City Chicago, Ill.

Coast Operators Elect Board And Officers for Coming Year

LOS ANGELES, Jan. 14.—Meeting in regular session at Gibson's Cafe banquet hall January 3, the Protective Association of Coin Machine Operators of Los Angeles County elected its board of directors for the coming year. Those elected were J. D. Cooley, H. V. Johnson, Joe Orcutt, Sol Freedman, A. S. Beutler, Lorry Wall, P. L. Chantland, Al Gustafson, Jack Olson, E. A. Smith and Forest Lorry.

The meeting was well attended and new members who joined during the last few weeks were introduced. Starting out with 35 members, the association has grown until it now has a membership of over 150 operators and jobbers. In the general business session stress was laid on the importance of each member paying his monthly dues of \$1 in order that the full protection of the association benefits may be obtainable. Dave Gottlieb, president of D. Gottlieb & Company, Chicago, was a guest and spoke regarding the coming coin-machine exposition in Chicago and about the work of the Chicago operators association. Mr. Gottlieb also voiced the need for a national association composed of the local associations from Coast to Coast and said that he hoped the time was not far distant when such an organization would be realized. Mr.

Gottlieb's talk was received with enthusiastic applause.

At the conclusion of the general business session the new board of directors met and elected officers for the coming year. Jack Olson was re-elected president; Joe Orcutt, vice-president; E. A. Smith, secretary; Forest Lorry, treasurer, and Winifred Denton, associate secretary. Members appointed to serve on the ways and means committee were Al Gustafson, chairman; Sol Freedman and Joe Orcutt. Members appointed for the membership committee were Lorry Wall, chairman; P. L. Chantland, J. D. Cooley, H. V. Johnson and A. S. Beutler.

Plans were made by the newly elected board for a dinner party to be held at the regular association meeting quarters Tuesday evening, January 17. Dinner tickets will be serially numbered and a new high-grade marble game will be awarded the number selected in a drawing immediately following the dinner.

UNION REFUSES

(Continued from page 5)
ing a carpenter costing the Wheel a total of \$125 weekly for each road show, may resort to cash troupe carrying its own suitcases and a few trunks to be handled and checked by the individual owner.

Ownership of the Empire, Newark, which started with non-union help last night, is more or less shrouded in mystery, but the manager is Harry Herk, brother of the Empire circuit's head. According to reports, the union labor retired and kicked a few things around as a parting gesture, but nothing serious enough to prevent the show running off smoothly.

At the burlesque houses in Greater New York six stagehands and six musicians is the minimum allowed by the IATSE and AFM. Stagehands cost approximately \$480 weekly. By switching to the Empire State Union or other help, each house believes it will save about \$200 weekly, either thru fewer stagehands or lower salary.

Any move made in New York will probably be a concerted effort on the part of all burlesque operators, and, according to the plan, would take in all of the Minsky-Weinstock houses, such as the Republic, Apollo in Harlem and the Minsky, Brooklyn; also the Star and Gayety, Brooklyn, controlled by the Raymonds; the Irving Place, booked by the Empire Circuit office, and the Eltinge, operated by Max Rudnick. How well Herk will be in a position to control the policy of each house on the road playing Empire Wheel shows is problematical, and these stands going nonunion may not be absolutely necessary, unless the IATSE declares the Wheel show as being on the unfair list. The IATSE may not regard the Empire move of carrying its own baggage as a very important issue, and again may resent strongly the dropping of the carpenter of each of the remaining Wheel shows.

MUSIC FIRMS

(Continued from page 5)
have outstanding, altho in the majority of the cases concerning the larger popular houses, with the exception of Robbins Music Corporation, the matter is in the hands of the Music Dealers' Service, Inc., the central jobbing bureau for more than 20 leading publishers.

Music Dealers' Service has on its books accounts with 60 of the McCrory stores, while other jobbers and individual publishers also have accounts with these same and additional stores of the organization.

Maurice Richmond, head of the Music Dealers' Service, stated that he was unable at the present time to say how much money was due publishers, but admitted it was way up in the thousands. Until the Music Dealers' Service learns more of the situation no music will be shipped to the stores.

It is generally believed that the McCrory stores have a great many leases at high rentals, which will probably be adjusted during course of receivership. The stores gave as the reason for filing the bankruptcy petition the refusal of bankers to renew loans and other financing.

IRVING MILLS BUSY

(Continued from page 5)
booking arrangements of the Mills-Rockwell acts abroad will now go thru Hytton, who some time ago established a competent business organization.

Another deal closed by Mills is a foreign tour for Duke Ellington, but the exact

date of sailing depends on present Ellington contracts. Sheila Barrett, comedienne, has also been booked for London and Berlin night clubs. Important foreign talent was contracted for by Mills and this will arrive in this country shortly.

Several European song hits were also taken over by Mills, who has acquired the American rights, particularly from London and Vienna, of outstanding tunes, and at the same time made arrangements for foreign rights on the Mills-Rockwell music publishing subsidiary.

\$46,000 IS LOPPED

(Continued from page 5)
running on an overhead of \$92,000 and the goal of the theater department is to reduce this by \$25,000 more. The circuit figures the Music Hall's top gross is \$89,000, the estimated figure for its first week in the new combo policy at popular prices.

This extensive economy in the Music Hall has been the work of the RKO executive cabinet, headed by Harold B. Franklin. The latter has been spending all of his time in this direction, while Herschel Stuart, general manager of circuit theaters, loaned two of his staff, Bernard J. Hynes and Arthur Benline, to help in the economy drive. With Franklin in Radio City Stuart had to give all of his time to the circuit problems.

HARTMANN'S BROADCAST

(Continued from page 55)

appreciates the boreness of a long-drawn-out session more than a trade paper reporter, for he, to make his story complete, must sit thru it all.

With all due respect to those framing the program for the general sessions, I firmly believe it would be a wiser policy if the topics for discussion were less in number and only one or two men programmed for each topic, with assurance that they would be on hand. I say this because I feel, as a result of seeing so many walkouts, that some secretaries are of the same opinion as I am and would like to see a lighter program than has been customary. There is a growing tendency to do away with lengthy set programs and to substitute informal round-table discussions. New York, Virginia and South Carolina appear to have been the first to adopt this idea.

The speech-making part of the banquet-entertainment program could also stand some pruning. People as a rule want so much entertainment and speaking, and if the right amount is hit upon they are better pleased than if they, just to be polite and not walk out, get too much.

I have made this comment not just to be critical, but because, as I said above, I feel there are others who will agree with me on this, but don't like to voice their opinion probably for fear of hurting somebody's feelings. People want something fast and snappy these days no matter what the occasion may be, and what I have said about the program of the Ohio Fair Managers' Association might be seriously considered by other fair bodies if their programs are heavy.

The rumor that Mabel Stark will not work the animal act with the Al G. Barnes Circus the coming season, but will be with the Ringling Bros.-Barnum & Bailey Combined Shows is pure bunk. Clyde Beatty will open with the Big Show in the Garden, New York, and then go back to the Hagenbeck-Wallace Circus for the season. You needn't look for a parade season of 1933 by any of the Ringling circuses either.

Julius Cahn, who hails from Luxemburg, Wis., where he is secretary of the Kewaunee County Fair, is taking life easy down Florida way. Writing from St. Petersburg January 12, Julius says: "Opened the 1933 fair season today. Visited the Pinellas County Fair at Largo. Splendid exhibits. Model Shows present beautiful midway. They seem to be doing nice business. Met many friends among them. Rube Liebman doing his old tricks. This is one of his hunting grounds of long ago." Needless to say Julius as usual will be seen at most if not all the Florida fairs this winter. He would not miss Tampa for anything.

Circus Day on the Air, advertised as the "first time ever broadcast anywhere in United States," will be heard over Station WWSW, Pittsburgh, Sunday, January 22. Oh, yes, Herry C. Thomas has "a finger in the pie."

J. W. (Pattie) Conklin has some new ideas up his sleeve which he picked up on his trip abroad. He plans to adapt them for use on Conklin's All-Canadian Shows this year.

Penny Cigaret Vender Sells Special Holder

KENOSHA, Wis., Jan. 14.—W. H. Block, local business man here, has invented a penny cigaret machine for which a big market is anticipated when production is started. Manufacturing facilities are already arranged for and capital is now being sought for launching the new device properly. Mr. Block was formerly in the theatrical business in Chicago and in Indiana cities. He was attracted to the penny cigaret vending machine idea a few years ago when these machines were before the trade.

Mr. Block states that the machine now ready for manufacture is protected by patents, that it complies with revenue regulations, and that by carefully studying all types of mechanisms devised for this type of machine he has solved the mechanical problem of vending single cigarets successfully. His machine has proper arrangements for humidity and especial attention has been given to designing a very attractive cabinet. Mr. Block feels that many vending machines are very poorly designed, and that merchandising machines cannot expect to succeed unless they present an attractive appearance.

A patented idea is also held by Mr. Block which makes it possible to sell single cigarets thru this machine, with each cigaret in an individual holder. This idea, he says, has proven by test to present a strong appeal to the ladies, and the cost to the operator for the individual holder idea is very small. He says the holder idea will more than double the sales thru the penny cigaret vendors.

PRE-INVENTORY CLOSEOUT SPECIALS

Now is the time to tie up with some Real Values—BLANKETS, LAMPS, Imported CHINAWARE and NOVELTIES. Large Line of ELECTRIC CLOCKS, BEVERAGE SETS, TOILET SETS, TRICK AND JOKERS' NOVELTIES, MECHANICAL TOYS, COUPON PREMIUMS.

NOW FULLY WITH OUR NEW LINE OF COMIC VALENTINE CARDS. ALSO BULK LINE OF COPPER WARE, BEVERAGE SETS, NOVELTY CLOCKS.

WISCONSIN DE LUXE CORP.

1902 No. Third Street. Milwaukee, Wis.

OPERATORS

REMEMBER We Allow You \$3 to \$10 for Your Old Pin Game Against Any New Game You Want.

HANDICAP (The New Hit!) 5 Star Pinat—Majestic—Coverleaf—Jockey Club—Vasteb—Shor—Ka-Ko—Crown—Classic—Herald—Who's Who—Hot Gun—3 Star Special. Metal Blanks to Fit Pin Games, \$1.00 Each. Write for Our Complete Price List NOW!

SPECIAL \$18.50 Tax Paid. Coin-0-Luck. Complete.

ONCE AGAIN A GREAT ROXY BARGAIN

PURITAN BABY BELL GUM VENDER

TAX PAID **\$12.00 Each**

P. O. B. NEW YORK.

Fully Guaranteed for 3 Years. Coin-Release At Cashman, Non-Shakable Metal. Josh Pak Model. 22 Extra. Ball Gum, \$14.75 W. G. Co.



ORDER NOW!

ROXY VENDING CO.
TEL. CHELSEA 8-0962.
1133 Broadway, New York

Cream Bar Sales Show

Big Field for Venders
CHICAGO, Jan. 14. — With the announcement of an ice-cream bar vending machine made by a firm in Kansas City...

profit sufficient to provide a fair return on goods.
'It may be a surprise, therefore, to learn that up until the last summer, when many newcomers came into the field...

'Even during the last year, when its operating expenses were increased by reason of the appearance of extensive lower priced competition, a more than \$1,750,000 volume of business returned a net profit of 10 per cent after allowances for depreciation, taxes and all other expenses.

'This company is the Good Humor Corporation, incorporated in Delaware in March, 1930, as a holding company and owning all of the stocks of the Good Humor Corporation of America, which controls the patents: New York Good Humor, Inc.; Chicago Good Humor, Inc.; New Jersey Good Humor, Inc. and Frozen Confections, Inc.

'The idea of manufacturing ice cream frozen on a stick was developed about 10 years ago by Harry B. Burt, who was granted patents on the process. Five years later the Good Humor Corporation of America was organized to acquire the business, patents and trade marks. In 1929 Chicago Good Humor, Inc. was formed and licensed, and early in 1930 the existing holding corporation was incorporated. With the success attained in Chicago, distributing subsidiaries were organized in New York in 1930 and in New Jersey in 1931. Frozen Confections, Inc., which conducts the wholesale distribution of rights of manufacture and actual produce, as well as the sale of machinery for manufacturing, was formed in 1931.'

not. Employees are not assessed for any treatments.

It is reported that the clinic handles a daily average of 80 cases, and that 17,000 cases were handled during the first year. It is also stated that 7,300 of the cases were outside the line of duty and for which the employees were not entitled to compensation. The management of the firm reports that it has noticed a decided improvement in the health of employees, less time off for illness and a big improvement in appearance and cleanliness of workers. Needless to say, the employees are greatly pleased with the health service. Horn & Hardart have operated the automatic restaurants for a number of years and have gained national and international attention for their service.

SEVERAL FAIRS

(Continued from page 3)

Troupe, Stephani Sisters, Gardy and Macson, Dave Castello's Riddling Combination and Ben Hamid's Arabs. Nassau, N. Y., maintaining, has thus far bought Madame Florence and Company (including Barlow's Dogs in separate turn) and the Phunny Phord. Malone, N. Y., decreasing, will offer Billy Ritchey's Water Circus, Leroy and Rogers, others. Valley Field, Que., Can., budget stepped up, to play the Reilmuts, Martin and Martin and Krvel Powers' Revue. Schaghticoke, N. Y., with par layout, will offer the latter two attractions, as well as Roberta's Circus, while Norwich will have the Reilmuts, Madame Florence, Jean Jackson and Cyclonic Trio.

Reports from New England indicate that smaller fairs will reduce, while the larger ones will maintain their 1932 standing in the main, the some are expected to trim. Danbury, Conn., for one, would appear to be banking on fewer acts but more of the thriller type. Danbury's layout so far includes Rob Cimae, Huxtel Family, Christopher and Columbus, and Lampham's Band with Mildred O'Done.

More than a couple of Pennsylvania events are due to retrench, and this holds also for other Eastern States. The South is somewhat uncertain at this early date, but from reports the situation looks promising for flesh.

SHUBERT CORP.

(Continued from page 3)

receivership certificates held precedents over the State's claim for back taxes. The amount owed to the State is at present unknown, but is understood to be at least \$30,000. In 1929 the equities of the Shubert Freres amounted to between \$8,000,000 and \$9,000,000. In 1931 comparative balance sheets of the corporation showed assets of \$23,649,000.

The court rejects the proposal of a real estate auctioneer to undertake the sale at auction, declaring that this would involve a fee in addition to that of a special master. Judge Caffey reserved decision on an application for the sale of \$275,000 insurance on the lives of the Shubert brothers for its cash surrender value. Objection was voiced by a representative of the security holders, who claimed that the sale of the policies should be the last step of the receivers, as one of the insured might die during the proceedings and in that way swell the assets of the estate.

The listed assets of the corporation include \$11,000,000 in real estate and equipment (book value), \$547,000 in current assets and \$550,000 in miscellaneous investments. The receivers' reports of liabilities incurred by them as of February 4 list \$363,000, including franchise taxes, and \$307,000 in receivership certificates. All this in addition to claims filed last July which totaled \$15,135,000. To bear out further the common belief that Lee Shubert will take over the entire business on his own is the statement made by Thompson that the newly formed United Booking Office will in no way be affected by the sale and will continue in operation, with Jules Murray representing the Shuberts. The UBO is jointly owned by the corporation and the Erlanger interests. No profits have as yet been declared from this business, altho it is understood that the savings resulting from single bookings have more than justified the original investment, announced at its inception to have cost both chains \$10,000 each.

MURRAY LINES

(Continued from page 3)

producer of large water-circus enterprises, promoter and exploitationist of special events and show-story writer, will be in charge of advance publicity and local atmosphere promotions. It will be recalled he was general agent of the Shoelley Shows when they made a West Coast tour about 10 years ago.

RAZOR BLADES PHENOMENAL VALUES
HARMONY 'BLUE STEEL' BLADES—Also White Surgical Steel—To Fit All Double-Edge Razors... 95c
AS ABOVE—On Cards, 24 Pkgs. of 25... 60c
TIP TOP BLADES—Blue Steel or White, to Fit All Double-Edge Razors... 1.45
TIP TOP SINGLE-EDGE BLADES—Fit Latent Razors... 1.25
SINGLE-EDGE BLADES—7/16 Old Style... 90c
AS ABOVE—On Cards, 24 Pkgs. of 25... 95c
AUTO-STROP TYPE BLADES... 1.45
BURHAM TYPE BLADES... 2.15
ENDERS TYPE BLADES... 2.50
STYPTIC FINCHES... .85
MERCHANDISING... 2.50
ADHESIVE PASTER—In Tins... 2.35
1 Yd. Gross... .17
2 1/2 Yd. Gross... .17
3 1/2 Yd. Gross... .23
2 Inch. Doser... .29
3 Inch. Doser... .39
ASPIRIN—In Tins, Gross... 1.75
ASPIRIN—On Cards, Contains 24... 17c
Envelopes, Card... .43
AS ABOVE—25 Envelopes, Card... .30
\$100 LACE—Mercedized Black and Brown, 27 in. Gross... 37c
STEEL POT CLEANERS—Large... 2.00
Size, Gross
Free Catalog, 25c. Deposit With Order.

THE FASTEST-SELLING NOVELTY IN THE PAST FIVE YEARS

Agents Are Making Big Money With It
'TALK-SING-PLAY Thru Your Own Radio. Connects with all Radio Sets. Complete with Cord and Directions. Sh 911 Bronze Finish. Easy to Install.
Claw Operators Write for Our Other Items.
\$3.50 per Dozen.
F. O. B. Providence.
Send 50c for Sample.
RETAIL FOR \$10.00.
MACHINE PRODUCTS & NOVELTY CORP. PROVIDENCE, R. I.

NO DEPRESSION with our MONEY GETTERS

RED 'HOT' Valentine Cards, 10 REAL Numbers that are selling like blazes.
PER 100, \$7.50; PER 1,000, \$70.00.
Prosperity Cards, Prosperity Kubbler, Hops in Barrel Cards, Emergency Cards, Comic Mirrors, Transparent Mirrors, Footstap Paper, etc., Samples of Above and 10 Others Sent Sellers and \$1.00
NEW AND FAST SELLING NOVELTIES.
New Wiggly Cigarettes, Doz... \$4.25 Gross, \$3.75
New Paint & Coin Trick, Doz... .35 Gross, 2.75
Shining Coin Box Trick... .30 Gross, 2.20
7-Pc. Furniture Set, with Dolls... 1.75 Gross, 1.50
Hundo Money Vanisher, Doz... .25 Gross, 2.50
Shooting Hoops, Hot Tills, Doz... .60 Gross, 4.50
Black Eye Joke, Full Size, Doz... .25 Gross, 2.50
New Poe Pillows, Doz... .65 Gross, 4.50
Hand Cards, Assort. Subjects, Doz... .25 Gross, 4.50
Samples of Above and Lists, \$1.00.
TERMINAL MAGIC, INC., 162 Park Row, New York.

JUST OUT—1933 STYLES.
NECK TIES \$8.00 Gross
Plaids, Stripes and Figures. Sample Dozen, \$10.00. 25% deposit with orders, balance C. O. D.
LEINKRAM NECKWEAR PRODUCTS, New York City, 114 Broadway.

W. J. C. VENDING
Touch Bottom!
Jiggers, Goody, Flash, Star, Mat-Cha-Rover, Handicap, 8 & 6, Hoop.
MANY 'Never Before' SPECIALS
167 Canal St., New York City. Write today.

SPECIAL: WALTHAM, \$2.25 Each.
19 Size, 7-1/2 Fancy Engraved, Chromium Finished, and Yellow Indian Head Open-Face Cases. Arms in 15-1/2, \$2.25 Each, 17-1/2, \$4.00. Sample, 50c Extra. Deposit 25c. bal. C. O. D. Every Watch Guaranteed. Send for Free Catalog.
FALTER & SMITH, INC., 123 Nassau St., New York City.

New Hot Comic Valentines
\$7.00 for 100, \$8.00 for 1,000. Send 50c for largest Sample Assortment and Lists of Other Fast-Selling Items for distributors. NOV. MFG. CO., 215 S. Adams St., Florida, DL.

Automat Supports Clinic For Aid of Employees

NEW YORK, Jan. 14.—The first year of the operation of its own medical clinic by the Horn & Hardart Company is attracting considerable attention in business circles. The Horn & Hardart firm is well known in the coin-machine trade for its operation of a chain of nearly 80 automat restaurants and 20 retail shops in New York City alone. The firm established its own medical clinic in 1931 and selected Dr. H. B. Schoenberg, a pioneer in industrial surgery, to be in charge of the clinic. The clinic is located in the same building with other offices of the firm. The purpose of the clinic is to provide pre-employment medical examinations, annual examinations for food handlers' cards required by law, and to provide medical and surgical treatments for all diseases and accidents occurring within the organization, whether the cases come under the compensation laws or

Groceries

'I am interested in the automatic commissary vending equipment. Would you be so kind as to give my name to manufacturers of such machinery, or send me their addresses?'—(A reader in New York State).
There are two firms on our manufacturers' list that specialize in this type of equipment. There are other manufacturers who make adjustable merchandising machines also recommended to sell grocery items. The operation of such merchandising machines would seem to be a highly specialized business in itself, with much depending on the arrangements made for efficient servicing. It should be a non-competitive field at least for awhile.

Irving Bromberg Co.
5 DEBEVOISE ST., BROOKLYN, N.Y.
FREE OPERATORS' CONFIDENTIAL PRICE LIST.
EFFECTIVE IMMEDIATELY
SAVE!
ALL THE NEW ONES
Goody 3 Star Final Scoop-Jiggers 5 & 6 Finish
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BOSTON, MASS. 159 Washington St. BLATT BROS.

Real Value! Electric Clock & Telephone Lamp Combination
ONLY \$2.50 Ea.
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GLAW MACHINE OPERATORS. Our Latest Price List is Ready. Write for It Now.
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BIG CLOSE OUT SALE LESS THAN HALF PRICE
3,000 PIECES, Striking Model POCKET WATCHES. A Flash for Travel.
EACH 98c
6 FOR \$5.25
Assorted Fancy Dials. Rich Gold Polished Finish.
ROHDE-SPENCER CO., 223-225 W. Madison Street, CHICAGO.

JEFFY MILK BOTTLE 10c
Screws onto neck of lamb. Holds milk bottle away from dogs, cats, etc. Easy to reach in the mornings. Simple. Every home needs one. Send 10c for yours now. Post paid. Agents Wanted. HUBBARD, 1019 1/2 W. 7th St. DCS MONEY

Pushing Two Machines For Modern Restrooms

CHICAGO, Jan. 14.—Fred C. Biehl, of the Hy-G-Tol Corporation, announces that manufacturing arrangements are now in readiness for production on its new sanitary vending devices. Mr. Biehl has spent four years in perfecting machines to vend sanitary toilet covers and paper towels. He states that he is satisfied with the mechanical perfection and the appearance of the machines and is now ready to offer operators a new field that is now in the pioneer stage.

"My machines are specialized for the sanitary field," Mr. Biehl states, "and when the operator stops to consider this market he will begin to realize how immense it is. There is no competition at present, and the locations will beg for the machines when once the idea is properly presented to them. I had no

trouble at all in getting permission of the United States Government to install the machines in the Chicago post-office buildings, and the management of the parks here were only too glad to have them installed in the public toilets. Every theater in the country, hotels, office buildings, clubs and other places will welcome these high-grade machines. These two machines are our contribution to *The Billboard's* idea of modernizing the restrooms, comfort stations and toilets all over the country by installing modern service machines."

Mr. Biehl reports that the firm has an order for 10,000 of the toilet-seat cover venders from Berlin, for installation in public toilets of the city. This is a penny vender that offers a very practical sanitary service. The firm is also making a paper-towel vender that operates with a penny. This machine is designed to vend a special kind of paper towel which is clothlike in its qualities. The paper is made under patent No. 1,347,020, and will not tear when wet, has no lint and seems to have the drying qualities of cloth. Both machines are sold outright to operators.

MILLS No. 10c, 25c SILENT JACKPOT BELLS. Late Models. Late New. \$35.00. MILLS-JENNINGS RESERVE JACKPOT BELLS. \$27.50. 1.00 deposit. REIZER NOVELTY CO., 1319 E. 99th St., Chicago.

Ballrooms Use Machines For Service to Patrons

CANTON, O., Jan. 14.—Ballrooms are proving to be profitable locations for coin machines. It has developed here, H. W. Perry, managing director of the New Land of Dance, one of the best known and largest ballrooms in the Middle West, is highly pleased with the results for the few months coin machines have been in use.

"While there is little revenue to be derived from the machines by the building owner, there is the satisfaction in knowing that the accommodation is appreciated by its patrons," Perry said.

In the large ballroom a cigaret machine has been in use for some time. This saves him the \$25 annual cigaret license fee, Perry said, since the owners of the vending machine pay the fee. State cigaret license in Ohio is \$25 annually. Before the machine was installed cigars were not sold in the ballroom on account of the high State license fee and the small profit netted from their sale. So many requests were received for cigarets at the refreshment counters that Perry finally hit upon the plan to install a machine, and since then both he and the patrons have been well pleased with this service.

In addition to the cigaret machine there is a perfume spray machine in the main ballroom, penny play; a penny drinking cup vender in the men's lounge room and other machines which dispense necessities for women patrons in the ladies' restrooms. With the installation of these machines in the New Land of Dance, owners and operators of many ballrooms located in Eastern Ohio cities have fallen in line and have put in several machines of different types for the convenience of patrons.

AF OF M

(Continued from page 3)
ed the ceremonies. In each town the celebration was sponsored by one news paper, which put out a Music Day supplement to the regular edition. The musicians' locals contributed music free in all the towns.
The A. F. of M. is checking up closely on the reaction to this campaign as an indication of the public's attitude toward live music. When the Larkies reached their full growth in 1929 the number of A. F. of M. musicians employed in theaters fell 77 per cent from the peak total a couple of years before. Then the A. F. of M. waged a two-year advertising campaign against canned music, gathering 3,000,000 members for its Music Defense League and recovering 50 per cent of its peak figure for musicians employed in theaters. The current Living Music Day Campaign is an effort to begin to cash in on the sentiment aroused and organized by the advertising campaign. The idea is for the locals to curry favor with the community by showing their civic-mindedness and by appearing as guardians of culture. In the propaganda sent out the elimination of live music in public places by canned music is the chief point of attack.

NVA FUND

(Continued from page 3)
success, today the NVA will have the job of selling the NVA idea to scores of independent circuits.
There are less than 200 houses playing vaude in the country now, and the drive to bring in any sizable funds at all, must be pushed in the straight picture houses as well. Casey will have the job of lining up the film houses, in addition to winning close co-operation from the independent circuits. As for running benefits, the only one that is fairly certain of being repeated is the Metropolitan Opera House affair. The out-of-town benefit shows last year were all disappointing, and the NVA does not consider them worth repeating this year.

LARRY BOYD

(Continued from page 3)
capacity with practically every phase of outdoor amusements, took ill suddenly on Christmas Day at the Larehmont (N. Y.) home of Terry Turner, RKO's national exploitation chief, where he remained for a week, and then was moved to a midtown hotel, where he is now residing. His illness at the time was described as serious, he appears to be in excellent shape now. Boyd himself casually dropped the hint that he may start a booking office on his own, lending credence to the fact that his health is o.k. It is known, however, that the doctor has advised him not to exert himself unduly.
Phil Wirth is more familiarly known as the former comedy rider with the May Wirth riding act and lives with the Wirth family at Forest Hills, L. I. He has also been head of a theatrical transfer company here. He said he would announce the firm's reorganized personnel shortly. Meantime the office's attraction catalog is in production.

KAPLAN LOSES

(Continued from page 3)
ship pending trial on Monday of a suit brought by Kaplan, will pay the awards.
Charges that Kaplan bought five sound trucks at a cost of \$20,000, for political purposes, did not constitute waste of funds, the court ruled. It was believed that the candidates they ballhooped would carry forth laws favorable to the union.
Kaplan, for the first time in the many legal entanglements he has engaged in, appeared as a witness. He testified that he had always opposed violence and had cautioned the members against it. The union had engaged three armed guards to protect him, after threats had been made against his life.
Meanwhile, Kaplan's last stand against the IATSE, who summarily dismissed him from office, will take place Monday before Justice Salvatore A. Cottillo. The IA is determined that its authority on the question of removal from office of local presidents shall not be questioned, and is prepared to fight to the bitter end on this angle, and is now making preparations to take the offensive to the Supreme Court in Washington against Justice Cottillo's decision in appointing a receiver for Local 306. In this last they are having the fullest co-operation of the American Federation of Labor. The latter organization is registering a furious protest against the court receivership on the principle that it attacks the basic form of labor organization.

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GOLDEN JACKS

Patent Pending

TAKES IN \$100.00
PAYS OUT \$44.50
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Each Tax Included

YOUR PROFIT \$50.00 PLUS PROFIT ON MDSE.

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Size 12"x12"

Be First With The Latest

Special AUTOMATIC Features (1) Fast, (2) Full Receipts, (3) Self-Registering, (4) Needs Retailers' Attention Only When Settlement Is Due, (5) Special Arrangement for Checking Sales.

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The New Hit for 1933!!! A BETTER MONEY-MAKER.

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NEW LOW PRICES ON ALL MACHINES

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Operate for Complete New Price List.

Three Games Announced For New Year Market

BALTIMORE, Jan. 14. — With three new table games, two of them in the senior class, the Prosperity Coin Machine Corporation launches an intensive drive at the beginning of the new year. Dave White, president of the Prosperity firm, is very optimistic about the prospects now that he has a triple appeal to make to operators. One of the new machines is called the Piccadilly Junior. The two larger tables are the Aristocrat and the New Prosperity Senior.

The machines have been built to present a very attractive appearance. The Prosperity Senior is finished in black and silver, presenting real decorative beauty. The Aristocrat is in a black and gold modernistic cabinet. According to the announcements, two of the games have revolving dials which the player operates by a knob, turning in either direction and thus heightening the element of skill involved. They are recommended as games where practice counts and the skillful player wins as surely as in pool or billiards.

Two of the machines also have the visible ball count, and the makers state that this feature is being welcomed more and more by players. The machines are stated to have no pins, instead brightly colored bumpers are used to shunt the balls around. The balls used in all three of the games are said to be made of Catalin, a beautifully colored ball which the makers state has never been used for this purpose.
"I have no hesitation in declaring that these machines represent a forward step," says Louis F. Cahn, "in the design of machines as radical and interesting as the discarding of the Model T by Henry Ford!"

Promises Original Ideas

CHICAGO, Jan. 14. — The Exhibit Supply Company has promised that operators and jobbers will see a number of new and interesting machines in its booth at the coming show in February. The factory is reported to be humming as final tests are being made and everything made ready for the big show. Production is now going forward on the new 20th Century Digger, and this machine is expected to be one of the chief attractions in its exhibit. This is a handle-controlled, digger-type machine, and the firm has announced an attractive price to operators.
"We anticipate that the coin-machine business will be excellent thru the year," says P. C. Smith, sales manager, "and we are trying to give the operator something to make business good by developing devices with novel and original features."

The Coin Chute

By SILVER SAM

It was to be expected that technocracy would break into coin-machine circles, too. Even a conservative publication such as *Printer's Ink*, weekly, suggests in an editorial that it is about time somebody was developing a game to be called the Technocrat, or Technocracy. Pin games were probably not in the mind of the writer of the editorial, but a pin game called the Technocrat might not be so bad at that. It could at least ride on the top wave of a lot of free publicity.

Joseph J. Betz, author of a textbook on coin machines, calls attention to another way in which technocracy is of interest to coin men generally. The technocrats propose a new kind of money, which, in order to be flexible, might do away with small coins—provided, of course, that the technocratic millennium finally arrives. Coin machines thrive on small coins, and any system that does away with small coins would play havoc with the machines. Other economists have suggested that the time will come when coin machines are of such importance that the government will arrange its coinage to better accommodate the machines. Coins of the value of 2½ cents and 15 cents have been suggested.

Vending-machine operators may notice that a new idea in candy bars is slowly finding favor with the public. It started with the idea of slicing the nickel bars for the convenience of the eater. Now the candy manufacturers are increasing the items, which have three to six small pieces packaged in the form of a single bar. Customers like this convenience in eating.

The new year starts off with some progressive news for the idea of modernizing restrooms, comfort stations, etc. Fred Biehl is getting his two machines lined up for aggressive business during the year. Biehl has spent a lot of conscientious work on perfecting these machines, and one may well wish him good luck. Good machines will be an important item in winning the theaters, hotels, office buildings and the like to the idea of modernizing their restrooms with service and vending machines.

In addition to Mr. Biehl's new announcement there is the news that the ballrooms and other amusement centers in Eastern Ohio have also got a taste of modernizing their restrooms, lounges, etc., by installing coin-operated service and vending devices. Let's hope that this work proves entirely satisfactory to the locations. The idea has made a beginning, and if there are no reactions against it an immense market for modern machines is at once created.

But, as one manufacturer of a penny machine said to me not long ago, it will only require one or two manufacturers to put out some poor machines and give

the whole idea of modernizing restrooms a black eye. This manufacturer has spent considerable time on a penny type of merchandising machine so that it will look right and work right and is designed for restrooms and lounges. Now he is mortally afraid that the market will be killed in the beginning by some manufacturer that puts out a lot of poor machines and manages to sell them to theaters, hotels, etc.

There should be some way of warning the theaters, hotels, office buildings and others in this field that there are good machines in the coin-machine industry and there are also a few bad ones. The success of the modernizing movement depends first of all on getting good machines. If the coin-machine trade develops some system during 1933 for educating the locations more perfectly in the ways of coin machines the year will be a big one in our trade history.

EASTERN CHATTER

Two new Haven, Conn., boys were telling us that it seemed to them their territory was simply overrun with machines of all kinds. They also claimed that the 1-cent machines were getting a much better play than the 5-cent machines.

Our old friend Ordansky, whom we nicknamed O'Shaughnessy, is now in the jobbing business in New Haven.

As far as New York is concerned, and the many rumors which are in circulation for the benefit of all coin-machine operators, it looks like big doings. There is more activity in the territory at this time than we have had for many months.

Many operators claim that second-hand machines put into the business a type of men who ruin good locations. They argue that with the machines costing these men but a few dollars they can afford to offer outrageous commissions and therefore spoil the location for any money-making operations. Some feel that the manufacturers should therefore raise the initial price of the machine so as to have a repurchase price and destroy the equipment after it has seen its heyday.

William Blatt, of the Supreme Vending Organization, shows us the increase in space which every one of his branches has accomplished this year. It seems, according to Mr. Blatt, that all of his branches, including his own headquarters at Brooklyn, decided to enlarge their display rooms and also recreate their complete premises all at the same time.

It is interesting to note that Irving Bromberg Company has opened three offices in the metropolitan area of New York City. Its headquarters in Brooklyn, an office for Bronx and Westchester County operators at 2508 Amsterdam avenue, in charge of Leon Taxsen, and its newest office at 220 Fifth avenue. In short, Brooklyn, uptown and downtown New York now have Bromberg offices.

Nat Cohn has expressed an idea for specializing in the sale of a certain number of machines with which the jobber is best acquainted. There may be more to this than can be immediately seen. For example, if each jobber in town specialized in the type of equipment he knew best, there would be greater selection as well as efficiency and co-operation between jobber and operator here. Nat Cohn is with Modern Vending Company right in New York.

One of the best jobber's mechanics in town is Phil Schulman over at Modern Vending Company. In fact, Phil not only rebuilds the manufacturer's own product but has already started on a game of his own. It is said that when Phil steps out Nat Cohn is actually lost as far as repairs are concerned.

Orlino Coin Machine Corporation, down in Baltimore, writes to tell us of the new branch which it has just opened right down in Washington, D. C., at 841 Eye street, under the direction of Leonard Chenwitz. This is the first branch of this firm and may be the beginning of a general movement for branch expansion.

We rushed up to the cold, cold north woods to Winoski, Vt., at the Richard

Manufacturing Company plant to see the new Flash machines under construction. It certainly has struck a great game this time, and at this very moment it seems like it will be a winner. Arthur Cobane, sales manager of the firm, is very enthusiastic over the new Flash Sr. model and believes that it will move faster than any other senior model presented to the market because of its exceptionally low price.

Having luncheon one day last week with one of our newer operators we heard one of "those" stories. It may not be new to many of you, but we are hoping that some of you have found an effective cure for this sort of thing. It seems that our friend had by dint of luck managed to locate one of his machines in a rather modern drug store, where it grossed quite a bit each week. In fact, much more than two of his other best locations had ever made. For three or four weeks our friend basked in the light of this sudden prosperity, and then when coming for his regular collection was told to remove the machine. The reason given by the storekeeper was that too many of the younger men in the neighborhood were making this their stamping ground because of the machine. It is a rather unusual case, especially in these days, to find a druggist who is willing to give away more than his rent every month.

How many remember when 50 cents per week from a machine was considered making "plenty"?

And now Roxy Vending Company comes forth with another new idea. It will return from \$3 to \$10 to any operator for his old pin game as trade-in value against any of the new games. This is to stimulate action for getting the new machines on the market, and Clara Grant, our second woman jobber, believes it will help many operators to increase their business 100 per cent. Miss Grant is certainly trying all her best plans to help operator customers to make more money with their machines. Roxy also gives the first free prize premium for high score with each machine you buy.

Herman S. Budin and Jack Fitzgibbons, of Budin's Specialties, Inc., have neatly refurbished their showrooms and offices, and it looks like they are expecting some big doings. By the way, the other day, after Herman had sent to Bill Blatt for some of those rubber bumpers, Bill sent one back in an envelope and wrote on the envelope "With compliments of Supreme, may they break."

There is a new slogan going the rounds in New York's best jobbing circles, and if Cohn was right, perhaps some of those long-faced boys will be affected by it, "Business Is Better."

It seems that we have three of the "pin-game boom" jobbers closing down. Born in the days when anything with pins on it sold, these men made their feeble splash and nothing but some very faint ripples will be left.

And then you should see Babe Kaufman's new iron railing fixtures, velvet curtains, new desks, balcony offices and what not. All at her "Heart of Manhattan" showroom at 822 Eighth avenue, New York. Babe will soon tell us the way she feels about the vending game, and, let me warn you, it's intensely interesting. Watch for her story in *The Billboard*.

The annual convention will be with us even before we know it. Now is the time for all good advertisers to be planning some really interesting and enlightening copy for their many operator friends. All men in the industry should certainly make up their minds to be present at the next show, for some of the advance information we have already received concerning the entertainment and the rest of the show itself will be worth everyone's time. Also, the many new machines, which will be displayed for the first time, should attract all the men in the industry.

Bill Shayne, of the Dixie Music Company, Miami, Fla., writes that his two new machines are going out on test and that by February 1 he will have some very good news for operators. Bill made the Marball for all those operators who wanted a large and different machine, and it made enough money for the boys to cause it to be a sensation on locations wherever placed. Bill is one of the most careful manufacturers we have and will not send out a machine until he is absolutely certain that the public reaction to the play is favorable.

1933 MODEL 1c PLAY TWIN JACK POT



ONLY TWIN JACK POT IN THE WORLD
No. 1 1c PLAY \$50.00
No. 2 1c Play \$55.00
With Ball Gam Vender

Prices plus 10% Government Excise Tax.
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No. 831—The New Junior Model Scene-in-Action Lamps now ready. Bore, 7 1/2 in. Simple realistic action. And look at the price! Each,

85c

Sample, Postpaid, \$1.00

CHECK THESE SPECIALS:

Flashy 4-Piece Pipe Set.....	5.00
Part Wood Panel Color Bins.....	10.00
Pen and Pencil Sets, Gold-Plated Points.....	7.00
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Crystal Necklaces and Kardsop Ensembles.....	2.25
Photo Lighter, with Table Stand.....	5.00
Electric Clocks, Popular Gable Model.....	4.40
Photo Rings, Skull Head Design.....	1.15

Write for our Wholesale Novelty Catalog, free to dealers. Concessionaires, Salesboard Operators and Premium Users. Address Dept. B,
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LIVELY ACTION
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PLAYS
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One or One Hundred

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BIG PROFITS ON OUR NECKWEAR. \$12.00 GROSS

11.15 Sample Dozen.

You get a line that includes—Mogadors, Moires, Fancy and Plain Crepes, Poulidars, Spider Weaves, Jacquards, etc.

TIES Hand-Made \$3.00 Doz.
Sills-Lined.
Never Before Such Low Prices for Fine Merchandise.

COMPLETE LINE OF NECKWEAR. Sample Swatches and Information Free. 10% Cash, Balance C. O. D. Money Refunded.

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Genuine Blue Steel
The Blade of Quality

The UNEEDA BLADES are made of the finest blue steel and are sold on a money-back guarantee. They are double-edged, fit all types. Packed 5 to a Package, 20 Packages (100 Blades) to a Counter Display Box, mailed to sell 5 for 85c.

10 cartons or more, per carton, \$1.40
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FREE DEAL With every purchase of 10 cartons or more we will ship free dozen of Uneeda Styptic Pencils, Tube of each giant and medium size Uneeda Ray Gum Shaving Cream. Free Deal 10 days only.

Send for our Price List of all makes of Blades, Shaving Creams, etc.

25% deposit with all orders. Include postage when ordering.

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Elgin & Waltham \$1.75 Ea.

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16 Size POCKET WATCH, Round, Open Face, Fancy Engraved, Chromium Case.

In Lots of 24.....\$1.75 Ea.
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O. SHEPARD, Fla.

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In this country, as well as in practically every country throughout the world, Jennings Improved "LITTLE DUKE" is becoming increasingly popular day by day—a acknowledged leader among leading operators everywhere. We've spared no expense in making "LITTLE DUKE" the ideal coin machine out with improvements that assure you more dependable operation with increased earning capacity.

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4309-39 W. Lake St., Chicago, Ill. 401 N. Broad St. PHILADELPHIA, PA.

Technocrat Suggested as Name For Some Modern Coin Machine

NEW YORK, Jan. 14.—An editorial in *Printer's Ink*, weekly, January 5 issue, suggests that the term "Technocracy" now going the rounds is a taking name for a game of some kind. The search for a good name is an important one in the coin-machine trade, since a name that catches with the public is often a decided advantage. Many members of the trade still remember Ballyhoo.

"Before long some astute manufacturer will be out with a game called Technocracy," says the editorial, "possibly something on the order of checkers, with miniature power houses replacing the men. And the nation will while away the (kilowatt) hours with the feverish devotion to playing the game of the moment that is one of the most curious characteristics of the current economic phase.

"At any rate, the game-playing aspect of what is genteelly designated The Change is worth reflection at this time. A hill-top view of the three years past shows that, despite the grave uncertainties of the times, the sporting instinct has reached its highest peak of expression. This is the Great Romp, not the Great Crisis.

"Miniature golf, with its fleeting golden boom in the real estate and iron-pipe business, was the start. Then came backgammon to set the humblest patron of the 10-cent store to shaking dice. Next there was the jig-saw puzzle. After that the pin game crowded cigar stores, hotel lobbies and other centers with eager followers of metal balls that bounced illogically off myriad little nails. And, of course, contract bridge, which needs no further comment.

"Technocracy is admittedly just a possibility in the line of succession, but it has a wonderful start. Just as a subject of discussion it has practically reached the status of an indoor sport. But to realize fully upon its potentialities, it

should be dramatized in some tangible form and given a competitive angle.

"In Evanston, Ill., still another potential occupant of the gaming spotlight is in the making. A shop has been established wherein citizens of that erudite center give up 15 cents per half hour to operate a system of toy electric trains. "All this has some sort of psychological and possibly economic significance and we wish we knew what it was. The practical side is clear, however. The real opportunities for manufacturers today lie in creating a sporting interpretation for their products. For instance, let automotive producers figure out some sort of game angle for motoring and they'll get somewhere."

Plans Big Broadcast

CHICAGO, Jan. 14.—Announcement was made this week from the office of D. Gottlieb & Company that the new machine in their plant will be called the Big Broadcast. It is expected to become the rightful successor to the Five Star Final, the management says. The new machine is said to be the result of six months spent in experimentation and of getting opinions from people in the trade over the country.

Officials of the company state that it is a pin game combining some entirely new principles. It will be announced in detail within a few weeks, and great expectations are being attached to it by the firm. Extensive tooling is now being done in the factory to get ready for production of the new game.

Expand Cigaret Venders

RIDGEFIELD PARK, N. J., Jan. 14.—E. J. Wipf has been one of the largest operators of vending machines in this section for many years, and has also made a specialty of machines for vending cigarettes. He is the New Jersey representative of the Automatic Selling Associates, Inc., a New York firm that manufactures the U-Need-a-Pak cigarette vending machines. Mr. Wipf states that his business has grown so large that it recently incorporated as the Cigarette Service Company, Inc., and that he expects to put out hundreds of the cigarette machines in the near future.

Market Analysis Planned To Guide Manufacturers

CHICAGO, Jan. 14.—To enable coin machine clients in determining whether their products have reached the saturation point in all territories, Frankel-Rose Company, well-known agency handling the advertising of prominent amusement game manufacturers, is planning to make a market analysis of the field. The findings will be incorporated into a comprehensive report and chart which, when referred to by the manufacturer, will enable him to determine in just what territories his game is not receiving proper distribution.

Charles E. Rose, who has contacted the trade since the early days of the business, explained that in many cases a manufacturer will introduce a new model before the old one has been fully exploited in some territories. In other words, sales of a machine may be high throughout the country as a whole, yet in some particular territory the placement of that machine may be very weak, due perhaps to the lack of sales effort, advertising and promotion. Having the facts on hand and knowing that many thousand additional locations are available, the manufacturer can urge the jobber in that territory to increase his efforts.

This market analysis has been profitably employed by numerous large manufacturers of other nationally distributed products, and according to reports it is the only one ever attempted for the coin-machine industry.

Notice

The February 25 issue of The Billboard, in addition to a number of other articles of interest to operators, will contain a directory of all the operator association groups in the country, as far as we are able to get the information. We earnestly request that every association send us at once a list of officers, dates of regular meetings, address of headquarters and other necessary information. This directory will serve as a guide to operators who want to join the organization, and will in many other ways serve as useful information to the trade. Some of the organizations have elected new officials for the year, and we would like to have full and accurate information for this associational directory.

Amazing Values

For COIN MACHINE OPERATORS SALESBOARDS and PREMIUM USERS

Quality Merchandise



- COCKTAIL SET, Chromium, 4 Cups, Tray and 3-Pint Shaker, Each \$3.50
- COCKTAIL TRAYS, Mahogany, Walnut, Maple and Black, with "New To Make 'Em" Recipe and Picture Under Glass Lining, Each .55
- ELECTRIC CLOCK LAMP, 15 in. High, 15-in. Eagle Base, Each 2.00
- INGRAHAM WRIST WATCH, Chrome Enamel, Barrel Strap, Link or Bracelet or Strap, Guaranteed, Each 1.65
- CARDING SETS (3 Pieces, Novelty), Sing Handles, Waterproof Steel, Set REVER TABLE WARE (16-Piece Set), 10-Year Guarantee, (Board, 50c Extra) Set 1.85
- KNIFE & FORK SET (12 Pieces), Banded, Cutlery Handles, Stainless Steel, Set .98

- WAFFLE IRON, Chromium, with Heat Indicator and Cord, Each \$2.75
- ELECTRIC TOASTER, Complete, Each .65
- ELECTRIC IRON, 6 Pounds, Nickel Finish, Each .75

TERMS: Net P. O. B. New York. 25% with order, balance C. O. D.

INTERNATIONAL NOVELTY MFG. CO., 100 Fifth Av., New York, N.Y.

THIS No. D52-5-PIECE DEAL IS TAKING COUNTRY BY STORM - It's Really Hot

- Consists of— 2 Pr. Quality Hose
- 1 Reproduction Crystal Necklace
 - 1 Package Powder and Perfume

The deal has proven to be the fastest seller out. Operators having an outstanding success with it. Worked day and night to fill orders. The deal consists of 2 Pairs of Hose, fine gauge, new lace web, French heel, latest colors, assorted sizes, no seconds. The beautiful Crystal Reproductions are strung on a string to make a charming Necklace. Powder and Perfume are wrapped together to make the most attractive package on the market. All items in this deal are high quality. Order a sample and see an outstanding quality deal and fast seller.

Sample 50c. Doz. 49c Ea. Deal Gr. 48c Ea. Deal

Another deal, similar to above, No. D50, only Pearl Reproduction Necklace is furnished instead of Reproduction Crystal Necklace. Such a deal will cost you 47c for Sample, 46c Each in Dozen Lots, 46c Each in Gross Lots. Coupon, 85c per 1,000.

SPORS IMPTG. CO. 123 Superior Street, LE CENTER, MINN.



JOCKEY CLUB

THE ONLY "DE LUXE" TABLE HORSE RACE GAME!

All the sure-fire appeal of horse racing in a splendid Table Model game! See the dashing balls roll down Jockey Club's unique Double Ramp! Nothing like it ever offered. Legal everywhere! See Jockey Club on display here! Write for prices.

B. D. LAZAR CO. 1340-42 FORBES ST., PITTSBURGH, PA.

JOCKEY CLUB



GOLDEEN COIN TOKENS

Made of Flashy Red and Gold Cardboard. Very Much Like Real Metal. Very Much More Attractive. JUST THE THING FOR JACK-POT BOARDS. \$1.00 per 100—\$5.00 per 1000 Prepared.

Straight or Assorted Denominations. Remittance with order, or 1/3 Deposit on C. O. D.

ARTHUR WOOD & COMPANY 219 Market Street, ST. LOUIS, MO.

Chicago Arcades Sport Variety

CHICAGO, Jan. 14.—Variety in games is the rule in the modern game arcades here this week. The Sherman Hotel arcade apparently holds the lead, since 21 different makes of coin machines were on the floor when the check was made. Now that so many new machines are appearing on the market, the arcades will no doubt be adding others from day to day. Most of the machines displayed in the Hotel Sherman arcade, and all the others as well, belong to the de luxe table group.

The Playground, also in the Sherman Hotel building and managed by Paul Gerber, displayed 11 different makes of machines this week. Two of them were of the square circle type, and a new de luxe table, the Wild Widow, has been added. This table offers a complete card layout with a standard pin arrangement. It is understood that the firm originally making this table is now out of business. Gerber states that it has been getting excellent play since he installed two of them. This modern arcade now has two luminous signs in the windows facing on the front.

The La Salle Hotel arcade, called the La Salle Studio Room, had 20 different makes of machines on the floor this week to give it variety. Two target rifles have recently been added, also a giant model of the Steeplechase machine.

Report Stealing Checked

CANTON, O., Jan. 14. — Vending-machine operators in the Canton area are complaining less in recent weeks of the pilfering of their machines from filling stations, stores and restaurants since they contracted with a local detective agency to protect their interests.

On an average of two cigaret and other type machines a night were stolen in Canton alone during November, and despite the efforts of the police, the offenders were not apprehended. Now all stores where vending machines are placed are displaying signs on their doors, offering a reward of \$25 for information lead-

ing to the arrest of persons stealing or molesting the machines.

The presence of those signs and the added effort on the part of the detective agency in keeping close tab on places where the machines have been located has had a tendency to reduce thefts, machine operators say. Thousands of dollars' worth of merchandise was stolen from the machines, which were carried from the stores and usually mutilated by the thieves in removing the contents.

Praises Eastern Market

NEW YORK, Jan. 14.—Jim Buckley, sales manager of the Bally Manufacturing Company, Chicago, arrived here this week, full of pep and ginger, to tell the trade in this territory about the new products his firm will be bringing east very soon.

At present, he says, the firm is boosting its counter game, Bally, which he reports to be selling with decided regularity, and that it has been behind in production. He also says that production will soon be in sufficient quantities to meet all the demands coming from this territory, or all over the country for that matter.

Buckley expressed the belief that today the New York market exceeds any other territory as a center for automatic equipment. He also explained to the jobbers the new display stand, which shows all six models of the Bally machine to the best advantage. He has stated also that the Bally firm will soon be ready with three new machines for the trade.

Operator Official Plans New Type Game Contest

LOS ANGELES, Jan. 14.—Jack Olson, president of the Protective Association of Coin Machine Operators of Los Angeles County and head of the Automatic Amusement Machines Company, is working on a new competitive proposition that, he says, will far outshadow pin-game tournaments in increasing the play on pin-game machines. The idea, which Olson plans to have copyrighted, will be definitely worked out next week, at which time it will be considered by the local association for use here.

The association had formerly planned a tournament, offering a car and a radio as first and second prizes, but decided differently when Olson gave a brief outline of the new plan.

The local coin-machine association and the Los Angeles district will be represented at the coming national convention in Chicago. Already several operators, jobbers and distributors have made arrangements to attend, and it is also felt that last-minute decisions will swell the number considerably.

Will Sell New Game

ST. LOUIS, Jan. 14.—The Besser Novelty Company, local jobber of coin machines, has been appointed distributor in this district of the new machine called Flash. Flash is manufactured by the Richard Manufacturing Company of Vermont.

Operators Are Warned

CHICAGO, Jan. 14.—Official warning has been sent out by Joe Huber, secretary and treasurer of the Coin Machine Manufacturers' Association, to operators about the possibility of a penny sweepstakes confidence game, or something of similar nature. It is stated that such a proposition was mailed last year. The official notice is as follows:

"Last year, about this time, someone sent out a broadside with the intention of getting money from various operators on the false pretense of running a coin-machine operator's penny sweepstakes in conjunction with the trade show which was held by this organization. This warning is given to operators and prospective visitors to the forthcoming coin-machine exposition that there will be absolutely no drawings of any kind in connection with the show.

"If any operators receive any literature from any source connected with the operation of any prize drawing, we would be interested in hearing from them direct, as we want to get to the bottom of such matters and see who is behind them."

GET YOUR MONEY'S WORTH HERE!

Whether you buy Mills, Jennings, Watling, Calle or Pace slot machines, you are sure to save at least 30% because of our tremendous buying power. ROCK-OLA is known throughout the coin machine business as the largest and most reliable distributor of both new and used slot machines.

And that goes for amusement machines, too, like these leaders:

- JUGGLE BALL
- STEEPLECHASE
- GOOBY
- BALLY COUNTER GAME
- FOUR ACES JACKS
- JIOGERS
- SARATOGA SWEEPSTAKES
- HANDICAP

NOTE

While writing be sure to ask about ROCK-OLA'S forthcoming new games: WINGS and THE OFFICIAL SWEEPSTAKES! They really are new, better and more profitable—ask wise operators will find out!



ROCK-OLA MFG. CORP., 617-631 Jackson Blvd., Chicago, Ill., U. S. A.

DOWN WITH SALES BOARD PRICES WE PAY THE TAX

100-Hole, 15c; 200, 24c; 300, 31c; 400, 37c; 500, 45c; 600, 51c; 800, 65c; 1,000, 78c; 1,200, 92c; 1,500, \$1.12; 2,000, \$1.67; 2,500, \$2.21; 3,000, \$2.75.

CIGARETTE BOARDS, 5c Sale—400, 41c; 500, 49c; 600, 58c.

PENNY CIGARETTE BOARDS—1,000, 82c; 1,200, 96c; 1,500, \$1.17.

PREPARED ON \$100.00 ORDER. 1/3 cash, balance C. O. D.

RODIN NOVELTY CO., Sioux City, Iowa

COMPARE SMALL COST VS. THE REAL PROFIT FROM 5-"FIVE AUTOMATIC JACKS"-5

With its AVERAGE 80% PLAY!

Each Jackpot Automatically CONTROLLED To Protect Profits! 2,000 5c Sales Taken in \$150.00. Pays Out \$15.00. PROFIT \$135.00. PLAYS TO THE LAST HOLE. THE OPERATORS' "ACE."

BIG 5-JACKPOT FLASH AUTOMATIC SELF-DUMPING ACTION ABSOLUTE POSITIVE PAYOUT CONTROL AND PROFIT PROTECTION! ALL-ALUMINUM CASE, SEALED AND TAMPER-PROOF.

NOW IN 3 STYLES

Same Case and Jacks.

2,000 5c Sales (Profit, \$105.00) . . . \$6.50 Ea.

2,000 5c Sales (Profit, 72.50) . . . \$3.65 Ea.

1,500 5c Sales (Profit, 52.50) . . . \$3.50 Ea.

TERMS: 1/3 with Order, Balance C. O. D., P. O. B. Chicago.

GARDEN CITY NOVELTY MFG. CO. 4321 E. Ravenswood Ave., Chicago, Ill.



SALES BOARDS NEW PRICES IDEAS DESIGNS

AND NEW CATALOG

WRITE US TODAY

The Accordion-Plated Tickets Used in All Harlich Boards Are Licensed Under Patent No. 1280787.

BRANCHES:

SAN FRANCISCO, CALIF., 371 7th St.

NEW YORK, N. Y., 125 E. 23d Street.

SEATTLE, WASH., 1204 Western Ave.

HARLICH MANUFACTURING CO. 1101-1417 W. Jackson Blvd., CHICAGO, ILL.



100-HOLE BETTING BOARDS.

Styles: Football, Horse Race, Prize Fight, Baseball, Placolor, National Sweepstakes, America First. Fast seller—all the thrill of a bet with odds ranging from 2 to 1 up to 10 to 1. Price, \$8.50 per Dozen, Tax Paid.

THE FIELD MANUFACTURING CORP. PEORIA, ILLINOIS

STEADY Toy & Confection INCOME VENDERS

With Our New

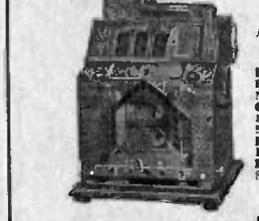
NOVEX SPECIALTY CO., 1188 B'way, New York.

America's Only MILLSILENTS

Latest Evadator Model Front Venders, Serials 285,000 and Up.

Single Jack | Double Reserve Pats. Jack Pots.

\$25.00 \$47.00



Babe Kaufman saves you money

ALSO ALL THE LATEST GAMES AT THE LOWEST PRICES.

HANDICAP, TIP-TOP, SHAM-ROCK, JOCKEY CLUB, MATCH-A-SKOR, GREWY, GOOBY, Sr. & Jr., JIOGERS, Sr. & Jr., 8 & 6, Sr. & Jr., 5 STAR FINAL, Sr. & Jr., HIGH-RUN, FORTUNATE VENDERS, MAJESTIC, CLOVER-LEAF, DYNCO, PROSPERITY, Sr. & Jr.

IRVING MFG. & VENDING CO.

MAIN OFFICE: 322 Eighth Avenue, New York City. Tel.: COLUMBUS 8-4959.

Woman Jobber BALLY

The Outstanding Counter Game Sensation in the Country. Earns Money Like Wildfire.

WRITE FOR NEW LOW PRICE.



GENERAL SALES OFFICE: 300 Irving Ave., Brooklyn, N. Y. Tel.: FORTUIT 3-3897.

JOBBERs and OPERATORs SAVE 22% on SALESBOARDS, PELLET BOARDS, FORTUNE BOARDS and PUSH CARDS

WRITE FOR CATALOG.

LINCOLN SALES CO., 118 So. Wells St., Chicago, Illinois

MACHINE OPERATORS ATTENTION!

Do you want something new that is different? Something that will collect the pennies and nickels when other machines fail to attract? If you do, write for information regarding our new SPIN-A-WHEEL, which is now in course of construction and will be ready for delivery about January 30. Circulars and descriptive matter ready January 25.

M. L. KAHN & CO., Inc., 820 Arch St., Philadelphia, Pa.

When Writing to Advertisers Mention The Billboard.

Astounding ~ New Low Prices on Improved 'STEEPLECHASE'

Four New Mechanical Features
Raise Profits to Even Greater
Heights. Here They Are!!

- 1 **Anti-Tilting Device:**
 voids play instantly if machine is tilted.
- 2 **Automatic Latch:**
 prevents play unless all six balls are in elevator cage. An important cheat-proof feature.
- 3 **Automatic Pitching Device:**
 puts all six balls into play at same instant. Eliminates cheating by juggling.
- 4 **Coin Substitution Preventer:**
 assures even greater profits. Prevents player from defrauding machine.

None of These Features Can Be Had on
Machines Imitating
THE "STEEPLECHASE"!!
Test These Extra-Profit Makers Under
Our Famous NO-RISK GUARANTEE!
Write or wire for NEW prices and details.



KEENEY & SONS

700 East 40th Street, Chicago, Ill.

Patent Office Records Don't Show Trade Activity Increase

WASHINGTON, Jan. 14.—Providing a bright spot at least in the economic horizon within recent times, the coin-operated machine, whether for amusement or merchandising purposes, is attracting more and more attention in that best known of business laboratories, the United States Department of Commerce. The commerce department has been attracted by the big increase in recent years in the manufacture of coin machines, but at the same time the patent-office authorities feel that their records have not indicated any special activity in the coin-machine industry.

Discussing the coin-operated machine with a representative of *The Billboard*, Thomas E. Robertson, U. S. Commissioner of Patents, brought out the fact that the long life of most of the coin-operated inventions probably accounted for a comparative lack of patent applications in this field. Both the amusement machine and the machine for dispensing commodities have been before the public in one form or another for years, Commissioner Robertson said, but it has been only in more recent years that they have begun to challenge the public imagination in such a way as to attract wide attention. Along with some other lines these machines have dragged somewhat as regards the obtaining of new patents, but it is perhaps because of the durability of the machines.

Assuming that it is the durability of the original models, he continued, it would be easy to see that the number of patent applications in recent years would not reflect the extent of activity at present in the coin-machine business.

Then from the Specialties Division of the Bureau of Foreign and Domestic Commerce comes the comment that sales of vending machines and amusement devices have made an excellent record thru the period of the depression. Reference is made to the expansion by one manufacturer in the Middle West to four times the original size of his plant to take care of new business. This is merely one illustration of the encouraging atmosphere in the industry from a manufacturing standpoint. Several months ago Eric T. King, chief of the specialties division, called attention to the possibilities in vending and amusement machines, and he particularly emphasized the value of the machines in providing an outlet for the emotions. The success of the amusement machines has verified the accuracy of that prediction.

Just as it has been said that nothing can withstand the assault of laughter, so the coin machine is proving that it can break down resistance in the form of pessimism, provide a new form of salesmanship and also provide entertainment of a character to chase away the gloom. Further evidences of activity in the vending field are said to be the contract made by a manufacturer with a tobacco company for the delivery of cigar vendors; another contract to furnish several thousand cigaret vendors to an oil company during the next few months.

"One thing which, in my opinion, is tending to slow up patents has been the increase in the final fee, called for just before the patent is granted and now much greater than it was a few years ago," Commissioner Robertson said. "This slowing up has been pretty general. However, in a few lines increases have been shown despite the general falling off in business. Certain types of automatic devices have shown an increase, also patents on appliances for air conditioning, certain railway inventions, refrigeration, oil burners, electric clocks, dewaxing of oils for lubrication and alloys.

"Due to the depression the permanency of machines manufactured under patent rights some time ago, or the increase in filing fees, coin-controlled devices may not have registered increases in our office, while at the same time there may be much more activity in manufacturing than is indicated by the number of patent applications. Increased demand for machines already patented or improved upon would not be known to us. For patent purposes the coin-controlled amusement machine is listed under 'Games and Toys.' Each classification under this caption has several divisions.

"Under game boards come chance devices and game accessories. Numerous novelties come under 'Toys.' But when it is remembered that George Washington signed the first patent act April 10, 1790, and as shown by the record

receipts of the patent office in 1932 were less than \$30,000, as compared with \$4,487,808.78 for the fiscal year ended June 30, 1932, there is plenty of reason to believe the inventive genius of the country will continue active and that both amusement and vending machines will come in for steadily increasing attention."

Five Games Will Make Lineup for New Year

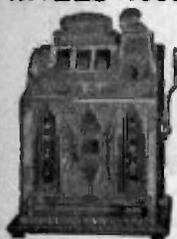
CHICAGO, Jan. 14.—It was announced this week that the new counter game to follow the Bally machine, counter device made by the Bally Manufacturing Company, will be called *The Arlington*. The new counter game will combine in one machine the excitement of horse racing and roulette, the manufacturers state.

The machine will be electrically operated and upon the insertion of coin the race track automatically starts revolving. Six colored balls spin round and round at high speed, carom off at scientifically placed obstacles, pass and re-pass, and finally come to a stop when the track stops revolving. A multiple chute is used, which will accept coins from penny to quarter, and pay-off is based on the lineup of colors at the finish. The machine is described as being only 8 inches high and having a base 8 by 12 inches.

Within the next week the Bally Manufacturing Company will also announce three new plunger-type games, it is said. All three games will be of the de luxe table type, using the magic ball lift and a new type of plunger, the announcement states. The first of the trio is said to be a pin game with an unusually speedy device for shooting the balls into the playing field. Another feature described is called the progressive idea, which enables the player to place balls in a high score pocket only after he has succeeded in placing a ball in a pocket of lower score value. This new feature is reported to have had enthusiastic approval by those who have examined the machine.

The second machine is a de luxe double pin game in a cabinet of unusual beauty, the manufacturers state. They announce also that this game is unusual in that both sets of balls are released for play by the insertion of a single coin. The third new game is a horse race game in which two complete sets of balls are used. Officials of the Bally firm strongly emphasize that their new game is unlike any of the race horse games that have yet appeared on the market.

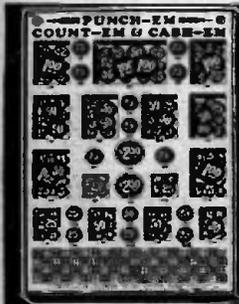
MILLS 1933 PENNY PLAY BALL GUM VENDER



Sample, \$60.50.
Little Duke Penny Play Ball Gum Vender. Sample, \$60.50
Wattling Twin Jackpot Penny Play Ball Gum Front Vender. Sample 60.50
Face Penny Play Jackpot Side Vender. Sample... 66.00
Write for Quantity Prices.

Brand new Goofy Machines, 3-Ring Circus Machines and Screw Machines, \$12.50 each. One-third certified deposit, balance C. O. D. Write for list of slightly used machines. We have all kinds.

MOSELEY VENDING MACHINE EXCHANGE, Inc.
3822 Chamberlayne Avenue, RICHMOND, VA.



Gold! Gold! Gold!

Jack Pots Filled With
GLISTENING COINS

1200 Hole - 2000 Hole - 3000 Hole
Take Your Choice - Each One a Flash

Send for our new
1933 Price List and Catalogue
(Licensed Under Patent No. 1260767)
CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320-32 Harvard Avenue, CHICAGO, U. S. A

NOVELTY MERCHANDISE AT LOWEST PRICES

Beacon Blankets and Shawls. Newest Colors and Patterns. Star Values.

Send for a Copy of Our
LATEST CATALOG



Glass-Cutter Knives, per gross, \$10.80.
Keen-Edge Knife and Scissor Sharpener, per gross, \$12.00.

DICE CLOCKS, each 620
DICE ASH TRAYS
2 1/2 x 2 1/2, per gross \$3.75.



TOOTHPICK KNIVES

3-Bladed, per gross, \$1.75.
5-Bladed, per gross, \$2.10.



GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINNESOTA



SILENT JACKPOT BELLS

JACKPOT FRONT VENDERS

MINTS, BALL GUM, BABY JACKS, DANDY VENDERS, STEEL SAFES, STANDS
Write or Wire for Prices.
KEYSTONE NOVELTY & MFG. CO.
16th and Huntington Sts., PHILADELPHIA, Pa.



DEPRESSION SPECIALS

	Doz.	Gro.
B1 Solisor Sharpeners.....	\$0.35	\$1.00
B2 Large Zinc Pot Cleaners.....	30	3.50
B3 Copper Pot Cleaners.....	40	4.50
P4 Geveva Razors.....	3.00	
B5 Veteran Needle Books.....	.35	4.00
P6 Paring Knives.....	.35	4.00
B7 Sewing Kits.....	.45	5.00
B8 Nail Files.....	.20	1.75
B9 Gold Eye Needle, 20 Stück. Per 100 Papers.....	.55	
B10 X-Rays, Per 100.....	3.00	
B11 Blue Blades for Gillette Razors. Per 100.....	1.53	

We carry a complete stock of Novelties, Notions, Specialties, etc. Write for prices on items you are interested in. Orders filled promptly at lowest market prices. 25% deposit required on C. O. D. shipments.

LEVIN BROS. Est. 1886 Terre Haute, Ind.

THE NEW MODEL Erie Digger

Better Than Ever.
Three Styles.
11 Page To Buy the Best.
THE ERIE MFG. CO.
19 Woodhina Street.
HARTFORD, CONN.
REFERENCES—Hartford's or Dun's; Hartford Nat. Bank & Trust Co., Hartford, Conn.



OPERATORS STOP! LOOK!
Cleaning Out Used Machines, Perfect Condition—
and Just as Good as New.
10 Gold Coins, \$13.00 Each; 5 Whirlpools, \$12.00
Each; 10 Peo Hi-Balls, \$12.50 Each; 3 Keen Ball
\$55.00 Each; 3 Glowriffs, \$11.50 Each; 3 Five Ball
Finals \$12.50 Each; Assorted Marbles, good grades,
Size C, \$1.00 Thousand. Buy as few as you need
as you want. Terms: 1/3 cash, balance C. O. D.
Wire or write OHIO SPECIALTY COMPANY, 204
E. Seventh St., Cincinnati, O.

JUST OUT, GENTLEMEN—IT'S THE NUTS! "COCO-NUTS"

**A GAME THAT DARES BE DIFFERENT!
SKILL—NEW TYPE ACTION**

At last a game that requires actual skill!—A game that offers just the right amount of suspense without delaying the play! The psychology of its success lies in the fact that it affords the player to prove his skill and gives him a chance to show off his power of control.

ENGINEERING EXCELLENCE

COCO-NUTS represents the supreme achievement of skillful engineering genius by a firm whose name has long been identified with the manufacture of successful and lasting products. You will readily sense the superiority of workmanship and greater value the moment you see it.

FINEST CONSTRUCTION

Beautiful Hardwood Walnut Finish. All metal parts and trimmings are of heavy polish cast aluminum. Working mechanism of highest quality and is absolutely guaranteed throughout. Trouble-proof, Fool-proof, Cheat-proof. Entire weight is only 35 pounds. The dimensions: 12 3/4 inches deep, 31 inches high and 16 1/2 inches wide, minimum of space required.

**NO RISK! WHY DELAY!
Money-Back Guarantee**

You take no risk by ordering COCO-NUTS today. COCO-NUTS is sold on a seven-day money-back guarantee. We want you to see for yourself that COCO-NUTS is everything we say it is and more. Convince yourself, see your jobber today. Now in mass production and ready for immediate delivery. If your jobber cannot supply you, write or wire manufacturer. Act at once.

WHAT THE PUBLIC WANTS

"COCO-NUTS" presents to the public an entirely new type of action. There is absolutely nothing like it on the market. Just the game the public has been waiting for. Don't wait; beat the other fellow to it and get the big play with "COCO-NUTS."

**BIGGER EARNING POWER!
TESTED! PROVEN!**

Past action—yet it retains maximum player interest, doubles income in any location. Numerous impartial tests carried on throughout the country has proven COCO-NUTS to pay for itself the very first week. "The proof of the pudding is in the eating!" Try "COCO-NUTS" today—yourself!

**PENNY OR NICKEL PLAY
7 Balls for 1c — 10 Balls for 5c**

SPECIAL OPERATORS' PRICES

SAMPLE MACHINE.....\$18.75
Lots of 5.....\$17.75. Lots of 10.....\$17.00
With Wood Stand To Match \$2.50 Extra,
Plus 10% Tax.
Terms—1/3 Cash or Certified Check, Balance
C. O. D.

AMUSEMENT COIN MACHINE MANUFACTURING CO.
223-25 Water Street, Pittsburgh, Pa.

"COCO-NUTS"

GOOD PROFIT MAKERS—NOW IN DEMAND

B1M308—Zinc Pot Cleaner. Per Gross.....	3.25	B21001—Real Flash Army & Navy Needle Books. B1M301—Popular Priced. Per Gross.....	1.85
B11C1—Crystal Razor Blade Sharpener. Per Gross.....	2.25	B22D5—The Old Reliable. Per Gross.....	4.25
B11C12—Styptic Pencils. Each in Glass Container. Gr.....	2.75	B22D23—Aluminum Needle Threaders. Per 1,000.....	4.00
B15C33—Lightning Mincer. Per Dozen, 120. Per Gross.....	12.00	B21C9—Perfume, 1-Oz. Moderate Style Bottle. Each in Box. Per Gross.....	9.75
B22B5—30 Count Gold Eye Needle Wafers. Attractive Full-Up. Per Gross.....	3.00	B26C12—Laska Face Powder. Flesh Color. Per Dozen Boxes.....	.90



"DAD MAME DANNONE"
"Bar-Nums" Safety Razor Blades, Each Package Cellophane Wrapped.
No. 8C85—5 Blades in Package, 20 Packages in Carton.
No. 8C90—10 Blades in Package, 10 Packages in Carton.
Per Carton, 1.25
100 Blades.

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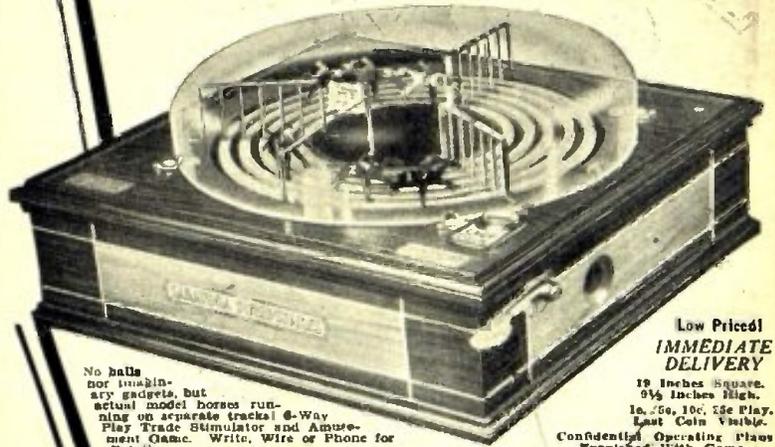
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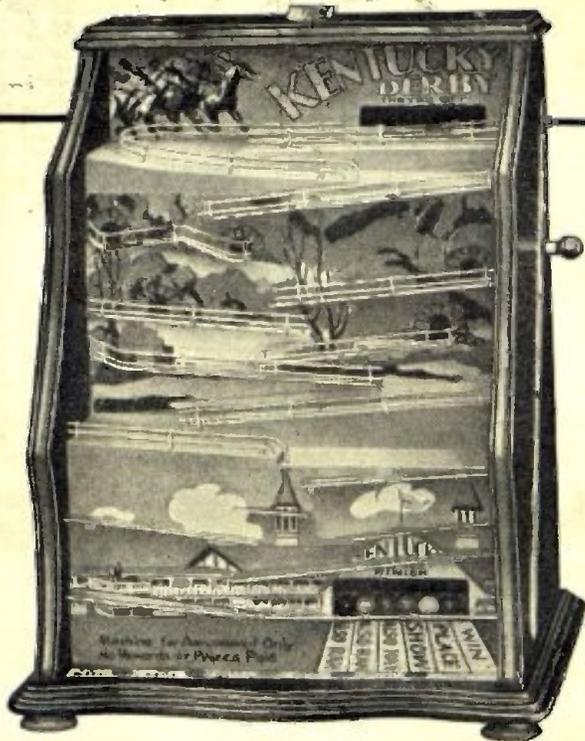
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